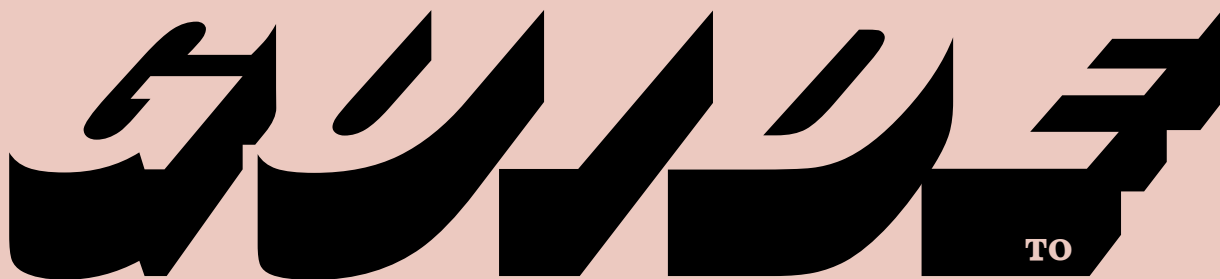


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2018-2019

FIFTH EDITION

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LATIN AMERICAN FILM COMMISSIONS A SLOW TAKE-OFF

Closely linked to the political fluctuations in the countries of the region, Latin American Film Commissions continue with a process of professionalization, although at a slower pace than what the competitive audiovisual sector demands.

Over the past year, several countries have joined the trend of creating their own film commissions by understanding the key role these institutions play in attracting international film shootings and, as a result, promote the local industry in both the development of infrastructure and professional training and the provision of funds for national production.

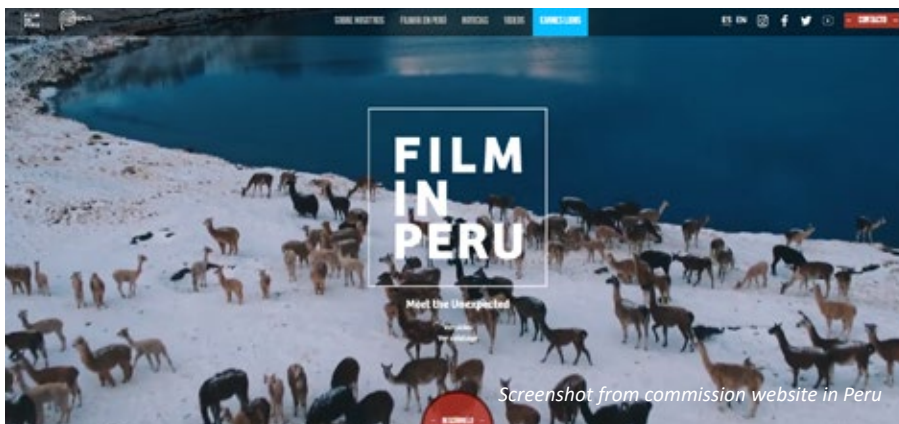
Costa Rica had its first appearance at the last edition of the Marché du Film in Cannes, while Peru has taken its first steps with the launch of Film in Peru, an initiative that started in the last edition of Ventana Sur. Both cases reflect the role that foreign trade promotion agencies are pla-

ying in the implementation or management of film commissions. In the case of Costa Rica, the institution is led by PROCOMER, the Costa Rican foreign trade promotion agency, while in the case of Peru it is under the umbrella of the successful Marca Perú, launched by PromPerú (Commission for Promotion of Peru for Export and Tourism). Along with Costa Rica and Peru, Ecuador has been the third country in the region to launch its national film commission in 2017. In less than a year the institution, which functions as part of the Ministry of Tourism, has handled a hundred shooting requests, mostly coming from the country and the United States, according to information provided to LatAm cinema by the Commission's director, Claudia Cordovez.

Chile and the Dominican Republic, two of the most dynamic commissions in the region, continue to strengthen their respective structures and add resources and experience to the audio-

visual sector. Chile has confirmed its solid commitment to the professionalization of its committees and currently has a dozen regional film commissions. In addition, it has implemented the Chile Film Friendly plan in order to raise awareness among municipalities about





Screenshot from commission website in Peru

Central America - except Costa Rica and Panama - to join this process, the creation of commissions is reaching large cities, such as Mendoza (Argentina) or Medellín (Colombia).

According to the survey carried out by LatAm cinema for its Guide to Latin Ame-

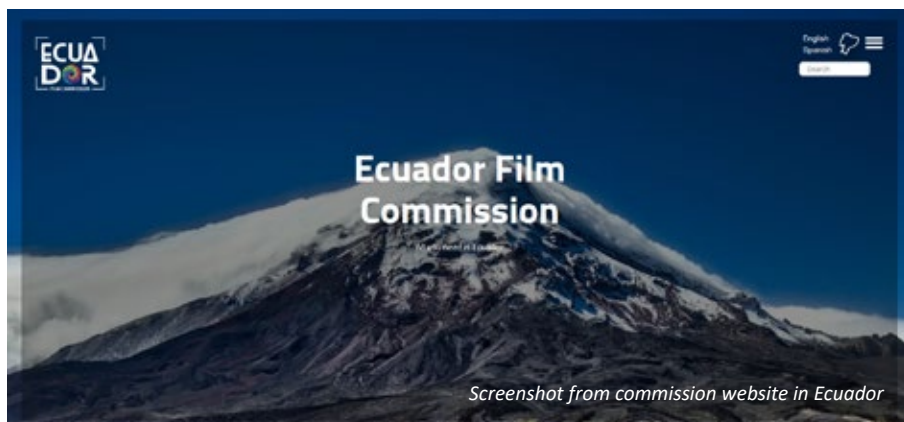
the basic needs to participate in the shootings, a step that has allowed it to expand the experience gained by the national film commission to all regions of the country. Chile has also increased its international visibility with the launch of the Support Program for High Impact Audiovisual Investments, which aims to attract international productions with spending exceeding two million dollars through the return of 30% of expenses they generate, with a ceiling of three million dollars.

