

# Filming In Lazio Makes Sense

Regione Lazio for cinema

## LAZIO@CANNES

Wednesday, 21<sup>st</sup> May 2008 - Hotel Palais Stéphanie, 1<sup>st</sup> floor, Cannes

FILAS, the financial development agency of Lazio (the region of Rome, that includes a large territory outside the capital and the city itself) has lunched, on behalf of the regional government, a coordinated programme to support the audiovisual industry, a cornerstone of its economy. This includes financial funds and a number of related initiatives, including participation to world-wide events and international agreements. The Lazio@Cannes event has been designed with three objectives in mind.

The first one is the launch of the INNOMEDIA initiative, being held under the aegis of two other European networks/projects, namely CINE-REGIO (European Network of Regional Film Funds - of which FILAS just became members) and INNODEAL (Pilot Actions and Learning processes for Joint Innovation Programmes - of which FILAS are coordinating partner), and aimed at improving the take up of innovation in the audiovisual sector.

The second one is the launch of the SILK-NET initiative. FILAS is keen on a more integrated coordination of its efforts towards South East Asia, from a broader European perspective. Distinguished guests from Asia will join the session as speakers and as participants. This session is co-organised with the Media Development Authority (MDA) of Singapore. FILAS and MDA have been working together since 2006 under the framework of a bilateral MOU.

Beside these sessions, and as a key part of the programme, there are networking sessions being organised that will be devoted to informal EU-Asian co-production meetings.

### THIS EVENT IS:

ORGANISED BY **FILAS S.P.A.**

CO-ORGANISED BY **MDA**



SUPPORTED BY **CINE-REGIO** AND **INNODEAL**



HELD UNDER THE PATRONAGE OF



**Mrs Giulia Rodano**  
Councillor for Culture  
of Regione Lazio



**Mrs Viviane Reding**  
Member of the European  
Commission responsible for  
Information Society and Media

# FINAL PROGRAMME

## 09:00 - 10:00 REGISTRATION AND NETWORKING BREAKFAST

### The INNOMEDIA initiative: CINE-REGIO and INNODEAL to innovate in AV

10:00 - 10:10 Welcome, announcements, introduction to work  
**Stefano Turi**, Director General, FILAS

10:10 - 10:25 Invited speech "Innovation centred funding for the digital media age: the Digital Media Fund experience"

**David Furmage**, Advantage West Midlands (UK), INNODEAL partner

10:25 - 11:20 PANEL: Trans-regional co-operation in Europe, from films to creative industries

#### Participants:

- Florian Cabane, PACA Region (F), CINE-REGIO member
- Gabriele Röthemeyer, MFG Baden-Württemberg (D), CINE-REGIO member
- Stefano Turi, Director General, FILAS (I), CINE-REGIO member /INNODEAL partner
- Rodolphe Uhlmann, Méditerranée Technologies (F), INNODEAL partner
- Peter Zawrel, Vienna Film Fund (A), CINE-REGIO member

#### Moderator:

Charlotte Appelgren, Secretary General (DK/SW), CINE-REGIO

## 11:20 - 11:50 NETWORKING COFFEE AND TEA

### The SILK-NET initiative: a South-East Asian AV network

11:50 - 12:05 Invited speech "The role of international co-productions for the growth of the audiovisual sector: remarkable cases in Asia and Europe"

**Christopher Chia**, Chief Executive Officer, Media Development Authority, Singapore

12:05 - 13:00 PANEL: Removing barriers to favour co-financing of international co-productions

#### Participants:

- Charlotte Appelgren, Secretary General (DK/SW), CINE-REGIO
- Irina Orssich, MEDIA Unit, European Commission, Belgium
- Suparna Pandhi, Head - Creative Industries Division, CII, India; (TBC)
- Cristina Priarone, Director, Rome&Lazio Film Commission, Italy
- Kenneth Tan, Chief Operating Officer, Media Development Authority, Singapore

#### Moderator:

Carlo Donzella, Consultant EU and Int'l affairs, FILAS, Italy

## 13:00 - 15:00 NETWORKING FUSION LUNCH

NOTE: European and Asian producers, with special reference to involved regions/countries, are warmly invited to participate and take advantage of the intentional long breaks to informally match and discuss of EU-Asia co-production projects. Participants list will be distributed in advance to facilitate match-making.