



SHOOTING IN SPAIN FOCUS ON USA

Spain 8-15, May

**Arrival in Spain:
Accommodation at Hotel Palacio
de los Duques Gran Melia, Madrid.**

8MAY _ MADRID

18:00 – 21:30

WELCOME RECEPTION

Museo Nacional Centro de Arte Reina Sofía

- 17:30 - Pick up at the hotel.
- 18:00 - Arrival at the museum.

18:30

Guided tour of the Museum and the masterpieces by some of the most famous painters of the 20th century, such as Picasso, Dalí and Miró.

19:30

Opening cocktail.

Hosted by Freddie Highmore (*Way Down, The Good Doctor*).

With the presence of:

- Nadia Calviño, First Vice-President of the Spanish Government and Minister for Economic Affairs and Digital Transformation.
- Reyes Maroto, Minister for Industry, Trade and Tourism.
- Miquel Iceta, Minister for Culture and Sport.
- Carlos Rosado, President of the Spain Film Commission.

- Shuttle service available between 21:30 and 22:30.

9 MAY _ MADRID

09:30 - 13:15

COMPETITIVE ADVANTAGES OF FILMING IN SPAIN

With the presence of Her Majesty the Queen of Spain.

ICEX Spain Trade and Investment – Auditorium

- 08:45 - Pick up at the hotel.
- 09:15 - Arrival at ICEX headquarters.

09:30

Arrival of Her Majesty the Queen of Spain.

09:35

Welcome by Reyes Maroto, Minister of Industry, Trade and Tourism/Xiana Méndez Bértolo, Secretary of State for Trade and President of ICEX.

09:40

Kick-off by Roberto Sánchez, Secretary of State for Telecommunications.

09:45

Round table: Spanish audiovisual ecosystem and opportunities for filming in Spain.

Presentation of regulatory and policy upgrades regarding tax incentives, visa management, provision of information and training. Main projects implemented by the Spanish Government to boost the Audiovisual Industry.

With the involvement of:

- María Peña, Chief Executive Officer of ICEX Spain Trade and Investment.
- Beatriz Navas, Director General of the Institute of Cinematography and Audiovisual Arts (ICAA).
- Santiago Yerga / Teresa Udaondo, General Directorate of Migration.
- María José Garde, Director General of Taxes.
- Juan Manuel Guimeráns, General Secretary of Spain Film Commission.

10:30

Spanish tax incentives Q&A session.

Answered by:

- Patricia Motilla, partner at Andersen.
- José María Méndez, partner at Baker & McKenzie.
- Ismael González, partner at Cuatrecasas.
- Helena Suárez, partner at Ecija.

11:00

Case study: How to manage a foreign shooting in Spain.

Presentation of the filming of the TV series *The Crown* in Spain, a Leftbank production for Netflix by Palma Pictures production services company.

With the involvement of:

- Mike Day, CEO of Palma Pictures.

11:10

Round table "Spain as seen by..."

Heads of subsidiaries of multinationals in Spain in the audiovisual industry will explain their reasons for investing in Spain, their experience, and the potential of the industry.

With the involvement of:

- Sofía Fábregas, VP Producción Original España, Disney +.
- Laura Abril, SVP for VIS EMEAA, Paramount.
- Brendan Fitzgerald, SVP English Language Co-Productions at Sony Pictures Television International Production.

11:45

COFFEE BREAK

12:15

Her Majesty the Queen of Spain leaves the event.

12:30

A sneak peek at Spanish audiovisual creativity.

Showcase of some of the Spanish film, TV and animation works produced between 2021 and 2022.

12:40

Closing Remarks.

14:00

**LUNCH WITH THE PRESIDENT OF THE GOVERNMENT OF SPAIN, PEDRO SÁNCHEZ PÉREZ-CASTEJÓN
Moncloa Palace**

- 13:15 - Pick up at ICEX headquarters.

16:30 - 17:30

VISIT TO THE ROYAL PALACE

17:30 - 19:00

FREE TIME

19:30

Showcase, by representatives of the most relevant business associations, of a number of outstanding companies in the industry and the range of services they provide.

