

PARTNERS' OPPORTUNITIES

In addition to the institutional Organisations promoters of the Conference, it is contemplated the presence of private and public partners selected on the basis of the competence expressed according to the contents of the Conference.

In particular, chosen candidacies will have the possibility to:

- 🌐 insert their own logo in all communicational material realised for the Conference.
- 🌐 designate a high-level speaker at the Conference.
- 🌐 have a desk at their disposal in order to distribute illustrative promotional material
- 🌐 take advantage of the press service within the Conference
- 🌐 participate in Gala Nights with other important guests
- 🌐 spend the entire day at the Festival, sharing the emotions of the programmed events.

MOMENTS AND GUESTS OF PAST EDITIONS



Under the High Patronage
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Mediterranean Programme

co-organised with:



OCCAM

OBSERVATORY FOR CULTURAL AND AUDIOVISUAL COMMUNICATION

CICT-UNESCO

INTERNATIONAL COUNCIL FOR FILM, TELEVISION AND
AUDIOVISUAL COMMUNICATION – ITALIAN COMMITTEE

MCM

CONSEIL DES MANIFESTATIONS CINÉMATOGRAPHIQUES DE LA
MÉDITERRANÉE

**XIII EUROMEDITERRANEAN CONFERENCE
ON CINEMA**

**“CINEMA BETWEEN LOCALISM
AND THE GLOBAL MARKET”**

In collaboration with:

64^a MOSTRA INTERNAZIONALE D'ARTE CINEMATOGRAFICA

Venezia Lido, 7 September 2007

In respect to USA and Asia, Europe, though being a giant in geopolitical terms, is very weak in the field of Cinema's global market. Even if generous national and communitarian policies keep supporting this sector, the results are not encouraging .

Europe counts 23 different languages and several ethnic groups with their own traditions, which need to deal all together with the new challenges of globalization.

While the United States, with their mixture of races and cultures, has been able to create new and universal languages, Europe, which is still tied to his millenarian traditions, seems not to be ready to overcome its particularism and, especially in regards to cinema, needs to reduce its cultural gaps in terms of language, habits, and prejudices in order to reach the social integration goal, to make a social more than just an economical European Union.

New approaches are now requested to pick up this challenge and to widen the distribution circuit of European movies new technologies can be of great help. Thanks to new media, individuals (people, communities or even companies) are now able to be connected with the rest of the global market.

With the advent of broadband, of mobile phones, of mass self reproduction devices, new European generations command all the necessary tools to revolutionize from the origin the cinema system, to make it a world mass media and a worthwhile enterprise at the same time, in a word, it could be an instrument of connection between people and cultures.

These *scenarios* will be at the centre of the debate on the occasion of the XIII Euromediterranean Conference on Cinema through the involvement of leading exponents of European institutions, and members of national political world on one side, but also filmmakers and intellectuals, gathered at the 64th Venice Film Festival to match different experiences in order to find out new ways of sharing cultures to build peace, which is the first requirement of human development.

14.30 OPENING SESSION

15.00 FIRST SESSION

EUROPEAN LOCALISM AS AN OPPORTUNITY TO
WIDEN WORLD MARKETS

**Chair: Maria Grazia Cavenaghi, Director of the
European Parliament Office in Milan**

Speakers: European MPs, authors and critics,
representatives of cinema and television
organizations, new media.

16.30 SECOND SESSION

TECHNOLOGICAL OPPORTUNITIES FOR THE NEW
EUROPEAN CINEMA

**Chair: Pierpaolo Saporito, president of OCCAM
and CICT-UNESCO (Italian Committee)**

Speakers: manager of ICT Companies, producers and
distributors, web operators, mobile, cell-tv, YouTube,
satellite providers, multilingual and multichannels
services providers.

17.30 ROUND TABLE

**with the participation of Italian Government and
European Commission exponents.**

The Prix Enrico Fulchignoni, dedicated to the memory of an illustrious President of CICT, is awarded every year in the ambit of the Conference by a jury composed by important representatives of the world of cinema during the Venice Film Festival collateral awards ceremony and then delivered during a Gala Night at the UNESCO office in Paris.

The Prix, awarded to the films presented during the Venice Film Festival that better represent the values of tolerance and peace promoted by UNESCO, was won in the past by:

Un Petit Monastere en Toscane by Otar Ioselani

Couvre Feu by Rachid Masarawi

Le cri du coeur by Idrissi Ouédraogo

Aguilas non cazan moscas by Sergio Cabrera

Kardiogramma by Darzhan Omirbaev

Small Wonders by Allen Miller

Kolonel Bunker by Kujtim Cashku

Strana storia di banda sonora by F. Archibugi

Civilisées by Randa Chahal Sabbag

Tsion, Auto-émancipatie by Amos Gitai

Roozi Key zan shodam, by Marziyet Meshkini

Porto da minha infancia by Manuel de Oliveira

11 september, by Kean Loach

Kamur (Fango) by Dervish Zaim

Land of Plenty, by Wim Wenders

La passione di Giosuè l'ebreo by P. Scimeca

Daratt, by Mahamat-Saleh Haroun