



**2-5 March 2023.**  
MTS Dvorana Belgrade Hall 3

**Where**  
**Art**  
**Meets**  
**FILM**  
**Industry**



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## FESTPro

is a new initiative by the Belgrade International Film Festival, FEST. This program is specifically designed to support film professionals and create a platform for the film industry to network, learn, and explore new opportunities. The aim of FEST Pro is to establish Belgrade as a hub for the film industry and a desirable destination for film productions. From March the 2nd until March the 5th, the FEST Pro program will feature a series of panels, meetings, and workshops with international guests and local film professionals. The program is designed to provide a comprehensive overview of the film industry, current trends and future directions. Participants will have the opportunity to engage with industry experts and gain insights into the latest film production technologies and techniques. We believe that it is very important, in the very challenging times worldwide, that this program will also strongly promote inclusion and diversity. It is very clear by the choice of our panelists and by the choice of themes we will talk about. This region was always meeting point of the different cultures and interests and let's try to use it once again as an opportunity for dialogue and understanding between people and cultures and not as a battle field. In addition to professional development opportunities, FEST Pro will also provide a rich cultural experience. The festival has organized visits to film studios and city tours to showcase the best film locations Belgrade has to offer. In the evenings, there will be entertainment events and parties to ensure that participants have an enjoyable and memorable time during their stay.

**Miloš Đukelić**



**Program director**  
**Miloš Đukelić**

### Advisors and content makers of the program

#### Advisors and content makers of the program

Vedran Padalović, Olivier Saby, Alexey Agranovich, Artem Vasilev, Ivica Vidanović, Igor Stanković, Martin Cuff, Gordan Matić, Miroljub Vučković, Đorđe Bajić, Zoran Janković

#### Production team

Aleksandra Lazarovski, Vanja Vuksanović, Banko Banković, Vanja Aleksić, Veronika Zagrebaeva, Ivana Panić, Vladimir Đukelić, Ksenija Tomović Đukelić, Milica Mrvić, Mariacarla Dausa de Armas, Elizabeta Abrosimova Patafta, Bojan Benak, Dušan Rakić, Biljana Gagić, Aleksandra Radoičić, Ljiljana Sandić, Sonja Stojanović, Ivan Jerinić, Vladislav Tomanić, Teodor Misirlić, Miroslav Đurđević, Simona Dašić Raca, Adi Dizdarević, Miljan Šuković, Krsto Nikčević, Vasilije Vanja Bojičić

# MARCH 2

## **Panel 1 - 10:15h** (moderator Martin Cuff)

*Green agenda - What does it mean practically and what does it change in filming procedures. Influence on cinematography in Europe and the world.*

Khair-Din Grid  
Simona Patrascu  
Goran Stanković  
Karim Bekdache

## **Panel 2 - 14:45h** (moderator Mara Gourd Mercado)

*How to use cinema to make the world a better place*

Olivier Saby  
Alexei Agranovich  
Giusse Lallois  
Rajko Petrović  
Agata Milan Đurić

## **Presentation - 16:45h**

Making Drama tv Series - New Gravitation

Nebojša Taraba

# MARCH 3

## **10:15h** *James V Hart day 1 masterclass*

## **Panel 1 - 12:15h** (moderator Martin Cuff)

*Serbia as an attractive location for shooting international films*

Gordan Matić  
Sandra Djuričković  
Sheila Fraser Milne  
Jean Federic Garcia

## **Presentation - 14:00h**

Eurimages Now  
Iris Cadoux

## **14:30** Excursion to PFI studios

## **Presentation - 15:00h**

Developing, Pitching, Selling and Producing Television Shows

Raša Drašković

## **16:00h** Film Financing and Film Bonding Today

Sheila Fraser Milne

## **Panel 2 - 16:45h** (moderator Artem Vasilyev)

*Co-productions and making movies in New reality: post-COVID, emerging VOD platforms and new European landscape*

Simone Baumann  
Didier Lupfer  
Aleksandar Plotnikov and Boris Khlebnikov

## **18:15h** Faada presentation + Q&A (moderator Milos Djukelić)

Liat Benasuly  
Yaakov Daniel  
Meirav Shirom

## **20:30h** Free Cinema Zvezda, documentary about Aleksey Balabanov

# MARCH 4

## **10:15h** *James V Hart day 2 masterclass*

## **Panel 1 - 12:00h** (moderator Mirosljub Vučković)

*Film Critic - where we are and where we want to be and how?*

Vasili Stepanov  
Djia Mambu  
Konstantin Shavlovsky

## **Presentation - 14:00h**

WE BUILD CHANGE SERBIA

## **Panel 2 15:00h** (moderator Mirosljub Vučković)

*Regional co-productions, European co-productions and applying to competitions*

Athena Kartalou-Aduku  
Nataša Bučar  
Ales Pavlin  
Chris Marcich

Anja Ilić  
Aleksandra Božović  
Bojan Lazarevski

## **17:00h** More & more contents... but for which audiences? (moderator Mara Gourd Mercado)

Clara Benyamin  
Jordan Cohen  
Bruno Mustić

# MARCH 5

## **10:15h** *James V Hart day 3 masterclass*

## **Presentation -12:30h** of REACT and How to approach markets?

Alessandro Groplero

**14:30h** Visibility of the small countries cinematographies based on the The EU's Audiovisual Media Services Directive (AVMSD)

Tanja Kerševan

Where  
Art  
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FILM  
Industry

# PANELS

# PROGRAM

Where  
Art  
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**2-5 March 2023.**  
MTS Dvorana Belgrade Hall 3

**March 2**  
**Day 1**

**10:00** coffee/tea at MTS Dvorana for guests and accredited audience

**10:15 Panel** **Green agenda - What does it mean practically and what does it change in filming procedures. Influence on cinematography in Europe and the world.**

(The panelists will explore the importance of environmentally friendly production practices and the challenges of implementing these practices in the industry. They will also discuss the role of the film industry in promoting sustainability and the benefits of green initiatives for both the industry and the environment. This panel will provide a platform for experts in the field to share their insights and experiences and offer attendees a comprehensive understanding of the current state of greening in the film industry.)

panel/round table - Moderator - Martin Cuff - advisor to the Serbia Creates platform and advisor for Creative Industries and Tourism to Prime Minister of Serbia

- Khir-Din Grid, producer at Nouvelle Toile productions
- Simona Patrascu, production manager, sustainability coordinator, Romania
- Goran Stanković, director, Serbia
- Karim Bekdache, The Line producer at the Satellite my love Production

**13:30** Lunch break

**14:45 panel** **How to use cinema to make the world a better place?!**

(What impact can film have on society and what role it plays in promoting awareness and positive change, with a specific emphasis on diversity and inclusion. The panelists will explore various initiatives aimed at using film as a tool for promoting social justice and raising awareness about important issues, with a focus on the representation of underrepresented communities in films and the impact of this representation on society. Topics of discussion will include the power of storytelling in film, the impact on shaping public opinion, and the potential of film as a tool for promoting positive change and promoting diversity and inclusion. The panel will also provide an opportunity for attendees to learn about successful examples of films that have had a significant impact on society and to engage in a lively discussion about the future of film and its role in shaping the world and promoting diversity and inclusion in the film industry)

Moderator - Mara Gourd Mercado, Executive director of the Academy of Canadian Cinema & Television - Québec section

- Olivier Saby - head of the We Build Change Talents program from France
- Alexey Agranovich - actor, producer, festival maker, the head of the "On the Edge" Festival on Sakhalin and Kaliningrad, which is through movies and workshops and festival as a platform changing local communities and brings inclusion, being a game changer for the local people
- Giusse Lallois, producer a BKE
- Rajko Petrović, Slobodna Zona
- Agata Milan Đurić, head of Geten organization, LGBTIQ SOS line

Coffee/tea break

**16:45 Presentation** **Making Drama tv Series - New Gravitation**

producer & partner, production company DRUGI PLAN, ZAGREB (CROATIA). Drugi plan has also produced the first HBO Europe series in the Adria region, premiered at the beginning of 2019, entitled Success.

