



an event organised by



and



**World Forum on Strategy and Finance for Cinema  
2<sup>nd</sup> 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?**
- Gaetano Blandini**, Direttore Generale Cinema, Ministry of culture (Italy)  
*Is a fresh new Italian policy with Eastern countries possible?*
- Sergueï Lazarouk**, Head of International Department - Ministry of Culture (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)  
*UK experience with Eastern Countries*
- 11.30 Coffee break
- 12.00–13.30 **Round table N°2: Financing co productions between East/EU. Good deals, bad deals !**
- Vladimir Novikov**, Sales Manager - ORT International  
*Are broadcasters the right gate to Eastern markets?*
- Marina Pork**, PR Director – CTC Network  
*Are Russian channels interested in European Cinema?*
- Oleg Kokhan**, President – Sota Cinema Group

1

*Ukraine, another frontier?*

**Roberto Olla**, Administrator - Eurimages

*Europe as a new partner?*

**Serguei Selyanov**, Director - The CTB Film Company

*East /EU. « Mongol » a coproduction Russia/France/Germany/Ukraine.*

*Working together ?*

**Caterina d'Amico**, Managing Director - RAI Cinema

*Rai Cinema's co-production with Eastern Countries*

13.30- 15.00

Lunch

15.00-16.15

**Round table N°3.: Distribution and sales**

**Alessandro Battisti**, President - Cinecittà holding

*For a better distribution of Italian films on Eastern markets*

**Christophe Mercier**, Vice President - FOX Searchlight Europe (tbc)

*Eastern films in European territories. A specific release?*

**Laurent Danielou**, Distributor - Rezo Films

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

**Dennis Ivanov**, CEO - Art house traffic

*The place of European films in Ukraine?*

**Raissa 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**

**Irene Bignardi**, President - Filmitalia

*European awards and film success on European market*

**Armen Dischdischyan**, CEO - Central Partnership

*Selling European films on Eastern market: keys of success?*

**Mirsad Purivatra**, President -Sarajevo Film festival

*Small countries/ good festivals*

**Sitora Alieva**, Programme Director - Sochi Film Festival

*Promotion of European movies in Eastern festivals*

18.00- 18. 30

Conclusion

*By the Italian Ministry of Culture (to be confirmed)*