

EUROPEAN FILM FORUM

EUROPEAN STORIES GO GLOBAL: PROMOTING EUROPEAN AUDIOVISUAL WORKS BEYOND EUROPE

SATURDAY **31 AUGUST** 2019 – 15.45 > 18.30
SALA DEGLI STUCCHI, HOTEL EXCELSIOR, VENICE LIDO

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EUROPEAN STORIES GO GLOBAL:

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15.45 INTRODUCTION BY THE MODERATOR

Monica Chadha, Senior Media Executive

15.50 WELCOME ADDRESS

Paolo Baratta, President, La Biennale di Venezia

16.00 KEYNOTE SPEECHES

Senator Lucia Borgonzoni, Secretary of State of the Italian Ministry of Cultural Heritage and Activities – MiBAC (tbc)

Roberto Viola, Director-General for Communications Networks, Content and Technology, European Commission

16.30 A VISION FOR CREATIVE EUROPE

The perspective of the European Parliament’s Rapporteur on the Creative Europe programme (2021 to 2027)

Massimiliano Smeriglio, MEP, Member of the Culture and Education Committee of the European Parliament

16.45 PANEL: UNDERSTANDING INTERNATIONAL MARKETS

Gary Davey, CEO, Sky Studios

Daniela Elstner, Executive Director, UniFrance

Antonio Saura, Managing Director, Latido Films

Mario Turetta, Director-General for Cinema, Ministry of Cultural Heritage and Activities

17.30 PANEL: TEAMING UP TO REACH GLOBAL AUDIENCES

Eleonora Andreatta, Head of Drama, Rai

Catalina Briceño, Visiting Professor, Media School, University of Quebec

Ilda Santiago, Executive Director, Rio de Janeiro International Film Festival

Hiroko Takebe, Project Lead, EU Film Days, Japan,

Delegation of the European Union to Japan

18.25 SUMMING UP BY THE MODERATOR

18.45 NETWORKING DRINKS @ Terrazza dei Fiori

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SPEAKERS AND PANELISTS



Senator Lucia Borgonzoni **Secretary of State of the Italian** **Ministry of Cultural Heritage** **and Activities – MiBAC**

Lucia Borgonzoni was born in Bologna on 18 September 1976. After gaining a diploma in figurative art at the Accademia di Belle Arti – Accademia Clementina – di Bologna, with a thesis on *Fenomenologia degli stili*, under the aegis of the painter, Concetto Pozzati and Professor, Sandro Sproccati, she showed her own work at various exhibitions.

Lucia Borgonzoni was elected as a Bologna municipal councillor for the Lega Nord party in 2011. In 2016, she was the centre-right alliance's mayoral candidate in the Bologna municipal elections, and reached the second round run-offs.

With the support of the centre-right coalition, she was elected as a Senator of the Republic for the 18th Legislature for the Lega – Salvini Premier political group on 4 March 2018.

Following formation of the Conte government, she was appointed Secretary of State in the Ministry of Cultural Heritage and Activities – MiBAC on 13 June of the same year. The terms of her appointment were confirmed in Ministerial Decree 322 of 13 July 2018.



Paolo Baratta **President, La Biennale di Venezia**

Paolo Baratta, born in Milan in 1939, lives in Rome. He worked at SVIMEZ (Association for the Industrial Development of Southern Italy), a research institution, with Professor Pasquale Saraceno. He has carried out and published studies and research on industrial and development economics and the financial system; he is a member of the Italian Economists' Society.

He was President of CREDIOP-ICIPU (credit institute for financing public works) from 1982-1992. He has been a Board member of banks and private and public enterprises. He has been Technical Minister for Privatisation (1993), Minister for Foreign Trade (1993-1994), Minister for Public Works and Minister for the Environment (1995-1996).

He has been President of the Rome Philharmonic Academy since 2007.

He has been confirmed as President of La Biennale di Venezia for a fourth four-year mandate (2016-2019), having previously served as President for the following mandates: 1998-2001, 2008-2011 and 2012-2015.



Roberto Viola

Director General, Directorate-General of Communication, Networks, Content and Technology, European Commission

Roberto Viola is Director General of DG CONNECT (Directorate-General of Communication, Networks, Content and Technology) at the European Commission. He was the Deputy Director-General of DG CONNECT, European Commission from 2012 to 2015.

Roberto Viola served as Chairman of the European Radio Spectrum Policy group (RSPG) from 2012 to 2013, as Deputy Chairman in 2011 and Chairman in 2010. He was a member of the BEREC Board (Body of European Telecom Regulators), and Chairman of the European Regulatory Group (ERG) in 2007. He held the position of Secretary General in charge of managing AGCOM, from 2005 to 2012. Prior to this, he served as Director of Regulation Department and Technical Director in AGCOM from 1999 to 2004. From 1985-1999 he served in various positions including as Head of Telecommunication and Broadcasting Satellite Services at the European Space Agency (ESA).