- Nebojša Taraba, producer & partner, production company DRUGI PLAN, ZAGREB (CROATIA). Drugi plan has also produced the first HBO Europe series in the Adria region, premiered at the beginning of 2019, entitled Success.

After presentation coffee and Q&A hosted by Media Desk Serbia

FestPRO

Program

# March 3

## Day 2

**10:00** coffee/tea at MTS Dvorana for guests and accredited audience

**10:15** James V Hart masterclass day 1

Introduction to the HartChart and deconstructing Dracula (bonus Top Gun if time permits)

(James V. Hart (born 1950) is an American screenwriter and author. He is known for his literary adaptations, such as Dracula, Frankenstein and Hook. Hart was part of the Columbia University Graduate Film program faculty. He has also mentored on Sundance Film Labs, the Austin Writer's Ranch and the Equinoxe-Europe Writing Workshops.)

**12:15 Panel** Serbia as an attractive location for shooting international films

(legislation, how to get incentives, locations, studio, rentals, qualified people)

(The panel will explore the benefits of filming in Serbia, including favorable legislation, incentives, the availability of studios and highly qualified crew, and cost-effective equipment rentals. The discussion will provide valuable insights into how location scouting can be used to enhance the storytelling process, and the impact that film tourism can have on local economies. The panelists will share their experiences and expertise on how to effectively identify and secure the best locations for your production, negotiate favorable terms for equipment rentals, and how to maximize the benefits of film tourism for all stakeholders.)

**Panelists - moderator:** Martin Cuff, advisor to the Serbia Creates platform and advisor for Creative Industries and Tourism to - Prime Minister of Serbia

- Gordan Matić - head of the Film Center Serbia

- Sandra Đuričković, WIP

- Sheila Fraser Milne, Founder & CEO at Paterson James Limited

- Jean Federic Garcia - The Location Guide UK

**13:30** lunch break

**14:00 Presentation** Eurimages Now

- Iris Cadoux, project manager, feature fiction and animation Eurimages

Co hosted by Media Desk Serbia

**14:30** Excursion to PFI studios

**15:00 Presentation** Developing, Pitching, Selling and Producing Television Shows

Length: 45 minutes (plus Q&A)

(a detailed perspective on the key areas of working in the television industry; how to find interesting projects to develop, preparing the "pitch" (sizzle tapes), selling to the Networks (Netflix, NBC) and finally the production of the show/series (budgeting, staffing, legal))

- Raša Drašković (Rasha Drachkovitch)

Co-CEO and Co-Founder, 44 Blue Productions

**16:00** Film Financing and Film Bonding Today

Sheila Fraser Milne, Founder & CEO at Paterson James Limited

Film and Television Completion Guarantors

**16:45 Panel** Co-productions and making movies in New reality: post-COVID, emerging VOD platforms and new European landscape

(Film Industry Co-productions and Making Movies in a New Reality: Navigating Post-COVID, Emerging VOD Platforms and the Evolving European Landscape. This panel will explore the challenges and opportunities faced by the film industry in a post-COVID world. The discussion will delve into the impact of the pandemic on the film industry, including the rise of VOD platforms, and the changing landscape of the European film industry. The panel will cover topics such as the benefits and challenges of co-productions, the importance of adapting to new technologies and distribution models, and the role of film funds in supporting filmmakers in a rapidly changing industry.)

**Moderator** - Artem Vasilyev - producer of successful movie Dovlatov, currently living and working in Moldova. Member of European Film Producers Club. Active in productions all around Europe and co-producing with different countries

- Simone Baumann - representative of German films Service und Marketing GmbH for Eastern Europe.

German Films Service + Marketing GmbH is the national information and advisory center for the promotion of German films worldwide.

- Didier Lupfer - former CEO of Studio Canal

- Aleksandar Plotnikov and Boris Khlebnikov - Look Film Turkey

**18:15** Fauda presentation + Q&A

(The creators of the hit Israeli TV show "Fauda" will offer a captivating inside look at the making of the series during a panel discussion. They will discuss their inspiration for creating the show and delve into the writing process, including the challenges they will face in balancing suspense, action, and character development. The panel will also explore the casting process and the importance of working with a talented and dedicated crew, as well as their experiences filming on location in challenging environments. Additionally, the creators will reflect on the reception the show has received both in Israel and internationally and the impact that it will have had on their careers and the television industry. This panel will be a must-see for fans of "Fauda" and anyone interested in the behind-the-scenes workings of a successful television show.)

**Moderator:** Miloš Đukelić, producer/director, head of Red Production

- Liat Benasuly - producer Fauda

- Yaakov Daniel - actor

- Meirav Shirom - actress

**20:30** Free Cinema Zvezda

documentary about Aleksey Balabanov

**22:00** Party

FestPRO

Program

## March 4 Day 3

**10:00** coffee/tea at MTS Dvorana for guests and accredited audience

**10:15** James V Hart day 2  
The Queens Gambit navigating the series with the expanded Hart Chart

**12:00 panel** **Film Critic - where we are and where we want to be and how? (film critic present state and the future, how to revive and develop Serbian film critic)**

(This panel will explore the current state and the future of Serbian, African and European film criticism. The discussion will address the challenges faced by film critics, too many amateurs? Not enough film critic professionals, limited resources, adapting to the digital age, finding a distinctive voice, maintaining objectivity and independence, and the need for representation and diversity. The panelists will share their experiences and insights on how to promote and support the growth of film criticism, and provide recommendations for the future)

- Miroљub Vučković, Film Center Serbia FCS, moderator
- Vasili Stepanov - chief editor of Sessions Magazine
- Djia Mambu, journalist and critics
- Konstantin Shavlovsky, film critic

**13:15** lunch break

**14:00 Presentation: WE BUILD CHANGE SERBIA**

**15:00** Regional co-productions, European co-productions and applying to competitions

(Regional Film Funds Cooperation: Unlocking the Potential. This panel will delve into the opportunities and advantages of film funds cooperation across the region. The panelists will discuss the hurdles faced by filmmakers in the region and present ways for film funds to join forces to spur the growth of the film industry. The discussion will touch upon the significance of cross-border co-productions, the benefits of regional collaborations, and the role of film funds in fostering new talent and groundbreaking projects. The panelists will share their expertise on creating successful partnerships between film funds, maximizing the impact of funding on the regional film industry, and providing insight into various funding schemes and coproduction options available.)