Casino de Madrid

Formal shoes and jacket are recommended.

- 19:00 - Pick up at the hotel.

Showcase of some outstanding companies in the industry and their range of services provided by representatives of the most important business associations.

With the involvement of:

- Vanessa Ruiz-Larrea, Sales & Marketing director, Deluxe Spain (ALIA).
- Nathalie Martínez, Director & Founder, Wise Blue Studios (DIBOOS).
- Pep Aguiló, Director, Idea Sonora (AEPP).

20:30 - 23:00

NETWORKING DINNER

Casino de Madrid

An opportunity to have a relaxed chat with post-production and VFX companies, as well as with the heads of the main film distribution companies in Spain.

With the involvement of:

- María Peña, CEO of ICEX Trade and Investment.
- Arturo Azcorra, Director General of Telecommunications.
- Estela Artacho, President of FEDICINE.

- Shuttle service available between 22:30 and 23:30.





10MAY _ MADRID

9:30 - 13:00 MADRID CONTENT CITY VISIT

■ 08:45 - Pick up at the hotel.

9:30

Beginning of Madrid Content City visit.

Presentation of the largest film studios in the Community of Madrid, their development plan and the services they offer.

With the involvement of Madrid Content City and Planeta Universidades executives.

10:30

COFFEE BREAK

11:30

Netflix Spain Production Hub.

Tour of the Netflix production hub in Spain; studios and post-production centre, followed by brief talk with Netflix executives in which they will explain their production experience in Spain.

With the involvement of Netflix Iberia executives.

12:30

Film production services in Spain.

Round table with some of the production service companies with most experience in international shooting. They will explain the services they offer, the productions they have worked on and the most important challenges they have overcome.

Moderated by:

— Lucía Álvarez, director, Profilm.

With the involvement of:

— José Luis Escolar, Calle Cruzada.

— Peter Welter, CEO, Fresco Films.

— Adrián Guerra, Nostromo Films.

— José María González-Sinde, Secuoya Studios.

— Juan Cano, Sur Films.

13:30

NETWORKING LUNCH

Lunch with representatives of the production service companies and with internationally renowned Spanish art, costume and make-up directors.

15:00 - 16:30

SET, CUSTOME AND MAKE - UP PROFESSIONALS FROM SPAIN

15:00

Peris Costumes tour.

Guided by:

— Javier Toledo, CEO of Peris Costumes.

Guided tour of one of the biggest film costume warehouses in the world. Tour of its jewellery centre, leather workshop and a demonstration in use of the photogrammetry technique.

15:45

Meeting with internationally prestigious set directors, costume designers and make-up artists.

Round table where art directors with extensive experience in international shooting will talk about Spanish talent, technical staff and their ability to adapt and solve any production challenge.

With the involvement of:

— Pilar Revuelta (Oscar for Art Direction in "Pan's Labyrinth").

— David Martí (Oscar for Makeup and Hairstyling in "Pan's Labyrinth").

— Javier Toledo, CEO of Peris Costumes.

17:00 - 20:00

FREE TIME

20:30 - 23:00

NETWORKING CATCH - UP DINNER

Green Patio

■ 20:00 - Pick up at the hotel.

Closing of the first part of the trip and last opportunity to network with the contacted companies on the 8th, 9th and 10th of May. Possibility to meet representatives of Spain's youngest talent.

With the presence of:

— Xiana Méndez, Secretary of State for Trade.

— Roberto Sánchez, Secretary of State for Telecommunications.

— Rocío Juanes de Toledo, Secretary General of ICAA.

■ Shuttle service available between 22:30 and 23:30.



11MAY _ SEVILLE

8:00

■ **Hotel CHECK OUT** and Pick up at the hotel.

9:05 – 11:30

Trip to Seville in a high-speed train.

12:15

Showcase of the diversity of shooting options in Spain: locations, professionals and facilities.

