

Annecy, 12 June 2009

Cine-Regio values its presence in Annecy

Cine-Regio, the European Association of Regional Film Funds, is this year represented at the Annecy Film Festival and Market (MIFA) with 14 of its 32 members. Most of the film fund executives are in Annecy for the first time and these funds all have a special heart for animation.

"We are very delighted by the invitation. Attending MIFA, the conferences and the festival give us an excellent opportunity to meet, talk, see and discover the animation-industry", says the General-Secretary for Cine-Regio, Charlotte Appelgren and continues: "it is a productive opportunity for us to meet with the new up-coming producers and talent in the business and catch the trends".

Cine-Regio uses the festival & market to hold its 3rd Animarco-Regio meeting, at which the participants discussed "the financial situation for animation funding in the European regions" and "possible barriers of co-production" and "how to stimulate the artistic, technical and creative exchange between the Cine-Regio member regions". The Animarco-regio is a subgroup of Cine-Regio for regions with a specific interest in animation.

Charlotte Appelgren continues: *"Cine-Regio sees an increasing role of co-production in European animation. Co-productions are most effective when partners have a clear understanding of the opportunities and dangers involved in co-producing. Only by sharing knowledge and experience between us will we be able to increase the number of successful co-productions, and thus expand their considerable potential. According to the European Audiovisual Observatory's latest research co-production plays an important role in increasing a films distribution potential across Europe and bringing cross-border audiences together".*

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Cine-Regio is an association of regional film funds in Europe. The members exhibit a range of support schemes and services to the film sector. Cine-Regio acts as a lobby and network encouraging cross-border and interregional co-operation and co-productions. The network is continuously expanding and today represents 32 regional film funds from 15 European countries. Cine-Regio aisbl was established in May 2005 as an independent non-profit association. The secretariat is located in Gothenburg, Sweden in the region of Västra Götaland.