**panel** Moderator Miroљub Mića Vučković, FCS

- Athena Kartalou-Aduku —Managing Director at Greek Film Centre
- Nataša Bučar - Managing Director of Slovenian Film Center
- Ales Pavlin - Perfo Ljubljana
- Chris Marcich - Chief Executive Officer at Croatian Audiovisual Center
- 3rd degree connection Chief Executive Officer at Croatian Audiovisual Center (HAVC)
- Anja Ilić - Managing Director of Audiovisual Center of Republika Srpska
- Aleksandra Božović - Managing Director of the Film Center Montenegro
- Bojan Lazarevski - Executive Director of N. Macedonia Film Agency

**17:00** More & more contents... but for which audiences?

(Storytelling Across Different Platforms: Navigating the Unique Challenges and Opportunities of Filmmaking for Film, Television, Online and VR." Panelists will delve into the specific challenges and opportunities faced by filmmakers and storytellers as they navigate the different mediums of film, television, online and VR. The discussion will examine how each platform presents its own set of limitations and strengths, and how best to craft stories that are tailored to its specific audience and format. From the budget and run-time limitations of feature films, to the potential for innovation in online and VR platforms, the panel will provide insights into the current state of storytelling across different platforms and what the future holds for the industry.)

Moderator- Mara Gourd Mercado, Executive director of the Academy of Canadian Cinema & Television - Québec section

Mara has created within the meetings she leads, a laboratory of emerging talents from all backgrounds and all origins. She works in particular on the improvement of working conditions in the cultural sector and the development of parity in panels and programming.

- Clara Benyamin, lawyer
- Jordan Cohen, producer at Ubisoft Film & Television
- Bruno Mustić, UK/Croatian producer and content maker, head of Brač Film Festival and the producer of one of the first web series in the region

**21:30** party FEST PRO

FestPRO

Program

## March 5

### Day 4

**10:00** coffee/tea at MTS Dvorana for guests and accredited audience

**10:15** James V Hart masterclass day 3  
Create and pitch a brilliant story in 2 hours using the Writers Toolkit

**12:30 Presentation** of REACT and How to approach markets?

by Alessandro Groplero, Italy

Alessandro Groplero is the head of international relations of the FVG Audiovisual Fund since May 2007 and in this capacity he has planned the international strategy of the fund and managed a variety of initiatives, such as When East Meets West Co-production Forum, Ties That Bind: Asia Europe Film Producers Workshop (both supported by the Creative Europe Programme) and RE-ACT Co-Development Funding Scheme. He is an EAVE graduate and Italian national coordinator, board member of EURODOC, member of the European Film Academy and starting from 2021 he has joined the programming office team of the Venice International Film Critics' Week.

**13:30** Lunch break

**14:30** Visibility of the small countries cinematography's based on the the EU's Audiovisual Media Services Directive (AVMSD)

(AVMSD governs EU-wide coordination of national legislation on all audiovisual media traditional TV broadcasts and on-demand services) by Tanja Kerševan, Communication policies researcher and consultant, Ljubljana  
Film Equipment Rental "exhibition" in front of MTS Dvorana, powered by CinePlanet Adria



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FestPRO

# WHO IS WHO

## March 2

### Panel 1

**Green agenda - What does it mean practically and what does it change in filming procedures. Influence on cinematography in Europe and the world.**



Moderator

**Martin Cuff**

Creative industries and nation branding specialist currently living in Belgrade, Serbia.

For the last five and a half years I have served as advisor for Creative Industries and Tourism to Prime Minister Ana Brnabic of the Republic of Serbia. I am also Strategic Advisor for the nation brand platform Serbia Creates and I was additionally Content and Programme Director for the Serbia Pavilion at the Dubai 2020 World Expo. He is the former Executive Director of the Association of Film Commissioners International (Los Angeles), the former Executive Director of the Colorado Film Commission (Denver), and the former acting Executive Director of the Cape Film Commission and the Cape Town Film Permit Office and the former Chief Operating Officer of Sithengi, the Southern African International Film and Television Market (Cape Town). In a career spanning three decades, he has worked on projects and programs on all five continents including in Peru, Tanzania, Namibia, Rwanda, Ethiopia, Kenya, Republic of Georgia, Indonesia, Sweden, the Western Balkans and all across South Africa. Leading proponent of film tourism and the links between tourism and the creative industries generally. He has also written business plans and feasibility studies for Film Studios.



Panelist

**Khir-Din Grid**

Producer at Nouvelle Toile Productions

Khir-Din GRID is a french producer, born and raised in Aubervilliers, suburb of Paris. In 2011, he produced an independant feature film "Rue des cités", which led to the creation of his company Nouvelle Toile Productions. Today, he continues to produce films with writer and directors from different backgrounds, highlighting the stories of people who are underrepresented in French cinema. He is also a member of "Collectif 5050" who work for more parity and diversity in french cinema. Khir-Din wishes to continue to "bring in through the window" those to whom cinema has not yet opened the door.

**Where  
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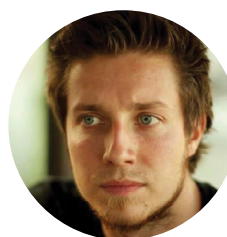


Panelist

**Simona Patrascu**

Production Manager

My bachelor's degree in economics has laid the foundation for my knowledge in finance administration, marketing and leadership. During the four years of study, I developed skills such as an effective administration of funds, attention to details and a good communication. My master degree in multimedia and audio-video production represented a step forward towards strengthening my proficiency in film project management, focusing on developing a comprehensive and reliable budget, technical needs and human resources management for cinema projects and not only. I have had the opportunity to work for short and long Romanian and international projects with directors and producers awarded at important film festivals, such as "Rocker" directed by Palme d'Or awarded Marian Crisan, "Luminita" (Andre Marques, 2013) awarded at Gijon IFF or "Mammalia" (Sebastian Mihailescu, 2023) one of the very few Romanian surrealist dramas, selected for Berlinale 2023 Forum Section or "Ramon" (Jesus del Cerro, 2023), the Romanian comedy that topped domestic charts. This experience added to my professional ascent and taught me how to effectively deal with challenges like shooting scheduling, small budgets or technical issues. In 2014 I grounded "Labyrinth Films" production company, aiming to produce short and long feature film, as well as animation and commercials.



Panelist

**Goran Stanković**

Film Director

Experienced Director with a demonstrated history of working in the performing arts industry. Skilled in directing Films, TV Shows, Music Videos and Documentaries. Strong professional graduated from The American Film Institute. Co-Founder and Co-owner of This and That Productions. Produced Nečista krv - serija bad blood.



Panelist

**Karim Bekdache**

Head of Production at Satellitemylove

Satellitemylove is a Paris-based responsible production company that has earned the first "Green Production" label in France. Karim Bekdache oversees all productions and has been implementing socially and ecologically responsible production methods on all of Satellitemylove's projects for the past 3 years. Satellitemylove has produced films for international brands, NGO's, and government entities such as Sanofi, L'Oréal, Secours Catholique, European Parliament, and the French Ministry of Interior to name a few, always keeping the human touch at their core.



## FestPRO

## Who is Who

## Panel 2

## How to use cinema to make the world a better place?!



Moderator

**Mara Gourd Mercado**

Executive director of the Academy of Canadian Cinema &amp; Television - Québec section

Mara has created within the meetings she leads, a laboratory of emerging talents from all backgrounds and all origins. She works in particular on the improvement of working conditions in the cultural sector and the development of parity in panels and programming. Committed to ensuring full visibility for everyone on screen, she works to bring together points of view and voices that are not usually heard.



Panelist

**Olivier Saby**

Head of the We Build Change Talents program from France

Senior civil servant, engaged in parallel in cultural and social projects, Olivier Saby created the WeBuildChange program to identify and support professional talents (with the exception of artistic talents) who move the lines and create change in their sector of activity with a strong prism on diversity and parity. After WBC Cinema which started 4 years ago, WBC Books will be launched in 2023.