Royal Monastery of Santa Clara (13th - 17th c.)

With the involvement of:

- Representatives of the Spain Film Commission network.
- Representatives of the Spanish Audiovisual Cluster Network.
- Representatives of other bodies in the industry (associations).

14:00

NETWORKING LUNCH

Royal Monastery of Santa Clara

15:00

HOTEL CHECK-IN

Colón Hotel

17:00

Institutional reception, and Green Shooting success stories.

Seville City Hall (a plateresque building of the 16th c.)

Presentation of Green Shooting success stories and explanation of the requirements to be met for sustainable shoots.

18:30

WALK AROUND THE CITY OF SEVILLE

Walkable tour from Seville City Hall to the Cathedral and the Giralda Tower.

Transfer to Plaza de España (location for *Lawrence of Arabia* and *Star Wars*) and to the Alcázar of Seville (*Game of Thrones*, 1492), passing by the banks of the Guadalquivir River.

20:30

VISIT TO THE ALCÁZAR OF SEVILLE

Visit to the Alcázar of Seville, entering through Patio de Banderas.

Guided tour accompanied by music guitar, dance and songs in the courtyard of Las Doncellas, as well as in the gardens.

21:00

NETWORKING COCKTAIL

Marchena Gate. Alcázar of Seville

With the involvement of:

- Representatives of the Spain Film Commission network.
- REDCAU representatives.
- Representatives of local business associations.
- Institutional representatives of Seville/Andalusia.

12MAY _ CANARY ISLANDS GRAN CANARIA

■ 09:00 - Pick up at the hotel.

11:35 – 12:55

Flight to the island of Gran Canaria.

13:45

NETWORKING LUNCH

Guayadeque Cueva Restaurant

16:00

VISIT TO LOCATIONS

Agüimes (colonial location)

17:30

VISIT TO LOCATIONS

Maspalomas dunes (desert)

19:00

HOTEL CHECK-IN

AC Gran Canaria Hotel

20:00

WALK THROUGH LAS PALMAS

City walk - Santa Catalina, walk to Las Canteras beach (coastal city)

20:15

NETWORKING DINNER

Las Canteras beach



13MAY _ CANARY ISLANDS GRAN CANARIA AND TENERIFE

■ 08:30 - Pick up at the hotel.

9:30

Institutional presentation: Tax Incentives and other advantages of producing in the Canary Islands.

Institutional and technical presentation outlining the competitive advantages of shooting in the Canary Islands and its facilities.

10:30

VISIT TO SETS

Visit to sets and B2B meetings with tax executives and financiers.

12:00

VISIT TO LOCATIONS

Vegueta & Triana (old/colonial quarter)

13:00

NETWORKING LUNCH

Gabinete Literario

■ 14:45 - Transfer to Airport.

16:00 – 16:30

Flight to Tenerife

17:30

VISIT TO LOCATIONS

Anaga Rural Park (“La Trinchera”)

18:30

VISIT TO LOCATIONS

Tenerife Auditorium

19:00

MEETING WITH THE INDUSTRY COCKTAIL

With the involvement of:

— Local producers and institutional representatives.

21:00

HOTEL CHECK-IN

Iberostar Heritage Grand Mencey

14MAY _ CANARY ISLANDS TENERIFE // RETURN TO MADRID

09:30

HOTEL CHECK-OUT

10:00

VISIT TO LOCATIONS

La Laguna and Canarian courtyards

11:15

VISIT TO LOCATIONS

Teide Mountain

Visit to the highest mountain in Spain with stops at Las Lagunetas and at the Chipeque viewpoint.

12:40

VISIT TO LOCATIONS

San José mines

13:30

VISIT TO LOCATIONS

Ucanca, Narices del Teide and Boca Tauce

14:00

NETWORKING LUNCH

Cañadas del Teide Parador Hotel

19:15

Flight to Madrid

15MAY _ RETURN TO DESTINATIONS OF ORIGIN OR TO OTHER CHOSEN DESTINATIONS

Organizers



ICEX

