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
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


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, Mediterranèe 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
- Sangeeta Singh, Director of Films, Ministry of Information & Broadcasting, India
- 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.