

## Communiqué de presse, Cannes, May 2016 #3

# A new decade, a new challenge and a new chairperson

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**Gerlinde Seitner, Managing Director of the Vienna Film Fund, has been elected as the new chair of Cine-Regio.**

She was appointed at the 11<sup>th</sup> General Assembly of the European body, which represents Europe's regional film funds. She replaces Philippe Reynaert, the CEO of Wallimage, who announced he would step down at the Berlin Film Festival after serving as a board member since the inception of Cine-Regio.

At its General Assembly in Cannes, Cine-Regio also announced three new member of the board: Ralf Ivarsson, of Film I Skåne (Sweden); Nevina Satta, of the Sardegna Film Foundation (Italy); and Marijke Vandebuerie, of the Flanders Audiovisual Fund (Belgium).

Cine-Regio also announced three new members: Fondazione Film Commission Roma Lazio, Screen Flanders and Screen Brussels Fund. They will take the total number of members to 44.

*"It is a great honour and responsibility to take over the baton after Philippe Reynaert's outstanding leadership" said Ms Seitner. "We are all extremely grateful for Philippe's work: he has overseen the network growing from 15 members in 2005 to today's 44 members, and he has helped Cine-Regio grow into a key player in the European audiovisual sector, particularly in the area of knowledge sharing, film policy, co-productions and collaboration.*

Ms Seitner said those commitments would continue and she pledged to address the range of new challenges faced by the audiovisual industry, particularly in respect of new patterns of demand and changes to audience behaviour.

Tackling the new challenges is essential to maintain Cine-Regio's dedication to maintaining cultural diversity in Europe.

*"Ms Seitner is a strong advocate of a Europe where Cultural Diversity is considered an opportunity and a driving force for growth, employment and creativity," said General Secretary of Cine-Regio, Charlotte Appelgren*

*Ms Seitner has served on the Cine-Regio board for three years and has been actively involved in all aspects of film policy and has supported two Cine-Regio Focus Reports: Building Bridges - Diversity in European Film and the report on audience change Digital Revolution: The Active Audience. Both are topics where there is a great need for a discussion framework in Europe. Indeed Ms Seitner's European track record, passion for film and extensive experience in operating a successful regional film fund will be of great value to the future work of Cine-Regio. I am confident that our new chair will be able to successfully consolidate all the achievements by Philippe and lead the new opportunities for our members.*

**CV & photo Gerlinde Seitner:** Before her appointment as Managing Director of the Vienna Film Fund, Gerlinde Seitner was Deputy to the Director of the Austrian Film Institute and in charge of MEDIA Desk Austria. During that time, she was very involved in the EFADs working group on state aids. From 2005 to 2011 she was a member of the Advisory Board of the Austrian Television Fund / Fernsehfonds Austria. In 2010 she was also a member of the Advisory Board of Film Location Austria (FISA). She was elected to the Cine Regio Board in May 2013 and reelected in May 2015.



*Cine-Regio is a non-profit association of regional film funds in Europe. The network counts 44 regional film funds from 12 European countries – and together the members represent an annual total funding capital of €168 million. At the 69th Cannes Film Festival 43% of all European films selected for competitions (4 main categories) were backed by CineRegio members. They backed 25 titles out of 58 selected European films, including six of the entrants in this year's Main Competition, and three of the Special screenings. In addition, 5 non-European titles selected were backed by CineRegio members.*



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