Panelist

**Alexey Agranovich**

Actor, producer, festival maker

Major Russian actor, producer, film and theater director. Alexey schooled at the most famous Russian film industry university VGIIK (Russian State Cinematographic Institution), both as actor and as director (Alexey work as a producer of concert and events since 1994 for the big Russian groups, such as "DDT" and "KALINOV MOST". During the path of his career, Alexey directed and produced more than 100 shows, festivals and ceremonies, such as opening/closing ceremonies of the KINOTAVR FILM FESTIVAL (since 2005), GOLDEN EAGLE AWARDS CEREMONY (2003-2010), TEFI Prize (2009-2010), KANDINSKY PRIZE (2009-2014), KOMMERSANT OF THE YEAR AWARD (Kommersant Publishing House, as part of the PEF, 2010-2013), Danila Kozlovsky's show THE BIG DREAM of an Ordinary Man (2014) and others. As an actor, Alexey took part at more than 30 plays and film, such as plays by Kirill Serebrennikov and films as THE TELKI, COMEDIANT, DR LISA and others. General Producer of the Sakhalin International Film Festival "EDGE OF THE WORLD. EAST" (SIFF "On the Edge. East", since 2012), Kaliningrad International Film Festival EDGE OF THE WORLD. WEST" (KIFF "On the Edge. West", from 2019), Sakhalin Open Film Festival of the Future "PLAY OF LIGHT" ("Lightplay Film Fest", from 2019). For the last 3 years Alexey was an artistic director at one of the most famous Russian theaters Gogol Center. As for now, Alexey Agranovich is living at Serbia as founder of social and culture platform DrugDrugu, which are carrying forward principals of connections between Russian and Serbian culture.



Panelist

**Giusse Lallois**

Vice president of the French federation of young producers; co-founder of a cooperative production company (new model); co-founder of association Culture 360, which employs virtual reality to undertake social and urban mediation projects.

Giusse is the co-president of the French federation of young independent producers and a partner in the production cooperative BKE (Essonne), where she supports the narratives of creators from the young generation. This support takes shape in documentaries and fictions that tackle identity, diversity and sexuality. She also co-founded the association Culture 360, which employs virtual reality to undertake social and urban mediation projects.



Panelist

**Rajko Petrović**

Rajko Petrović - Director, Producer

Rajko Petrovic graduated Film and TV Directing on Faculty of Dramatic Arts in Belgrade. He finished also Atelier Varan Paris school for documentary films, founded by Jean Rouch. He is one of the founders of Atelier Varan Belgrade - Center for the documentary cinema, in which he worked as a director and producer. His documentaries are shown at the most prestigious festivals in the country and abroad. The most important films: "Pulses" and "East of Eden". Since 2009 he has worked as director, selector and producer at the "Free Zone" film festival in Belgrade.



Panelist

**Agata Milan Đurić**

An activist and artist from Belgrade

She graduated from the Faculty of Dramatic Arts in Belgrade, she also completed Women's Studies and Queer Studies, and among others special education in London "Counseling and therapy with LGBTIQ persons". She started her work in Arcadia, the first organization for the rights of lesbians and gay men, as well as in peace organizations. Among other things, she worked at a school for blind and partially sighted children, the Roma Cultural Center, within which there was also the first Roma theater in Serbia, an associate of international organizations (work in the peace organization Glencree in Ireland). Founder of the organization Geten (formerly Gayten-LGBT) and the LGBTIQ SOS phone, the first intersectional programs and support groups for trans people, Roma and Roma LGBTIQ women, one of the organizers of the first LGBTIQ Pride in Serbia in 2001 (two international awards), co-author and host of the first LGBTIQ radio show "Evening with... Gaming" on Radio station 202 (Heimdaal International award), recognized as the first official drag queen - Viva la Diva (first award at the Transfabulous festival in London), actress (BITEF 2001), collaborator of international organizations, initiator pioneering research, author of texts, poetry, prose, translations, editor of publications (Sigmund Freud: Critical Evaluations; Trans, Intersex, Queer - Reviews and New Horizons; and others), participated in the creation of various model laws, such as the Law on Prohibition of Discrimination, the Law on gender equality, the Law on Gender Identity and the Rights of Intersex Persons and others.

## FestPRO

Who is Who

## Presentation

## Making Drama tv Series - New Gravitation

**Nebojša Taraba**

Producer & partner,  
production company DRUGI PLAN,  
ZAGREB (CROATIA)

Drugi plan has also produced the first HBO Europe series in the Adria region, premiered at the beginning of 2019, entitled Success.

Nebojša Taraba is a producer and Partner in the leading Croatian independent production company Drugi plan, established in 2004 with Miodrag Sila. They have worked with Croatian national TV stations (HRT, Nova TV, RTL) and created and produced more than 15 original formats in all genres, including the TV series The Paper that Netflix picked up and is available for streaming in 190 countries. Drugi plan has also produced the first HBO Europe series in the Adria region, titled Success (2019). Nebojša Taraba has been working as a producer tutor on MIDPOINT Institute TV Series Launch Programme since 2019.

**March 3**

## Masterclass

Introduction to the Hart Chart and  
deconstructing Dracula  
(bonus Top Gun if time permits)

**James V Hart**

American screenwriter

James V. Hart is an American screenwriter and author. He is known for his literary adaptations, such as Dracula, Frankenstein and Hook. Hart wrote the screenplay to the Steven Spielberg feature film Hook which functioned as a sequel to J. M. Barrie's original story, with Peter as an adult in present times. Later, he wrote the 2005 children's novel Capt. Hook: The Adventures of a Notorious Youth, a prequel depicting Barrie's villain Captain Hook, the nemesis of Peter Pan, when Hook was a youngster. He would then write the Francis Ford Coppola-produced horror films Bram Stoker's Dracula, and Mary Shelley's Frankenstein.

Hart would primarily focus on adventure and fantasy fare, such as Muppet Treasure Island (1996), Lara Croft: Tomb Raider – The Cradle of Life and Epic (2013). He would also co-create the pirate television drama Crossbones, with Luther writer Neil Cross. It was based on Colin Woodard's book The Republic of Pirates. On July 24, 2014, NBC announced that Crossbones had been canceled after one season. Hart was part of the Columbia University Graduate Film program faculty. He has also mentored on Sundance Film Labs, the Austin Writer's Ranch and the Equinox-Europe Writing Workshops.

## Panel

Serbia as an attractive location for shooting international films (legislation, how to get incentives, locations, studio, rentals, qualified people)

**Moderator:** Martin Cuff - advisor to the Serbia Creates platform and advisor for Creative Industries and Tourism to Prime Minister of Serbia



Panelist

**Gordan Matić**

Head of the Film Center Serbia

Gordan Matić graduated from the Belgrade the Faculty of Culture and Media. He completed his postgraduate studies at the Belgrade University of Arts, according to the UNESCO curriculum of Lumière University Lyon 2 for Culture and Media Management. Matić has directed several theater plays, television and short films, and is the director of the popular and acclaimed feature-length documentary feature film Ginger: More Than a Game, as well as ten episodes of the documentary series Serbian Medieval Heroes, aired on Radio Television of Serbia (RTS). In addition, in the period from 2016 to 2018 Matić was the selector of ŠIFF (Šumadija International Film Festival) in Kragujevac, and he was the founder and lecturer of the FRKA film workshop. He is also a member of the FICTS Executive Board for Culture and Media in Milan, sponsored by the IOC, and a member of EFFE, the European Association of Film Festivals.



