

## **PRESS RELEASE**

### **EKOME concludes round of contacts in Hollywood and Mexico**

The National Centre of Audiovisual Media and Communication - EKOME S.A. has concluded a successful round of international contacts with representatives of Hollywood's major film production companies, as well as with members of the Mexican film industry, the largest market of Latin America in film and television. Aiming to promote the competitive investment incentives that Greece has implemented in audiovisual production and are administered by EKOME S.A., Panos Kouanis, President and CEO, visited Los Angeles (March 6-10, 2019) and Guadalajara (March 11-15, 2019), for a series of presentations and contacts with top executives of production companies, film studios and professionals in the film and TV industry.

The first part of EKOME's visit started with Panos Kouanis' main presentation at the headquarters of the Motion Picture Association of America (MPAA), the trade association of the major US production studios, counting NBCUniversal, CBS-Paramount, Disney, 20th Century Fox, Warner Brothers, Sony Pictures and Netflix among its members. The presentation focused mainly on the Greek investment incentives, the technical characteristics of audiovisual productions in Greece and the advantages Greece offers compared to other countries for the implementation of large-scale productions. Moreover, Panos Kouanis' targeted business contacts and meetings with film studio executives in Los Angeles helped to further enhance the Greek investment incentives program, while giving the opportunity for specific projects for shooting in Greece to be discussed. Many companies have shown keen interest in shooting their feature films and TV series in Greece.

Invited by the 34th Guadalajara International Film Festival, the most prestigious film festival in Latin America, the President and CEO of EKOME visited Guadalajara where he presented the Greek program of investment incentives to the Festival and the Market audience, producers, filmmakers and the media. The presentation was hosted by Greek-origin director, producer and expert advisor of MEDIA-Creative Europe European Commission, Patrice Vivancos. Addressing the audience, consisting mainly of directors and producers, Panos Kouanis pointed out the opportunities that are now open for co-productions between Greece and Mexico, giving practical examples for better use of the investment incentives.

In his contacts with the Instituto Mexicano de Cinematografía (IMCINE), the National Association of Latino Independent Producers (NALIP) as well as in his statements to the media, Panos Kouanis referred to Mexico's distinctive position in the film industry (citing the examples of world-class artists such as Alfonso Cuarón, Guillermo del Toro, Alejandro Iñárritu and Carlos Reygadas) and also in TV production at a global level (TV Azteca and Televisa) which highlight Mexico as one of the most important markets for audiovisual production. He also invited both professionals and members of the audience to capitalize on the Greek investment incentives, underlining the dynamic presence and expertise of EKOME in the audiovisual sector in Greece.

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“Para mí el cine  
Es la posibilidad

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Sala

Guillermo del Toro







### Captions

**Photo 1:** Panos Kouanis presents the Greek program of audiovisual investment incentives at the Guadalajara International Film Festival

**Photo 2:** Panos Kouanis - Patrice Vivancos, Guillermo del Toro Hall, Guadalajara International Film Festival

**Photo 3:** Panos Kouanis - Patrice Vivancos, Guillermo del Toro Hall, Guadalajara International Film Festival

**Photo 4:** Panos Kouanis' interview to journalist Andres Perez Gil and Canal53 UANL Monterrey TV station

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