



# Berlinale

## Creative Europe MEDIA Info Day

Monday 10 February 2014

Ritz-Carlton Hotel – Potsdamer Platz 3 – Berlin

**09.30 WELCOME AND COFFEE**

**10.00 CREATIVE EUROPE – THE LAUNCH OF THE PROGRAMME**

SPEAKERS **Michel Magnier** - Director for Culture and creativity, DG EAC (Education and Culture), European Commission

**Xavier Troussard** - Head of Unit, Creative Europe programme - MEDIA, DG EAC (Education and Culture), European Commission

**Sari Vartiainen** - Head of Unit Creative Europe - MEDIA, EACEA (Education Audiovisual and Culture Executive Agency)

**10.30 KEYNOTE**

SPEAKER **Xavier Troussard** - Head of Unit, Creative Europe programme - MEDIA, DG EAC, European Commission

**10.50 PANEL DISCUSSION**

**Maximising the European added value of Creative Europe in the digital era**

Representatives of national and regional film funds, audiovisual professionals and policymakers will discuss how to reinforce complementarity between European and Member States' film funding. While the core business of the Creative Europe MEDIA Sub-programme is cross-border distribution, is sufficient attention being paid to the challenge of distribution in the domestic market? In particular, what funding mechanisms would be needed for digital distribution and for promotion of European films? How can we reach more audiences outside Europe and improve the international promotion of European films?

MODERATOR **Norman Jardine** - Head of Unit "Communication", Directorate General Human Resources, European Commission

PARTICIPANTS **Claus Hjorth** - Head of Unit, Danish Film Institute, **Kirsten Niehuus** - Head of Medienboard-Berlin-Brandenburg,

**Gabrielle Guallar** - European Affairs Advisor, Centre National du Cinéma et de l'Image Animée, Paris, **Fred Breinersdorfer** - Writer, Producer and Director, **Hrvoje Hribar** - Head of Croatian Audiovisual Centre

**12.30 BUFFET LUNCH**

**14.00 DISTRIBUTION - Presentation of the new Selective Scheme**

SPEAKERS **Gaële Broze** - Head of Sector, and **Katerina Xethali** - Programme Coordinator, Creative Europe MEDIA, EACEA

**14.30 SUPPORT FOR INDEPENDENT PRODUCERS - Latest News**

SPEAKERS **Development: Single Projects, Slate Funding and Video Games Virve Indren** - Head of Sector,

**Nathalie Ducher** - Programme Coordinator, and **David Raffier** - Project Manager, Creative Europe MEDIA, EACEA

**Television Programming Matteo Solaro** - Head of Sector, and **Monica Galeriu** - Project Manager, Creative Europe MEDIA, EACEA

**15.30 INITIAL TRAINING - Funding opportunities in the Erasmus+ Programme**

SPEAKER **Ann Branch** - Head of Unit, Programme coordination Erasmus+, DG EAC, European Commission

**16.00 PROMOTION, TRAINING & FESTIVALS - Prospects and international approach**

SPEAKERS **Soon-Mi Peten** - Head of Sector, **Malgorzata Palarczyk-Vivancos** - Programme Coordinator, and

**Cristina Fernández Estrada, Aurélie Varin** - Project Officers, Creative Europe MEDIA, EACEA

**16.45 AUDIENCE DEVELOPMENT AND CO-PRODUCTION FUNDS -**

**The new funding schemes under Creative Europe**

SPEAKERS **Matteo Solaro** - Head of Sector, and **Emmanuel Cocq** - Project Manager, Creative Europe MEDIA, EACEA

**18.00 CREATIVE EUROPE MEDIA DRINKS RECEPTION (by invitation only)**



European  
Commission

# Creative Europe MEDIA is in Berlin

## Who can you meet?

Do you want to talk to someone about how your audiovisual project can benefit from Creative Europe MEDIA support? Officials of the units in the Directorate-General for Education and Culture (EAC) and the European Audiovisual and Culture Executive Agency (EACEA) are here to help. To set up a meeting, leave a message at the Welcome Desk on Stand 25 in the Martin-Gropius Bau. The staff there can also advise you on who to meet and whether it might be more useful for you to talk to someone from your local Creative Europe Desk.<sup>1</sup> If you want to know more about this funding opportunity, pick up a copy of our new brochure introducing you to the basics at the Welcome Desk.

### STAFF OF THE CREATIVE EUROPE PROGRAMME – MEDIA Unit, DG EAC

	DATES AT EFM
Xavier TROUSSARD, Head of Unit	08 > 12/02
Dag ASBJØRNSSEN, Policy Officer	07 > 11/02
Susanne DING, Policy Officer	10 > 11/02
Sidsel HELLEBO-HANSSON, Policy Officer	08 > 11/02
Emmanuel JOLY, Policy Officer	08 > 11/02
Bronagh WALTON, Policy Officer	08 > 11/02

### STAFF OF THE CREATIVE EUROPE – MEDIA Unit, EACEA

	DATES AT EFM
Sari VARTIAINEN, Head of Unit	07 > 11/02
John DICK, Deputy Head of Unit	07 > 10/02

### DEVELOPMENT

Virve INDREN, Head of Sector - Development	10 > 12/02
Nathalie DUCHER, Programme Coordinator	07 > 11/02
David RAFFIER, Monitoring Coordinator	10 > 12/02
Vincent COEN, Project Officer - Development	08 > 10/02

### TV, AUDIENCE AND INNOVATION

Matteo SOLARO, Head of Sector - TV, Audience and Innovation	09 > 12/02
Monica GALERIU, Project Manager - TV Programming	09 > 12/02
Emmanuel COCQ, Project Manager - Audience and Coproductions	09 > 11/02

### DISTRIBUTION

Gaële BROZE, Head of Sector - Distribution	07 > 10/02
Katerina XETHALI, Selection Coordinator	08 > 11/02
Jan VAN RYCKEGHEM, Monitoring Coordinator	06 > 10/02
Gregory PARR, Project Manager Selection	06 > 10/02
Silvana PASQUALINO, Project Officer - Monitoring	08 > 11/02

### PROMOTION, TRAINING & FESTIVALS

Soon-Mi PETEN, Head of Sector	08 > 12/02
Malgorzata PALARCZYK-VIVANCOS, Programme Coordinator	10 > 13/02
Aurélie VARIN, Project Manager - Market Access	07 > 10/02
Cristina FERNÁNDEZ ESTRADA, Project Officer -Training	08 > 12/02
Geraldine HAÏEZ, Project Officer - Market Access, Stands	06 > 11/02



Sari Vartiainen,  
Head of Unit



John DICK,  
Deputy Head of Unit



Virve INDREN, Head of  
Sector - Development



Matteo SOLARO,  
Head of Sector -  
TV, Audience  
and Innovation



Gaële BROZE,  
Head of Sector -  
Distribution



Soon-Mi PETEN,  
Head of Sector –  
Promotion, Training  
and Festivals

<sup>1</sup> A list of who is present from the Creative Europe Desks can be found at: [www.media-stands.eu/markets/efm-2014/creative-europe-media-at-efm/desks-at-efm](http://www.media-stands.eu/markets/efm-2014/creative-europe-media-at-efm/desks-at-efm)