Panelist

**Sandra Đuričković**

CFO at Work in Progress

In 2002, she entered the film industry as a production assistant, then joined Work in Progress during its debut in 2007 and advanced to production coordinator, and worked her way up to financial controller and eventually production supervisor. Being part of the team as WIP's current CFO, for over 16 years she has been part of the over 50 international films and television shows including The Union, Horrorscope, Better Man, True Haunting, Fair Play, Knives Out 2, Hellraiser, Miss Scarlet and the Duke, Minamata, among others. Thanks to WORK IN PROGRESS, Serbia has hosted a multitude of international filmmakers and performers, including Daniel Craig, Johnny Depp, Salma Hayek, Rami Malek, Rachel Weisz, Marc Ruffalo, Adrien Brody, Ralph Fiennes, Gerard Butler, Vanessa Redgrave, Jessica Chastain, Ed Norton, Kate Hudson, John Cusack, Jessica Lange, Kevin Costner, Pierce Brosnan, Sir Ben Kingsley, Charlie Hunnam, Kaya Scodelario, Charles Dance, Guy Pearce, Tom Felton, Samantha Morton, Natalie Dormer, Taylor Kinney, John Hurt, Chris Noth, Luc Besson, Alexandre Aja, Johan Renck and others.

## FestPRO



Panelist

**Sheila Fraser Milne**

Founder & CEO at Paterson James Limited  
Film and Television Completion  
Guarantors

A veteran completion guarantor with more than 30 years of production experience in the Film and Television industries, Sheila Fraser Milne worked as a Production Executive for Film Finances UK for eight years before leaving in late 2009. In 2010 she Co-Founded European Film Bonds UK which she quickly developed into a thriving and successful business. She left EFB in the summer of 2013 to create Paterson James Ltd. Sheila has bonded over 200 films and worked all over the world on many award-winning productions such as "Calendar Girls", "Hotel Rwanda", "The Last King of Scotland", and "Filth". In addition to providing established industry producers with a bespoke service, Sheila is personally committed to encouraging new talent and providing a service within which they can thrive and become well-established. When working with Sheila clients enjoy the breadth and depth of experience of someone with many years of establishing solid working relationships throughout the industry.



Panelist

**Jean Federic Garcia**

The Location Guide UK

Jean Federic Garcia is the Director of The Location Guide UK and Event Director of FOCUS Show and makers & shakers AWARDS. Starting as International Sales Consultant for Shots, the leading international trade title for the TV commercial/advertising industry, part of the Emap Media Group, he was promoted to Deputy Ad Manager based on good sales results, building excellent client relationship and leading the sales team. In 2004 he helped devise the business plan to set up The Location Guide Limited as an independent publishing company. As Managing Director from January 2005, he has grown TLG from a single brand to a media company with print, digital and events assets. He launched FOCUS, a live exhibition & conference in 2015, the first international event across all the creative screen industries (film, TV and commercials). Originally part of a joint venture, the show fully merged with The Location Guide by early 2018. Later in 2018 with a team of early adopters keen to build bridges between the disciplines of the creative screen industries he created and launched the first B2B magazine, (print and digital) specifically designed for that international audience, makers. The first two editions of the magazine in 2018 generated over £250k of print advertising. In 2019 they created an award ceremony for the people and services of the industries who hardly ever get celebrated, "makers & shakers awards". Open to the international creative screen industries, the awards have been an instant success. The first live ceremony took place at BAFTA on December 8th 2021.

## Presentation

Eurimages now

**Iris Cadoux**

Project manager, feature fiction and  
animation Eurimages

Iris Cadoux is a project manager at Eurimages where she deals with co-productions of feature-length films and animation films. Eurimages is the cultural support fund of the Council of Europe. Established in 1989, it currently numbers 38 of the 46 member states of the Strasbourg-based Organisation, plus Canada as Associate member. Eurimages promotes independent filmmaking by providing financial support to feature-length films, animation and documentary films. In doing so, it encourages co-operation between professionals established in different countries. Eurimages has a total annual budget of approximately €27.5 million.

## Presentation

Developing, Pitching, Selling and Producing  
Television Shows

**Raša Drašković****(Rasha Drachkovitch)**

Co-CEO and Co-Founder,  
44 Blue Productions

Rasha Drachkovitch is one of the television industry's most daring and adventurous producers. Since co-founding 44 Blue Productions in 1984, Rasha has established the company as an award-winning leader in non-fiction programming.

In pursuit of great stories, he has been stoned in the West Bank, shot at in Soweto, chased by the Yakuza in Tokyo, and he was the first Western producer ever to film inside a Chinese prison.

Rasha's creative vision has taken the company from its original roots in sports and action-adventure programming to the exploration of mass incarceration with the critically acclaimed MSNBC prison docuseries Lockup, one of the longest-running series on television; to the redefining of celebrity family docuseries with A&E's twice Emmy-nominated Wahlburgers, produced in association with Mark Wahlberg; HBO's award-winning documentary "Rock & A Hard Place" with Dwayne Johnson; genre-busting first responder documentary series Nightwatch (A&E) and First Responders Live (FOX) and LA Fire & Rescue (NBC), all produced in association with Dick Wolf; hit Netflix series Jailbirds, Compton Rising and Life After Death; and the much-loved, long-running Animal Planet series Pit Bulls & Parolees (19 seasons).

Over the past four decades, Rasha has produced 150 television series, to 40 Networks, totalling over 2,000 hours of programming. The company has won multiple awards for its programming, including Peabody, Emmy®, Gracie and GLAAD awards.

"44 Blue is dedicated to making series that mean something to viewers. The company is fearless about tackling tough but important subjects, and their storytelling inspires audiences to take action and improve their community." — Variety

44 Blue is part of Peter Chernin's North Road Company and is represented by WME.

## Panel

Co-productions and making movies in New reality:  
post-COVID, emerging VOD platforms and new  
European landscape



Moderator

**Artem Vasilyev**

The founder and general producer of  
the Metrafilms Company Group

Artem Vasilyev is a founder and general producer of the METRAFILMS group of companies - leading independent film producing companies, specializing in development and production feature films, animation, series and documentary projects.

The Company Group consists of a production company Metrafilms, Studio Metrafilms and Studio Metrafilms Moldova.

Films produced by METRAFILMS and Artem Vasilyev have received numerous awards at the most prestigious international film festivals such as Venice Film Festival («Paper Soldier» by Aleksey German Jr., 2008), Cannes Film Festival («House Arrest» by Aleksey German Jr., 2021), Berlinale («Under Electric Clouds» by Aleksey German Jr., 2015; «Dovlatov» by Aleksey German Jr., 2018; «Convenience Store» by Michael Borodin, 2022) etc. and have been distributed in Russia and worldwide by key distributors.

Studio Metrafilms produces animation projects, including the world-famous series KID-E-CATS, which has been launched in more than 170 countries.

Artem is a member of European Film Academy, European Producers Club and the Russian Academy of Cinema Arts and Science Nika.



## FestPRO

## Who is Who



Panelist

**Simone Baumann**

Representative of German films Service and Marketing GmbH for Eastern Europe

Simone Baumann is working in the film production for more as 25 years and has produced many documentaries and feature films. Till March 2019 she was the head of the documentary department of Saxonia Entertainment GmbH. From 1997-2010, she was managing director of the independent production company LE VISION. She is an experienced co-producer, and one of Europe's leading experts on Russia, the former Eastern bloc, and their audiovisual markets. In April 2019 Simone Baumann was appointed as the Managing Director of German Films – the German film promotion. She has been working as the GERMAN FILMS Eastern Europe representative since 2005. She also supervised numerous feature film productions in the former Soviet Union as an executive producer and consultant.



