

Press release

CANNES: NEW PROJECTS FROM FILAS FOR THE DEVELOPMENT OF THE AUDIOVISUAL INDUSTRY

(Rome, 21 May 2008). Regione Lazio takes centre stage at the Cannes Festival, with the launch of two new European initiatives fostering international collaboration and bringing together European and Asian film producers and investors to promote Lazio's audiovisual industry, during an event entitled "Lazio @ Cannes", organized by **Filas**, the Financial Investment Agency of the Regione Lazio.

Filas was officially presented last monday as a new member of **Cine-Regio**, the European network of regional funds for the audiovisual industry, together with **Film London**, the UK capital's film and media agency. **Cine-Regio**'s main objective is to bring regional Film Funds together to ease access to European Union funds in the sector's favour.

Filas is Italy's second company to join the independent Cine-Regio association, which has brought together 33 members from 12 EU countries, as well as Norway, Serbia, and Switzerland.

The first project, launched today by Filas' director Stefano Turi, is **Innomedia**: a European programme to support and fund innovative audiovisuals, particularly in the area of the digital media.

The second initiative, **Silk-Net**, aims to coordinate European efforts directed towards establishing a network of alliances with leading producers and institutions in Southeast Asia. An outgrowth of the bilateral agreements that Filas has reached with numerous Asian countries in recent years, the project enjoys important collaboration from **Singapore's Media Development Authority (MDA)**, a Filas partner since 2006 and co-organizer of "Lazio @ Cannes."

Promoted by Regione Lazio through Filas, these initiatives will make it possible to broaden the commercial landscape for one of Lazio's economic drivers. Indeed, Lazio's territory is home to 2,500 companies with 54 thousand employees in a sector that now represents one third of Italy's audiovisual market.

These initiatives further strengthen the commitment to collaboration and international exchange between Lazio and Asia, a continent that has become the world's largest consumption market for cinema and the audiovisual industry, with major and dynamic production outfits.

Lastly, these initiatives are part of a well-organized industry support action by the local authorities, including co-financing of film productions and co-productions for small and medium-sized local businesses, and advance recovery of VAT credit for film-makers from outside the European Community that come to Lazio for their productions.

"Lazio @ Cannes" is an event under the patronage of Giulia Rodano, Culture Councillor for Regione Lazio, and Viviane Reding, EU Commissioner for Information Society and Media.

QUESTO E' UN EVENTO:

Organizzato da Filas S.p.A.



Co-organizzato da MDA



Sostenuto da CINE-REGIO e INNODEAL



CON IL PATROCINIO DI:



Regione Lazio
Assessorato della Cultura
Giulia Rodano
Assessore alla Cultura
Regione Lazio



Viviane Reding
Membro della
Commissione Europea
responsabile della Società
dell'Informazione e Media