

CINECITTÀ



FRIDAY, 2 SEPTEMBER 2022

10:30 – 13:00 CENTRAL EUROPEAN SUMMER TIME

ITALIAN PAVILION | HOTEL EXCELSIOR - VENICE LIDO

Live streaming on italianpavilion.it

SPECIAL EVENT

Economic Impact of Audiovisual and Cinema Productions on States and Regions in the USA and Italy

in collaboration with



MOTION PICTURE
ASSOCIATION

INTRODUCTION

Roberto Stabile - *Advisor for International Relations and
Head of Special Projects, DGCA-MiC at Cinecittà*

OPENING SPEECH

Charles H. Rivkin - *Chairman and CEO, MPA*

10:50-11:50 FIRST SESSION

THERE IS NO BUSINESS LIKE SHOW BUSINESS

PANEL MODERATED BY

Stan McCoy - *President and Managing Director, MPA EMEA*

PANELISTS

Andrew Hall - *Head of Government & Regulatory Affairs,
NBCUniversal International Ltd*

Iole Maria Giannattasio - *International and Legal Affairs, Research Unit DGCA-MiC*

Nicola Maccanico - *CEO, Cinecittà*

Lee Rosenthal - *President, Worldwide Physical Production,
Paramount Pictures and Nickelodeon Studios*

11:50-12:50 SECOND SESSION

CASE STUDIES

PANEL MODERATED BY

Stan McCoy - *President and Managing Director, MPA EMEA*

PANELISTS

Maria Pia Ammirati - *Head of Drama, Rai*

Madeleine de Cock Buning - *Vice President, Public Policy EMEA, Netflix*

Marco Valerio Pugini - *President, Panorama Films*

and Italian Association of Production Service Companies (A.P.E.)

Alessandro Saba - *Director Original Productions, The Walt Disney Company Italy*

CONCLUSIONS

Nicola Borrelli - *Director General, DGCA-MiC*

OPEN TO ALL

ITALIAN/ENGLISH WITH TRANSLATION