



INTERNATIONAL ENCOUNTER OF FINANCIAL COPRODUCERS

Over the last decade the role of the financial co-producer has gained an increased importance in terms of international production. Still, the role of the financial co-producer remains a mystery to many in the industry. Injecting private equity into the audiovisual industry is a difficult task which requires a structure based on knowledge of both the audiovisual sector and the world of finances.

Financial entities that managed to establish themselves in the media sector are quite different from one another and in general terms they maintain a low profile. Nonetheless, they can be an interesting alternative to government subsidies, TV broadcasters pre-sales and money coming from distribution companies.

The goal of our encounter is as simple as it is important: we let the representatives of the different financing entities tell us how to work with them, what type of projects they can get involved in, what are the different steps to follow in a collaboration, what are the general conditions and how to get in touch with them. They will also be available to answer all questions raised by the attendants. During short private meetings producers can pitch their own projects to the different representatives in order to obtain their feedback. It is therefore paramount that the candidates forward us their project profile (with the application form), as this information will be used by the financial producers in order to adapt the content of their talks to the producers' needs.

The producers of the selected projects will benefit from a series of talks adapted to the current needs of the sector, and will have the opportunity of accessing all aspects of the audiovisual industry at a glance as SILE covers film, TV, advertising and multimedia alike.

Amongst others, SILE has invited **K5 Media Capital** (Germany), **Peacefulfish** (Germany), **Creative Arts Investment Network** (UK) and **Dynamo Capital** (Colombia), among others.



MEETINGS AGENDA

The aim of SILE is to focus new tendencies of the audiovisual market and make of SILE a meeting point for the audiovisual industry in the context of the European Locations Trade Fair and the European Film Festival.

For this reason we will organize meetings between industry and producers: services companies, new technologies, technical industries, film producers, Commercial film, TV and film commission/Offices. SILE organization will have a person specifically to collaborate with the agenda between professionals that request it.

COMMERCIAL FILM

It is worth highlighting that, from its first edition, SILE supports Commercial Film by means of sponsoring **APCP** (Spanish Association of Commercial Film Production Companies) awards and hosting its General Assembly.

Besides, **CFP-E** (Commercial Film Production of Europe) will hold its General Assembly Meeting and the presentation of 2010 Young Directors Awards.

Global Production Network (GPN) Summit will take place in SILE. GPN represents a roster of top-tier production service companies from around the world. GPN's current reach extends to 70+ companies/countries internationally. Each company is well respected, highly experienced and owned/operated by seasoned veterans of the film production industry. Thus, the GPN Summit is dedicated to business within its network, topics will include - trends in the service industry, technology opportunities, finance and contracts, client education and promotion. Besides, the GPN network companies/countries will also have a presence within SILE in which to interact with all visitors attending the three day event Expo. Currently twenty-five to thirty GPN companies/countries are expected to be present in Seville.

FilmBrazil was created in 2002 by APRO (The Brazilian Association of Production of Audiovisual Works) to promote internationally Brazilian advertising productions. It counts on members of the areas of sound and film production, rental stores and post-production. FilmBrazil develops a series of commercial actions to promote Brazilian Commercial Film at the international market.



A list of commercial film producers that already confirmed their assistance to SILE is detailed below:

- Panorama Films (Italy)
- Gung-ho Films (Hong Kong)
- Radioaktive (Ukraine)
- Making Movies (Australia)
- Moonlighting (South Africa)
- Tango Production (Hungary)
- Miggel & Sun (Uruguay)
- Oceanfilms (Brazil)
- Stillkingfilms (Czech Republic)

TV PRODUCTION

The socio-enomical and technological changes are affecting the traditional model. However, TV is enjoying a healthy increased in the number of viewers and in the contents it offers to them. Besides, the diversity of channels has caused a much higher offer which demands an improvement in techniques and contents.

LOCATION MANAGERS

Below you find a list of confirmed location managers:

- 10 European Location Managers
- Guild Location Manager of UK
- Adrian Knight, Triana Films (Canada)
- Location Managers from Portugal: Angela Calheiros, Christian Burnel, Cristina Mezquita Producciones



PROGRAM SILE 2010

NOVEMBER 11th, 2010: *Tax Incentives for audiovisual productions*

8.00-10.00	Exhibitor Set-up
10.30-16.00	Exhibition Hours
10.30	Meetings between professionals: services and new technologies companies, commercial film producers and film commissions/offices
10.30-13.00	International Encounter of Financial Coproducers
13.30-14.30	New Audiovisual Law in Buenos Aires Speaker: Ana Aizenberg
16.00-17.00	Tax Incentives for audiovisual productions in Mexico
17.00-18.30	Lecture: European Tax Shelter Participant countries: France, Germany, Belgium, UK, Austria and Malta

NOVEMBER 12th, 2010: *Current Problems in Filming*

9.00-12.00	GPN Summit
10.00-13.00	Annual Meeting of the Asociación de Productoras de Cine Publicitario (APCP)
10.00-16.00	Exhibition Hours
10.30	Meetings between professionals: services and new technologies companies, film and TV producers and film commissions/offices
13.00-14.30	Lecture: "Cinema and Tourism. New Strategy for Promotion" Speaker: Carlos Rosado
16.00-17.00	Round Table made up by a Director of Photography, a Post-Production Laboratory and a new technology company
17.00-18.00	Panel: "Problems in the Shooting Permissions' Request and its Improvement" Speakers: Harry Tracosas (CEO, Global Production Network), a Andy Pavor (GOLM UK), Adrián Knight (Location Manager from Canada) a Film Producer and a TV Producer (to be confirmed)
18.00-19.00	Demo: How to use New Technologies in Filming



NOVEMBER 13TH 2010: *Marketing and Distribution*

9.00-12.00	GPN Summit
10.00-16.00	Exhibition Hours
10.30	Meetings between professionals: services and new technologies companies, commercial film producers, film and TV producers and film commissions/offices
15.00-16.00	Presentation of LineProducers: The Project Management and Financing Software for all media enterprises
16.00-17.00	Lecture: "How an European Production can be marketed in the U.S.A." Speaker: Arenas Group (LOS ANGELES Office)