The Dominican Republic continues to see the results from Law No. 108-10 for the Promotion of Cinematographic Activity, which in addition to attracting foreign investment through its incentives has managed to develop an international-level infrastructure that includes the most important studio in Latin America and keeps betting on the professional training of the sector. The landing of international shootings on the island is also having a positive impact on the growth of national cinema, which premieres about 25 films a year and has the largest market share of national cinema in Latin America, over 20%.

While the map of national film commissions keeps moving in slow motion, and while waiting for Paraguay, Bolivia and all the countries in

american Film Commissions, Mexico continues to be the country in the region with the highest number of commissions, although in many cases these are divisions within the secretariats of tourism promotion, with the only role of giving information about services and locations instead of offering a comprehensive advice aimed at seducing both producers and location managers.

At the associative level, the Brazilian Network of Film Commissions has proven to be one of the most active, with the organization of activities, the signing of agreements at an international level and the encouragement for the creation of new commissions in its vast territory. The country also hosted the 4th Latin American Film Commissions Meeting, held within the framework of the Minas Gerais Audiovisual Expo, where the new achievements of the Latin American Network of Film Commissions were presented, an old dream of regional integration that since its first meeting in 2010 keeps trying to find its way.



Screenshot from commission website in Ecuador



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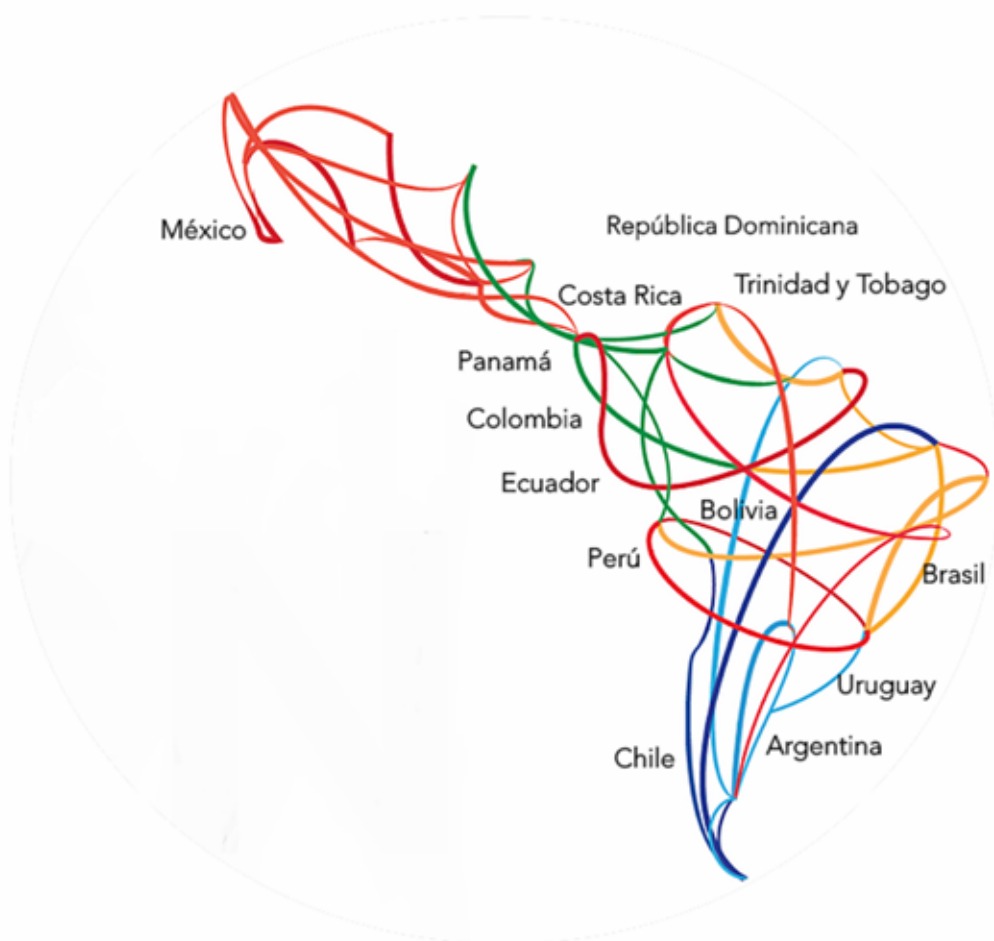


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In addition to providing technical assistance and information to help foreign productions that are shot in Chile, the Commission creates strategic alliances with national and international events to promote the country as a filming destination. It has recently designed a support program for high impact audiovisual investments that will provide an incentive to those international productions that are filmed in Chile and spend in the country more than 2 million dollars.



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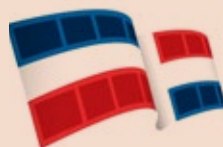
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