



EKOME

National Centre of Audiovisual Media
and Communication

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Greece goes to Cannes with a dynamic presence

Greece goes this year to the Cannes International Film Festival with its forces united. The Greek Film Centre (GFC) and the National Centre of Audiovisual Media and Communication (EKOME) coordinate their action at the National Pavilion, which will open at the Festival Market from 6 to 17 July 2021. Their joint presence, proof of the strategic cooperation of the two institutions for an assertive national representation at major international Festivals and Markets, aims to further highlight the comparative advantages of Greece in attracting international audiovisual producers.

For the presentation and promotion of the Greek cinematography, the Greek Film Centre, as per tradition for the past thirty years, will support the films and filming projects of Greek creators and producers participating in the programs and the Festival Market. Moreover, it will showcase all the recent Greek production to the visitors of the National Pavilion. The GFC will also present its new Location Scouting Support Program, which aims mainly to facilitate foreign producers who wish to shoot in our country.

EKOME aims to inform industry professionals visiting the Market, about the Greek investment incentives for audiovisual production in Greece, namely, the 40% Cash Rebate and 30% Tax Relief that have already shown impressive results as they have attracted high-budget international productions to Greece and, at the same time, have supported the domestic film community, which has been constantly flourishing.

The Greek film at Cannes

The Greek participation in the programs of the 74th edition of the Festival and the Market confirms three things:

- The stable bonds that the Greek short film has established with the Festival in recent years (the film "Brutalia, working days" by Manolis Mavris will be screened in the competition program of the Critics' Week).
- The favorable reception of the young Greek creators and their participation in important activities of the Festival Market (the Atelier of the Cinefondation has chosen to present the project "Cora", Evi Kalogiropoulou's first feature film, while the action "Thessaloniki Goes to Cannes" will present six Greek works in progress).
- The stronger position of Greek producers in international co-productions of films to be screened at the Festival (the Greek company Neda Film is a co-producer in the

film "Bill Murray's party: New Worlds, the cradle of a civilization", while the Greek company Heretic participates in the production of the film "Feathers").

Greece as an ideal destination for international producers and the dynamics of extroversion

The joint presence of the Greek Film Centre and EKOME at the National Pavilion, strengthens the image of Greece to foreign professionals as a reliable destination for filming, projecting a complete picture of the friendly environment it offers. Specifically:

- The financial and tax incentives
- The know-how and the specialized services both in location scouting and in facilitating and supporting producers
- The existing infrastructure and the prospect of creating new ones
- The quality and specialization of the human resources of the Greek cinema

The National Pavilion and the unified presence of Greece this year in Cannes are a positive step, at a pivotal moment for the development of cinema and the wider audiovisual sector in our country: the Greek film with its distinctions and positive reception in the international arena is established as an important export cultural product, while the wave of foreign film production in Greece steadily gains momentum and reinforces Greece's position on the world map of the audiovisual industry.

- Markos Holevas, President of the BoD of the GFC, referring to the National Pavilion and the coordinated action of the two institutions, stated: "It is important now for Greece to develop a coordinated strategy for its international presence in major festival events and Markets. The rich tradition and experience of the GFC in the international screening and promotion of Greek cinema and the Greek filmmakers is now more effective thanks to the position that the country has acquired on the world cinema map in recent years with the co-productions of Greek films, but also, through attracting and facilitating foreign audiovisual producers".
- Panos Kouanis, President and CEO of EKOME, referring to the joint presence of the GFC and EKOME at the Cannes International Film Festival, stated: "We support with all our might the national strategy for the development of the audiovisual industry and the promotion of the Greek creative community into becoming international. The organization of the Festival this year, which allows the physical presence, gives the opportunity to assertively promote the Greek cinema in foreign markets, and our common presence confirms that our country is in its own right considered very promising in the field of audiovisual creation".