



Regione Lazio  
Assessorato alla Cultura



Finanziaria laziale  
di sviluppo

# Making Movies in Lazio

23-24 October 2008  
Casa del Cinema

Filas, the financial agency of Regione Lazio which supports movie industry development in the region, during the Festival Internazionale del Film di Roma 2008 presents the two following workshops

**23 October 11:00 • 13:15 Deluxe room**  
**2nd silk-net workshop**  
Financing opportunities and fiscal benefits in the AV sector fostering international cooperation

**24 October 12:00 • 13:30 Kodak room**  
**3rd innomedia workshop**  
European regional schemes aimed at supporting producers and filmmakers

A **networking buffet** will follow both events

**Casa del Cinema**  
Largo Marcello Mastroianni  
Villa Borghese, Roma  
infoline +39 06 328851  
eventi@filas.it



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# Making Movies in Lazio

23-24 October 2008  
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## Thursday, October 23<sup>rd</sup> 2008

2<sup>nd</sup> silk-net workshop • **Deluxe room**  
Financing opportunities and fiscal benefits  
in the AV sector fostering international cooperation

11:00 - 11:30

Welcome by regional authorities and organisers

**Giulia Rodano** Councillor for Culture, Regione Lazio  
**Stefano Turi** General Manager, Filas  
**Francesca Via** General Manager, Fondazione Cinema per Roma

11:30 - 11:50

Invited speech "From simple co-productions  
to the co-financing of the entire cycle  
of audiovisual works: benefits and challenges"

**Thierry Baujard** CEO, peacefulfish **Germany**

11:50 - 12:10

Invited speech "Tax credit and tax shelter:  
new international financing opportunities  
arising from recently introduced Italian legislation"

**Alberto Pasquale** Professor of Media Business,  
University La Sapienza **Italy**

12:10 - 13:00

Panel: "Motivations and barriers for cultural and business  
international collaborations in the audiovisual sector, with  
special reference to Europe, South-East Asia and Latin America"

**Invited participants**

**Aviva Silver** Head of MEDIA Unit, DG INFSO, European Commission

**Sanjoy Roy** Director of Teamwork Films **India**

**Michael Knobloch** President of 6-6-8 Fund **Singapore**

**Donald Ranvaud** President of Buena Onda Films **UK and LatAM**

**Moderator**

**Charlotte Appelgren** Secretary General,  
CINE-REGIO **Denmark-Sweden**

13:00 - 13:15

Signature of MoU between Filas **Italy** and CII **India**

13:15 - 14:30

Networking cocktail

## Friday, October 24<sup>th</sup> 2008

3<sup>rd</sup> innomedia workshop • **Kodak room**  
European regional schemes aimed  
at supporting producers and filmmakers

12:00 - 12:10

Introduction to Innomedia and results from  
past workshops

**Carlo Donzella** Consultant UE and Int'l affairs, Filas **Italy**

12:10 - 12:30

Presentation of "The Guarantee Scheme  
for Culture and Entertainment"

**Walter Nastasi** Special projects, UNIONFIDI **Italy**

12:30 - 13:30

Panel: "Remarkable innovative practices in the UE  
for supporting the AV industry: opportunities  
for producers and filmmakers"

**Participants**

**Luisa Bonello** Film Commissioner, Malta Film  
Commission **Malta**

**Cristina Priarone** Director, Rome&Lazio Film  
Commission **Italy**

**Lydie Fenech** Director General, Cinema au Soleil **France**

**Svein Andersen** Director, FilmCamp **Norway**

**Moderator**

**Andrea Genovese** Chief editor, 7th floor **Italy**

13:30 - 14:30

Networking lunch

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