Panelist

**Didier Lupfer**

Former CEO of Studio Canal

Didier LUPFER, former Deputy CEO of CANAL+ Group and former Chairman and CEO of STUDIOCANAL, started his career in 1986 at RTL Télévision. He took part in the application package of M6 and joined the channel at its creation in March 87. He was appointed Head of Marketing Studies then Deputy Programming Director. He left M6 and joined CARAT Espace as Program Director (1992-93). Recalled by Jean Stock (co-founder of M6 with Jean Drucker and Nicolas de Tavernost), he held the function of Deputy French TV Activities Director at RTL Group, mother company of M6. He was appointed CEO of TPS Cinéma in 2016. He joined CANAL+ in 2000, respectively as Development Program Director, CEO of Cinécinemas then Deputy CEO of Canal+ Programs. He created ONE WORLD FILMS (a movie production company) in 2006 and produced *Pour un fils*, *Gainsbourg vie héroïque* and *La guerre des boutons*. He won 3 French Academy Awards with *Gainsbourg vie héroïque*. At the same time, he acted as Content Director at BELGACOM PROXIMUS (2008-2011). He joined UBISOFT in 2011 and created UBISOFT MOTION PICTURES. He produced the famous series *The Raving Rabbits* as Executive Producer and *Assassins Creed* movie as Associate Producer. Recalled by Vincent BOLLORE in 2015, he was appointed Director of Cinemas Activities at VIVENDI and Chairman of STUDIOCANAL. He restarted the movie production of the group, (*Paddington 2*, *The Commuter*, *Mia and the white Lion*, *Alibi.com*, *Le grand Bain*, *Radioactive*, *Cold Pursuit*...) and allowed STUDIOCANAL to exceed for the first time in its history 17 millions admissions in France (2017), to perform over 10 millions admissions 2 following years (2017 et 2018) and broke its admissions record: 4,7 millions admissions with *Le grand bain*. At last, he placed STUDIOCANAL as an European leader in scripted series. STUDIOCANAL produced via its subsidiary RED the world-famous series *Years and years*. He recently created a new production entity: THE MEDIA COMPANY which develops strong European content for European Pay-TV, Platforms and Cinemas.



Panelist

**Aleksandar Plotnikov**

General Producer of LOOK FILM

LOOKFILM is a Russian film company established by Alexander Plotnikov, which produces TV-series, features, including selected slate of director-driven titles, and short films. Founded in 2014, the company has successfully cooperated with the biggest Russian TV channels. More than twenty TV-series, five feature films and 10 short films were produced by the studio, including award-winning films such as *THE HOPE FACTORY* by Natalia Meshchaninova – Rotterdam 2014, *BROTHER DEYAN* by Bakur Bakuradze – Locarno 2017, etc. In 2018, LOOKFILM produced series *AN ORDINARY WOMAN* (dir. Boris Khlebnikov). This series has ranked in the top three Russian series of the year and has won *Séries Mania International Festival 2018* in the category of the best actress – Anna Mikhalkova.



Panelist

**Boris Khlebnikov**

Film Director, the creative producer of LOOK FILM

LOOKFILM is a Russian film company established by Alexander Plotnikov, which produces TV-series, features, including selected slate of director-driven titles, and short films. Founded in 2014, the company has successfully cooperated with the biggest Russian TV channels. More than twenty TV-series, five feature films and 10 short films were produced by the studio, including award-winning films such as *THE HOPE FACTORY* by Natalia Meshchaninova – Rotterdam 2014, *BROTHER DEYAN* by Bakur Bakuradze – Locarno 2017, etc. In 2018, LOOKFILM produced series *AN ORDINARY WOMAN* (dir. Boris Khlebnikov). This series has ranked in the top three Russian series of the year and has won *Séries Mania International Festival 2018* in the category of the best actress – Anna Mikhalkova.

## FestPRO

Who is Who

## Fauda presentation + Q&amp;A



Moderator

**Miloš Đukelić**Producer and director,  
head of Red Production

Founder and Managing Partner of Red Production, a network of the film and advertising videos production companies. With offices in Serbia, Montenegro, Croatia, Bulgaria and Greece, network covers the region of South East Europe and Adriatic. Producer of the film *The Bullethead* (2017) with John Malkovich, Adrien Brody and Antonio Banderas among the others. Directed and/or produced more than 900 tv commercials for brands like L'Oreal, T com, Henkel, Coca Cola, Pepsi, Nike as well as more than a dozen movies.

Service producer for other international productions, using local talent and great locations as well as very good value for money situation in the region. Owner of the horror film production company *Blood&Honey*. Partner in VSM service production company with offices in Serbia and Turkey. Directed 25 episodes of art tv series about love problems of contemporary women, produced and/or directed few short fictions and few documentary films (awarded internationally). Produced American and British genre movies, but as well few European art house projects.

Post Production producer of the movies *Blackjacks*(2013) with Eric Roberts, *Dark Summer*(2014) by Paul Solet, *Herblock: The Black & the White*(2013) by Michael Stevens. Directed for Serbian National TV about 100 classical and jazz shows, and few programs about youth psychology and behavior. Founded festival of mobile phone movies *Nova Svetlost* (2006), first of its kind in South East Europe. Board member of Belgrade international Film Festival FEST, JDP theatre in Belgrade, Serbian Film Commission, member of The Association of Serbian Film and TV Directors, vice president of The Serbian Association of Producers in Advertising.



Panelist

**Liat Benasuly**Producer and owner  
L.Benasuly Productions

L. Benasuly Productions is a boutique production company that specializes in prime-time drama series for Television. The company was launched in early 2016 and based in Tel Aviv. Producer and owner, Liat Benasuly, was the co-owner of former "Tender Productions" (that ended its activity in the end of 2015) which has produced among others: *Fauda* season 1, which is considered groundbreaking in Israeli television and sold to 219 NETFLIX Territories, *Kfulim* (false flag), *Homeland* season 2 (Production services), *Dig* (with Keshet broadcasting), *Prisoners of War* season 2 (*Hatufim*) – Israel's highest rated Prime-Time TV drama series (Keshet Broadcasting) upon which the American series *Homeland* was based on. She has also produced feature films, such as: *Adam Resurrected* (2008), *Ha-sodot* (2007), *Aviva ahuvati* (2006), *Henry's dream* (2004), *Tania 403* (2002), *Provence United* (2001).



Panelist

**Yakov Daniel**

Actor

Yakov Daniel is an actor, born on Holon, Israel. He made his debut in the series *I Wanna Have Your Baby* (2008). His most notable work includes the series *Fauda* (2015-2020), and *Dumb* (2016-2019), as well as the movies *Next to Her* (2014), and *More Than I Deserve* (2021).



Panelist

**Meirav Shirom**

Actress

Meirav Shirom is an Israeli actress. Played "DANA" in the Netflix world Television hit show "FAUDA". She plays in languages such as Hebrew, English and Arabic. She is also a singer and a dancer. Meirav is a known Israeli theater actress, won an award for Best Lead actress 2014 on *Born yesterday* as Billie dawn.