Roberto Viola holds a Doctorate in Electronic Engineering and a Masters in Business Administration (MBA).



Mario Turetta

Director-General for Cinema, Italian Ministry of Cultural Heritage and Activities - MIBAC

Mario Turetta has been Director-General for Cinema in the Italian Ministry of Cultural Heritage and Activities since March 2019, having first joined the Ministry in 2002. Over his seventeen years with the Ministry, he has occupied a range of positions, several of them relating to the cultural heritage of his native region of Piedmont. Immediately prior to taking up his current position, he was Director of the Consortium of the Royal Residences of the Savoys.

Before joining the Ministry of Cultural Heritage and Activities, Mario Turetta, held positions with the Italian Ministries of the Treasury and Labour and Social Security, and the Presidency of the Council of Ministers.

He began his career working first for the National Confederation of Artisans and then the Fondazione Rosselli.

Mario Turetta has a degree in sociology.

MODERATOR



Massimiliano Smeriglio, MEP **Member of the Culture and Education** **Committee of the European Parliament**

Massimiliano Smeriglio (born 8 May 1966 in Rome) is an Italian politician, writer and University professor.

In 2006 he was elected to the Chamber of Deputies on the PRC (Partito della Rifondazione Comunista) list. He was re-elected in 2013, among the ranks of SEL (Sinistra Ecologia Libertà), but he gave up the seat in the Chamber of Deputies to serve as Vice-President of the Lazio region in the government led by Nicola Zingaretti.

In 2019 Smeriglio was elected as a Member of the European Parliament on the Democratic Party list, as a member of the Futura political association headed by Laura Boldrini. Since his election, he has been serving on the Culture and Education Committee and the Petitions Committee.

He is the rapporteur for the proposal establishing the Creative Europe programme (2021 to 2027).



Monica Chadha **Senior Media Executive**

Monica has broad and extensive experience in both executive and non-executive roles across the Technology, Media and Telecommunications (TMT) space. She secured her first non-executive role at the age of 24 at the British Video Association, and her first executive role as Production Director at Prism Leisure Corporation Plc aged 25.

Previous roles include Chair of the British Board of Film Classification Advisory Group; a member of the British Academy of Film and Television Arts (BAFTA) Digital Communications Board; the Industry Trust for Intellectual Property Awareness.

Her last executive position was as CEO of MyMovies.Net.

Currently Monica Chadha is Vice Chair of Queen Mary University of London; Chair of the British Independent Film Awards Advisory Board; Advisor to the European Women's Leadership Programme in Cinema; and a member of the All-Party Parliamentary Group for AI. Monica Chadha runs her own consultancy and is an Ashridge-trained Executive Coach.

She was recognised in the 2019 Female FTSE Board Report as being in the top 50 Women to Watch in the UK.

PANELISTS



Eleonora Andreatta

Head of Drama, RAI

Eleonora Andreatta is Head of Drama at RAI. She joined RAI in 1995, working formerly as a producer and later as Head of Co-Productions and TV series. In September 2012, Eleonora Andreatta was appointed Head of Drama. Along with the successful production of high-end prime-time domestic TV dramas awarded internationally and broadcast across the most prestigious foreign channels (e.g. *Montalbano*, *Rocco Schiavone*, *Maltese*, *The Hunter*, *Close Murders* among others), she established a major push for the Italian TV series into the global arena thanks to high-profile international co-productions: *My Brilliant Friend*, co-produced with HBO and based on Elena Ferrante's bestselling novels; *The Name of the Rose*, based on Umberto Eco's masterpiece and co-produced with AMC and Tele München Group; Frank Spotnitz's *Medici* saga, which sold worldwide in more than 100 countries. Since 2018 Eleonora Andreatta has represented RAI in the European Alliance, an initiative launched along with the pubcasters France TV (France) and ZDF (Germany) to jointly produce internationally competitive and high quality TV series and offer a European alternative to the new global players.



Catalina Briceño

**Visiting Professor, Media School,
University of Quebec**

Catalina Briceño has been advising media and cultural organisations for over 20 years on the development and deployment of digital transformation, innovation, and diversification initiatives. Her expertise is based on hands-on experience as an executive producer, followed by a dozen years in decision-making positions. Significant achievements include her role in the growth and international success of Salambo Productions (*Têtes à claques*). She also established and managed the Canada Media Fund's Industry and Market trends department (2010-2018). She is currently a visiting professor at the Media School of the Université du Québec à Montréal (UQAM). As a specialist in market trends and public policy related to the digital transformation of media and culture, she appears regularly in the media and at conferences to speak on these and related topics. Ms. Briceño is also co-author of the book *Parents living in a world of Screens - How to connect with your kids 0-18yrs old*.



