



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?**
- 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

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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)