## March 4

## Masterclass

**James V Hart Day 2 - The Queens Gambit**  
navigating the series with the expanded  
Hart Chart

## Panel

**Film Critic- where we are and where we want to be and how?**



Moderator

**Mirosljub Vučković**Film Center Serbia International  
Relation and Promotion Consultant

Film Center Serbia International Relation and Promotion Consultant, since July 2020

Columnist in *Belgrade daily Blic* – Location Scouting, 2015-2019  
Script Reader for international Film Funds Project Grants since 2014  
Head of International relations and promotion in Film Center Serbia, 2013-2020

Member of European Film Academy, since 2009

Representative of Serbia in Eurimages - European Cinema Support Fund, 2008-2012

Acting director of Film Center Serbia, 2007-2013

Founder and Director of east west Crossings Film Promotion Fund, established 2006

Adviser for film program at the European Forum Alpbach, Austria, 2006 - 2014

Chairman of South-East European Cinema Network, 2001 - 2005

Program Director of Belgrade International Film Festival, 1997 - 2010  
General Manager of Institut za film (Yugoslav/Serbian Film Institute) 1995 - 2005

Studied Chemical Engineering (Belgrade University) and Film Production (Belgrade Faculty of Drama Arts).

Joined Institut za film (Yugoslav Film Institute) 1978. From 1979 engaged on various researches and projects, as Retrospective of Yugoslav films at Centre Georges Pompidou in Paris, Yugoslav New Wave in Cinematheque Royale in Brussels, Yugoslav Silent Film at Giornate del cinema muto in Pordenone, Serbian New Wave in Pingyao...

Promoter of foreign films in Yugoslavia (and Serbia), realized special programs of film from Brazil, Argentina, Russia, India, China,... European, Asian Pacific, Arab countries,...

Film critic and author of the monthly TV program (1995 - 1998)

Cinema Art. Author and producer of interviews made for TV - portraits of Nagisa Oshima, Peter Greenaway, Chantal Akerman, Daniel Toscani du Plantier, Harvey Keitel, Simon Perry, Atom Egoyan, Sergei Bodrov, Tsai Ming-liang, Paul Morrissey, Hou Hsiao-hsien,...

## FestPRO

## Who is Who

Published popular articles and professional film essays in different domestic and foreign dailies and periodicals in Serbia and abroad. From May 1993 till November 1995 engaged by various Russian TV stations (including State First Channel TV – Ostankino) as interviewer, reporter and producer of TV programs dedicated to film and international film festivals.

Program adviser to international film festivals (Busan, Thessaloniki, Rotterdam, Pingyao, Toronto,... also in the past Giornate degli Autori-Venice, Karlovy Vary, Huesca,...). Initiated and organized several projects, such as: Belgian Surrealism and Film (IFF Karlovy Vary), After the Fall of the Wall (Rotterdam), Yugoslav Black Wave (Sochi), East Side Story (Sochi), City Life (Florence), Is it easy to breath in Belgrade and Letters from abroad (Klaipeda and Vilnius), Free Expression from Belgrade (Huesca), context:europa (Vienna), Red Westerns (Rotterdam).

Jury member at film festivals in Berlin, Chicago, Busan, Karlovy Vary, Thessaloniki, Alexandria, Cluj, Bucharest, Kyiv, Warsaw, Wrocław, San Sebastian, Huesca, Moscow, Adana, Tallinn, Batumi, Svetlogorsk, Kazan', Kolkata,...

Fluent in English, Russian, French; speaks also German and Italian; mother tongue Serbian.



Panelist

**Vasily Stepanov**

Chief editor of Sessions Magazine

Vasily has publications in the Kommersant and Vedomosti, Afisha, Empire (Russia), The Hollywood Reporter (Russia), Russian Reporter, Rigas Laiks, the Kinopoisk portals, Openspace.ru, Colta.ru ect. Since 2006 - editor of the magazine "Seance". Author of articles in the "Recent History of Russian Cinema 1986-2000".

Laureate of the Mikhail Levitin Award, 2007 (the award is given to the best young film critic by the Guild of Film Critics and Film Critics of the Russian Federation, as well as a special diploma of the Guild in 2012). Editor of books series about the history of cinematography published by the Seance publishing house ("Balabanov", "Cassavetes", "Khamdamov", "Bergman", etc.) From 2007 to 2013, editor on the TV program "Closed Screening", dedicated to modern Russian cinema. In 2014, the moderator of the Alexander Sokurov Film Laboratory "K.L.A.S.". Author of the book "Screenlife: in search of a new language of cinema".



Panelist

**Djia Mambu**

Journalist and Film critics

Djia Mambu is a journalist, film critic, curator and author based in Brussels. She collaborates for several media dedicated to cinemas critics (TV5 Monde, Radio Canada, Africiné). She had been part of many film festival selection committee, film commission and film festival juries including Cannes's Critics's Week. Djia is now is the Vice-President of the Belgian Film Press Union and also a Board member of the international federation of the cinematographic press (FIPRESCI) where she's in charge of the African Department.



Panelist

**Konstantin Shavlovsky**

Film critic, curator, "Cinema" section editor, Kommersant – Weekend magazine

General Producer of A. Tarkovsky Zerkalo Film Festival. Produced films like Pilik, Calendar, Anton's Right Here and Diamonds. Theft. He has also act in movies like Balabanov. Belltower. Requiem, Compartmento N° 6 and Rastorhiev. Director of Mashenka, Jellyfish.

## Panel

Regional co-productions, European co-productions and applying to competitions  
Moderator - Mirosljub Mića Vučković, FCS



Panelist

**Athena Kartalou-Aduku**

Managing Director at Greek Film Centre

"Mrs Athena Kartalou-Aduku took office as the new managing director of the Greek Film Centre in October 2021. Athena has studied philology with specialization in linguistics at the University of Athens, Greece; she has a master's degree in Communications from the University of Leeds, UK; and she holds a PhD in Communication, Media and Culture from Panteion University, Athens with specialization in Greek film. She has been an advisor in communication and project management for cultural projects with an emphasis on those belonging to the cinematic and audiovisual domain. She used to have extensive and in-depth collaborations with the main national organizations such as the Greek Film Centre, Media Desk Hellas and the Thessaloniki International Film Festival. Athena has also been appointed to high positions in the management of international mega projects and events in other cultural domains, such as book fairs, exhibitions, publications, and in the field of sports, in Greece and E.U., but also in Qatar, where she was based for ten years, and generally in the MENA. She has been organizing training programmes for professionals of the above-mentioned domains, and has undertaken the role of creative coach in one-to-one collaborations. Athena has also extensive teaching experience, related mainly to Greek film, at the university. Her academic interests, which have been also in the core of her publicized work in the Press, are focusing on film-of Greek and international origin, television and overall communications and pop culture.



Panelist

**Nataša Bučar**

Managing Director of Slovenian Film Center

Nataša Bučar is a Managing Director of Slovenian Film Center, public agency of the Republic of Slovenia since 2016. She has extensive experience in film industry. For several years she has been managing Ljubljana International Film Festival, the largest International Film Festival in Slovenia. At the same time she was running film distribution activities inside Cankarjev dom, an independent arthouse distribution in Slovenia. In the past she gained management experiences as the Director of the Festival of Slovenian Films, as Assistant Director of the Slovenian Film Fund and as the General Director of the Media Directorate at the Slovenian Ministry of Culture. In 2016 she worked as Marketing Expert in Kinodvor, the arthouse cinema in Ljubljana and at the end of that same year she was appointed as the Managing Director of Slovenian Film Center. She has been reappointed as the head of the main Slovenian film institution for another 5 years term in December 2021. She is a member of EFAD, European Film Agency Directors Association as well as EFA, European Film Academy.



