



Interview with Erik Fackeldey (Provence Promotion)

> “Hollywood wants to work in Provence!”

For the very first time, Provence Promotion with its partners Cinéma au Soleil, the CCIMP and Film France, met the big boys of the Hollywood studios in the Location Trade Show 2008 in which all studios choose potential future film locations. "A very promising approach for the long term", says Erik Fackeldey, Director of the Multimedia Activities, Innovative Services project. Particularly because it continues on from the action already undertaken last year in the same context.

> What promotion actions were taken?

Erik Fackeldey : While the Cinéma au Soleil exhibited on a stand at the famous Location Trade Show, Provence Promotion took the initiative of organising a mission to contact leading Hollywood studios including Universal Studios, Warner Bros, DreamWorks, Disney, Sony, alongside its partners. This twofold prospecting reinforces its presence, and also demonstrates Provence's ambition to host major Hollywood productions for its films. Obviously, this type of action is a long and exacting task, because it is essential to build up a relation of confidence, with a long term vision.



Erik Fackeldey,
Directeur de Projet
Filières multimédia,
Services Innovants

> How did the large studios welcome you?

Erik Fackeldey : All seven studios (and other film producers and stars that we met separately) confirmed their eagerness to work in Provence... "A high class region", in their opinion, which symbolizes the qualities of France - a pleasant way of life and magnificent towns and landscapes! Paris obviously forms part of the attractiveness of France, and is perfectly complementary with Provence; with many opportunities for indoor filming in Paris particularly within historic monuments, and outdoor filming in Provence. Two aspects of the advantages of filming in France that the Provence region would like to highlight.

The Location Trade Show

The Location Trade Show is the World trade show for the promotion of regions as film areas, and collects all "location managers" or "scouts" from the major Hollywood studios looking for new opportunities alongside independent producers or advertisers.



> When is the first film planned?

Erik Fackeldey : Although one or more of the projects could materialise during the year, in the meantime confidentiality is essential, and the desire of Hollywood studios is hindered by the region's production costs. It has strong competition from Spain (Barcelona, Alicante) and Bulgaria, and is counting very much on the plan of the Ministers of Culture and Finance to offer a tax credit on American productions filmed in France. This would be the equivalent of a 20% tax reduction on the amount of services performed in France. A windfall for the region!

> What are the medium term plans?

Erik Fackeldey : Provence would firstly like to make its region clearly seen as a filming location, and secondly to attract Hollywood studios into the region. To do this, there is no doubt that it must deploy the potential of existing infrastructures such as the Belle de Mai Media Cluster studios, already strongly occupied by the very popular "Plus belle la vie" soap opera! This opportunity is particularly achievable because the large studios have two targets: large productions for which the market is now saturated, and local productions with a strong potential for development. Therefore, an opportunity for local producers!

For further information

- The Location Trade Show site
<http://www.afci.org/events/lts.htm>

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