



an event organised by



and



**World Forum on Strategy and Finance for Cinema
2nd edition**

UE/EASTERN COUNTRIES "EAST DORADO"

21 OCTOBER 2007

Location : Hortii Sallustiani
Piazza Sallustio 21 – Roma

An initiative of RomeFilmFest, Cinecittà Holding and Media Consulting Group

- 9.30- 10.00 Welcome coffee
- 10.00- 10.15 **Welcome speech** by RomeFilmFest, Cinecittà holding, Media Consulting Group
- 10.15 –11.30 **Round table N°1 : Production and co production with Eastern Countries. Do we need a political and legal framework? Are the existing agreements efficient? Bilateral/Regional/European: What are the right tools for developing both markets?**
- MODERATOR:**
Giacomo Mazzone, Director of Strategic Audit - European Broadcasting Union
- Gaetano Blandini**, Director General for Cinema, Ministry of Culture, Italy
Is a fresh new Italian policy with Eastern countries possible?
- Sergey Lazaruk**, Head of Cinema Department - Ministry of Culture and Deputy General Manager- Federal Agency of Culture and Cinematography, Russia
Does Russia need a coproduction agreement with Europe?
- Aviva Silver**, Head of Media 2007 Programme - European Commission Program
Europe as a new partner? Media 2007
- Clare Wise** – Head of international UK Film Council
UK experience with Eastern Countries
- 11.30 Coffee break

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12.00–13.30

Round table N°2: Financing co productions between East/EU. Good deals, bad deals !

MODERATOR:

Philipp Kreuzer, Deputy Managing Director and Producer - Bavaria Pictures GmbH

Marina Pork, PR Director – CTC Network

Are Russian channels interested in European Cinema?

Oleg Kokhan, President – Sota Cinema Group

Ukraine, another frontier?

Roberto Olla, Administrator – Eurimages

Europe as a new partner?

Caterina d’Amico, CEO - RAI Cinema

Rai Cinema’s co-production with Eastern Countries

Olivier Zegna-Rata, Director External Relations – Group Canal Plus

The place of Eastern films in Canal Plus policy

13.30– 15.00

Lunch

15.00-16.15

Round table N°3.: Distribution and sales

MODERATOR:

Alain Modot, Vice President – Media Consulting Group

Alessandro Battisti, President - Cinecittà holding

For a better distribution of Italian films on Eastern markets

Laurent Danielou, Managing Director - Rezo Films International

What marketing: where are the markets? The best selling organisation

Armen Dishdishian, CEO - Central Partnership

Selling Russian Films: keys of success?

Dennis Ivanov, CEO - Art house traffic

The place of European films in Ukraine?

Raisa Fomina, General Director - Intercinema

The art of selling Eastern programmes on EU markets

16.15- 16.45

Coffee break

16.45- 18.00

Round table N°4: Promotion and advertising movies. Key festivals

MODERATOR:

Deborah Young, Director – Taormina Film Fest

Roberto Stabile, Head of International Department - ANICA

Italian and European films promotion on Eastern markets

Mirsad Purivatra, President - Sarajevo Film festival

Small countries/ good festivals

Sitora Alieva, Programme Director - Open Russian Film Festival “Kinotavr”

Promotion of European movies in Eastern festivals

18.00– 18.30

Conclusion