## FestPRO



Panelist  
**Ales Pavlin**  
Film and television producer

He is co-founder and co-owner of PERFO Production one of a leading Slovenian independent film and TV production companies established in 2005. He graduated from University of Economics, Ljubljana - B. Sc. Econ. and later got PhD from University of Drama Arts, Belgrade. He is also professor at Academy of Theatre, Radio, Film and Television (AGRFT) in Ljubljana, capital city of Slovenia. In 2012 the European Film Promotion (EFP) selected him for the Cannes program 'Producers on the Move'. He is member of European Film Academy (EFA), European Producers Club (EPC) and The National Council for Culture of the Republic of Slovenia. In 2022 Council of Europe named him in an expert working group for the creation of a legal instrument to codify the rules of drama series co-production (CPPWG-Series).



Panelist  
**Chris Marcich**  
Chief Executive Officer at Croatian Audiovisual Center

Chris was appointed CEO of the Croatian Audiovisual Center (HAVC) on 1 May 2019. He has been President of the Board of AGICOA, the association of audiovisual producers and their collective rights management groups since 2013. Upon deciding to divide his time between Brussels and Croatia for personal reasons, Chris was appointed President for International at the Motion Picture Association (MPA) in January 2015 to assist with a transition within the MPA. He was responsible for coordination of the MPA's international offices (EMEA, Asia-Pacific, Canada, Brazil & Mexico). Chris joined the MPA in 1995. From 1995 through 2014 he served as President in charge of MPA's regional office for Europe, the Middle East, and Africa. The office's principal areas of activity include work on legislative and regulatory issues related to the media sector at the European and national levels. Prior to joining the MPA Chris spent sixteen years working in the U.S. Government on international trade issues as a negotiator and shaping U.S. trade policy. When he left the Government in 1995, he was the Assistant U.S. Trade Representative for Europe, responsible for trade relations with the region. Prior to that, Chris was appointed to the newly created position of Assistant US Trade Representative for Trade and Environment, pioneering efforts to integrate health and environmental principles with those of international commerce. Chris holds Croatian and U.S. citizenships. He has a Master's degree from Georgetown University, speaks English, Croatian and French, and has working knowledge of Italian and Spanish.



Panelist  
**Anja Ilić**  
Managing Director of Audiovisual Center of the Republic of Srpska

Anja Ilić was born in Zagreb in 1985. She completed her primary education at the Academy of Arts, majoring in acting, in Banja Luka, where she still lives and works. From 2010 to 2021, she was a permanent member of the National Theater of the Republika Srpska, after which she was appointed as the first director of the newly established public institution, the Audio-Visual Center of the Republic of Serbia, by the decision of the RS Government. As an actress, she played in a large number of theater plays, as well as films and television series. He has won numerous recognitions and awards for his acting roles at international and international festivals. She is married, the mother of one boy and one girl.



Panelist  
**Aleksandra Božović**  
Managing Director of the Film Center Montenegro

Aleksandra Božović is the Managing Director of the Film Centre of Montenegro. She has over 15 years of experience in the film sector, having produced numerous award-winning TV commercials, as well as TV series and documentary films. Aleksandra has also managed the Cultural Centre of the city of Novi Sad (Serbia) and has organised several film festivals in both Serbia and Montenegro. Aleksandra graduated from the Academy of Arts in Belgrade (Serbia) and holds a bachelor's degree in "Management in Culture and Arts". She is a member of EFAD, European Film Agency Directors Association.

## Panel

More & more contents... but for which audiences?  
Moderator - Mara Gourd Mercado, Executive director of the Academy of Canadian Cinema & Television - Québec section



Panelist  
**Clara Benyamin**  
Lawyer for startups specialized into new forms of cinema to attract audience

After having worked for an artistic talent agency, a contemporary orchestra and several Parisian lawyers, Clara co-founded in 2021 the law firm CBLF Avocats, specialized in creative industries and new media. She works with film, video game, influencer marketing and influence marketing and immersive narratives (virtual reality, theater virtual reality, theater, escape games) actors. She has also created two podcasts: "Besoins de rien, envie de droit" for Binge Audio de droit" for Binge Audio, and "Protéger ses idées" for Majelan. She is particularly interested in the evolution of the creative sector under the effect of the development of data, and data, and the way in which the narratives and the models of production and distribution models.



Panelist  
**Jordan Cohen**  
Producer at Ubisoft Film&Television, oversees the European production (live-action)

He is in charge of the video games adaptations into film and TV series. After several experiences on set, Jordan was involved on the funding part of motion pictures (Sofica INDEFILMS, TF1 Films Production) and in their legal and financial matters (Indie Sales, Indie Prod, La Chauve-Souris) before joining the company 22:22 as a producer. Since December 2021, he has been Producer and the Director of European production for live-action projects at UBISOFT FILM & TELEVISION, a subsidiary company of UBISOFT (a leading global player in the video game industry). He develops and produces both Film & Tv adaptations of the UBISOFT franchises as well as original ideas in the universe and/or the video game culture.

## FestPRO



Panelist

**Bruno Mustić**

UK/Croatian producer and content maker, head of Brač Film Festival and the producer of one of the first web series in the region

Producer at Life & Soul Pictures, a London based film production company with a slate of feature films in development. Being their most important projects, HEART OF A SOLDIER written by Oscar winner Christopher Hampton and MR PING PONG co-written by legendary 5-times Oscar nominee John Boorman. Director of the Brač Film Festival since 2014 and President and Founder of GLOBE MEDIA since 2013, an association for promotion of film culture, which it is mainly focused on younger members as filmmakers and film enthusiasts. Globe Media main activities are: production and distribution of short movies.

**March 5****Masterclass**

James V Hart Day 3 - Create and pitch a brilliant story in 2 hours using the Writers Toolkit

**Presentation**

of REACT and How to approach markets?

**Alessandro Groplero**

Head of international relations of the FVG Audiovisual Fund

Alessandro Groplero is the head of international relations of the FVG Audiovisual Fund since May 2007 and in this capacity, he has planned the international strategy of the fund and managed a variety of initiatives, such as When East Meets West Co-Production Forum, Ties That Bind: Asia Europe Film Producers Workshop (both supported by the Creative Europe Program) and RE-ACT Co-Development Funding Scheme. He is an EAVE graduate and Italian national coordinator, board member of EURODOC, member of the European Film Academy and starting from 2021 he has joined the programming office team of the Venice International Film Critics' Week.

**Panel**

Visibility of the small countries cinematographies based on the The EU's Audiovisual Media Services Directive (AVMSD)

**Tanja Kerševan**

Communication policies researcher and consultant, Ljubljana

Tanja Kerševan (Slovenia) is a research fellow and assistant professor at University of Ljubljana. As a former media regulator and State Secretary responsible for culture, media and film, her research interests include audiovisual policies and platform regulation. Internationally, she has worked with the Council of Europe, the European Audiovisual Observatory, UNESCO, OSCE, OSF and EU funds and instruments. She served two mandates at the CoE CDMSI committees, in 2016-2017 as Member of the Committee of Experts on Internet Intermediaries (MSI-NET) and in 2018-2019 as Member of the Committee of Experts on Artificial Intelligence (MSI-AUT). She holds a PhD in communication science from University of Ljubljana.

# Where Art Meets FILM Industry



**2-5 March 2023.**  
MTS Dvorana Belgrade Hall 3