

# SCHEDULE



**Neighbouring Banks Meet Producers**  
 21<sup>th</sup> Ljubljana International Film Festival  
 November 18 & 19, 2010 // Ljubljana, Slovenia

**Meeting language: English**

<b>THURSDAY Nov 18</b>	<b>ARRIVAL OF PARTICIPANTS</b> <i>&gt;&gt; Cankarjev dom, Foyer 2</i>
8.00 >>	Accreditation desk open
	<b>MEDIA DEVELOPMENT GOES ON-LINE</b> <i>&gt;&gt; Cankarjev dom, Hall E3 - E4</i>
11.00 - 12.00 Seminar for producers	<b>Changes in the new MEDIA development applications</b> <b><i>Soon-Mi Peten, Head of Development, i2i Audiovisual and TV Broadcasting - Education Audiovisual and Culture Executive Agency (EACEA)</i></b> Project-development funding under the MEDIA programme is designed to meet the needs of three types of production company: <ul style="list-style-type: none"> <li>- medium-sized companies developing dramas, animations or creative documentaries, with previous international experience and sufficient financial capacity to take on several projects at the same time. Such companies can apply for slate funding (i.e. for a package of productions);</li> <li>- smaller companies developing dramas, animations or creative documentaries, with limited financial capacity, seeking to develop a single project. These companies can apply for the support to single projects;</li> <li>- companies developing on and off-line interactive works.</li> </ul> <b>An online application system has been set up and the use of the online application forms (eForm) is mandatory. How do you fill it in and what are the tricks you have to be especially careful about?</b>
12.00 - 13.00	Networking lunch at the venue <i>&gt;&gt; Cankarjev dom, VIP lounge</i>
	<b>NEIGHBOURING BANKS MEET PRODUCERS</b> <i>&gt;&gt; Cankarjev dom, Hall E3 - E4</i>
13.00 - 13.20	<b>Welcome speech</b> <b><i>Stojan Pelko, State Secretary on the Ministry of Culture of the Republic of Slovenia</i></b> <b><i>Nataša Goršek Mencin, Head of European Parliament's information office in Ljubljana</i></b>
13.20 - 14.15 Presentation of the scheme with an open discussion	<b>Step 1 of the European Commission: Direct support for producers »i2i Audiovisual«</b> <b><i>Soon-Mi Peten, Head of Development, i2i Audiovisual and TV Broadcasting - Education Audiovisual and Culture Executive Agency (EACEA)</i></b> "i2i Audiovisual" is designed to facilitate access to financing from banks and other financial institutions by subsidising part of the cost of the guarantees required by these institutions and/or part of the financing itself. The scheme covers three types of cost: insurance, completion guarantee and financing costs. <b>The scheme exists from 2005, how successful was it through the years? What could be improved?</b>
14.15 - 14.30	Coffee break

14.30 - 15.30	<b>Overview: European banks for producers</b>
Presentation with Q&A	<b>Thierry Baujard, CEO of Peacefulfish, strategic consultancy offering services to companies in the fields of production, digital distribution and to policy makers, financiers and brands in the content industry</b> Peacefulfish is a consultancy which made the <i>Study on the role of banks in the European film industry</i> on behalf of the European Commission's MEDIA program. The study indicated a reluctance of banks to take an active role in the audiovisual sector by making credits more available to audiovisual producers. This was the basis for establishing MEDIA Production Guarantee Fund with the goal of facilitating access to credits for small and medium-sized businesses. <b>An overview of bank supports for European producers will be presented.</b>
15.30 - 15.45	Coffee Break
15.45 - 16.45	<b>Step 2 of the European Commission: Direct support for banks, indirect for film producers »MEDIA Production Guarantee Fund«</b>
Presentation of the scheme with Q&A	<b>Gunnar Magnusson - Economist &amp; Access to finance Policy Officer at MEDIA programme (European Commission)</b> The new MEDIA Production Guarantee Fund provides the European commercial banks with an opportunity for secure long-term involvement in the audiovisual industry by providing loans to film producers. Until 2013 this Fund will have EUR 8 million at its disposal, intended to cover a part of the financial risk for the loans that banks could grant to the independent European producers in the audiovisual field, in order to guarantee the coverage of a certain percentage of losses in case the producer is unable to repay the loan. <b>How is it going to work? What will the benefits be for involved banks and what for producers?</b>
16.45 - 17.00	Coffee break
17.00 - 17.15 presentation for producers	<b>»Ljubljana: a film city« – brochure presentation for producers Nina Peče Grilc, director of Kinodvor Art Cinema</b>
17.30	Expected end of the official program of the event
19.00 - 20.00	<b>WHEN EAST MEETS WEST Trieste Cross-border Meeting 2011 Cocktail Sponsored by: Friuli Venezia Giulia Audiovisual Regional Fund &amp; Antenna MEDIA Torino (Italy)</b>
<b>20.00 &gt;&gt;</b>	<b>NEIGHBOURING BANKS MEET PRODUCERS networking dinner &amp; party</b>
<b>FRIDAY Nov 19</b>	<b>INFORMAL ONE-TO-ONE CO-PRODUCTION MEETINGS</b> <i>&gt;&gt; Cankarjev dom, Hall E3 – E4</i>
9.00 >>	<b>Informal coproduction meetings for new projects in development</b>
12.00 - 13.00	Organised lunch for producers attending coproduction meetings
13.00 >>	<b>Informal coproduction meetings for new projects in development</b>

<p>General coordinator: <b>MEDIA desk Slovenia</b></p> <p>Sabina Žakelj, Head of Office Sabina Briški, Project Coordinator</p> <p>T. +386 1 234 32 16 M. +386 41 65 87 65 E. <a href="mailto:mediadesk.slo@film-sklad.si">mediadesk.slo@film-sklad.si</a> W. <a href="http://www.mediadeskslovenia.eu">www.mediadeskslovenia.eu</a></p>	<p><b>MEDIA Desk/Antennae</b> <b>PARTNERS:</b> MEDIA desk Italy MEDIA Antennae Torino MEDIA desk Hungary MEDIA desk Croatia</p> <p><b>Other partners:</b> FVG Audiovisual Regional Fund Vienna Film Fund CINESTYRIA Filmcommission and Fonds</p>	<p><b>In close cooperation with:</b> Ljubljana International Film Festival</p>  <p>W. <a href="http://www.liffe.si">www.liffe.si</a></p>
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