Gary Davey
CEO, Sky Studios

In June 2019, Gary was appointed CEO, Sky Studios – a Europe-wide entity that will drive Sky’s ambitious vision to be the leading force in European content development and production. Sky Studios will manage Sky’s original content investments across all genres, with a priority focus on drama and comedy. Prior to this, Gary was Managing Director, Content. In this role, he had responsibility for Sky’s entertainment, movies and news channels in the UK and Ireland as well as the entire entertainment offering of Sky Deutschland where he was Executive Vice President Programming from 2010. For the majority of his career, Gary has worked as a senior executive in the international pay TV industry, holding senior roles in Europe, Asia and the US. Before joining Sky Deutschland in June 2010, Gary held a senior role at Sky Italia, where he was responsible for launching its terrestrial TV network, Cielo. He has also worked as Managing Director of BSkyB in England and CEO of STAR TV in Hong Kong among his other roles.



Daniela Elstner
Executive Director, UniFrance

Daniela Elstner began her career in the French film industry at UniFrance in 1996. In October 1998 she joined Les Films du Losange. During her ten years with the company, Elstner expanded its operations into international sales and coproductions, and increased the number of film selections at festivals as well as films directed by leading names in the industry, such as Éric Rohmer, Barbet Schroeder, Jacques Rivette, and Michael Haneke, to name but a few.

In 2008, Elstner moved to Doc & Film International as managing director and shareholder. Under her leadership, the film and television distribution company broadened its scope to include drama feature films and documentaries, building up a catalogue of over 800 films. Productions distributed in international markets by Doc & Film under Elstner’s direction included films by Chantal Akerman, Jacques Doillon, Nicolas Philibert, and Bruno Dumont.

Daniela Elstner has also served as president of the French Film Exporters’ Association (ADEF) since 2015. She also holds the position of treasurer for the European sales agent organisation Europa International and the Union of French Audiovisual Distributors (SEDPA). She has been Executive Director of UniFrance since July 2019.



Antonio Saura

**General Manager, Latido Films,
President Zampa Audiovisual**

A film producer with more than 20 films and documentaries to his credit, including recently Pablo Solarz's second film *The Last Suit* with Miguel Angel Solá and Angela Molina, and the documentaries *The heart of el Real* and *Virgin & Extra: Jaen The Land of the Olive Oil* by José Luis López Linares.

Since 2015, he has also been the Director-General of international sales agency Latido Films. In recent years Latido has handled films like *The Illustrious Citizen*, Winner Best actor Venice Film Festival, *My Masterpiece*, Venice 2018, *May God Save Us*, Winner Best screenplay San Sebastian Film Festival 2016. In 2018 the list included *Campeones*, winner of Best Film Goya Award 2019, *Carmen y Lola*, Quinzaine Cannes 2018, *A Twelve-Year Night*, Orizzonti Venice 2018, and of course *El Reino (The Realm)* winner of 7 Goya Awards 2019 including Best Director/Screenplay. Latido is proud of its ongoing relationship with great cinema masters like Campanella, Saura, Ripstein or Zanussi, and has placed a strong bet on new female directors like San Mateo, Echevarria, Laura Mora etc.



Ilda Santiago

**Executive Director, Rio de Janeiro
Int'l Film Festival**

Born in Rio de Janeiro, Brazil, Ilda Santiago graduated in Journalism and Film. She is one of the founders and a partner at Estação Group – a 30-year-old company and main reference in art-house distribution and exhibition in Brazil, where she has acquired and released over 400 titles. She has also organised innumerable retrospectives in Brazil as well as curated a Brazilian series (Premiere Brazil) in New York (MoMA), Berlin (Haus der Kulturen der Welt), as well as Lisbon, Shanghai and Washington DC. She is the programming and executive director for Festival do Rio / Rio de Janeiro Int'l Film Festival, one of the main cinema events in Latin America, this year in its 20th edition.



Hiroko Takebe

Project Lead, EU Film Days, Japan, Delegation of the European Union to Japan

As cultural affairs officer in the Press, Public and Cultural Affairs Section at the Delegation of the European Union to Japan, Hiroko Takebe is in charge of planning and implementing the Delegation's cultural diplomacy initiatives in Japan, including large-scale projects such as the EU Film Days film festival and a European Literature Festival.

EU Film Days bring the best of European cinema to audiences in Japan.

The selected films, many of which are shown for the first time in Japan, are chosen in order to exhibit the wide range of film-making talent in the European Union as well as to showcase the EU's cultural diversity and vibrancy.

In 2019, EU Film Days brought to the screen works from 22 EU Member States.

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