

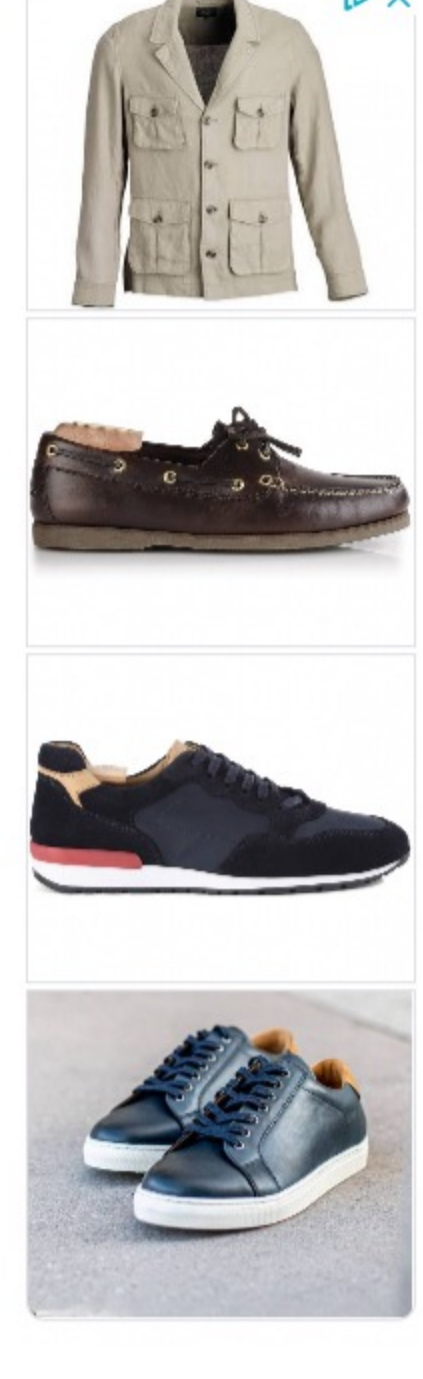
CULTURE

Conecta Fiction 2024: 1,000 participants, 3,500 meetings and 6 projects for Castilla-La Mancha

Brazil and Portugal stand out in the eighth edition of the event, with the largest presence of producers from both countries seen in Europe for years



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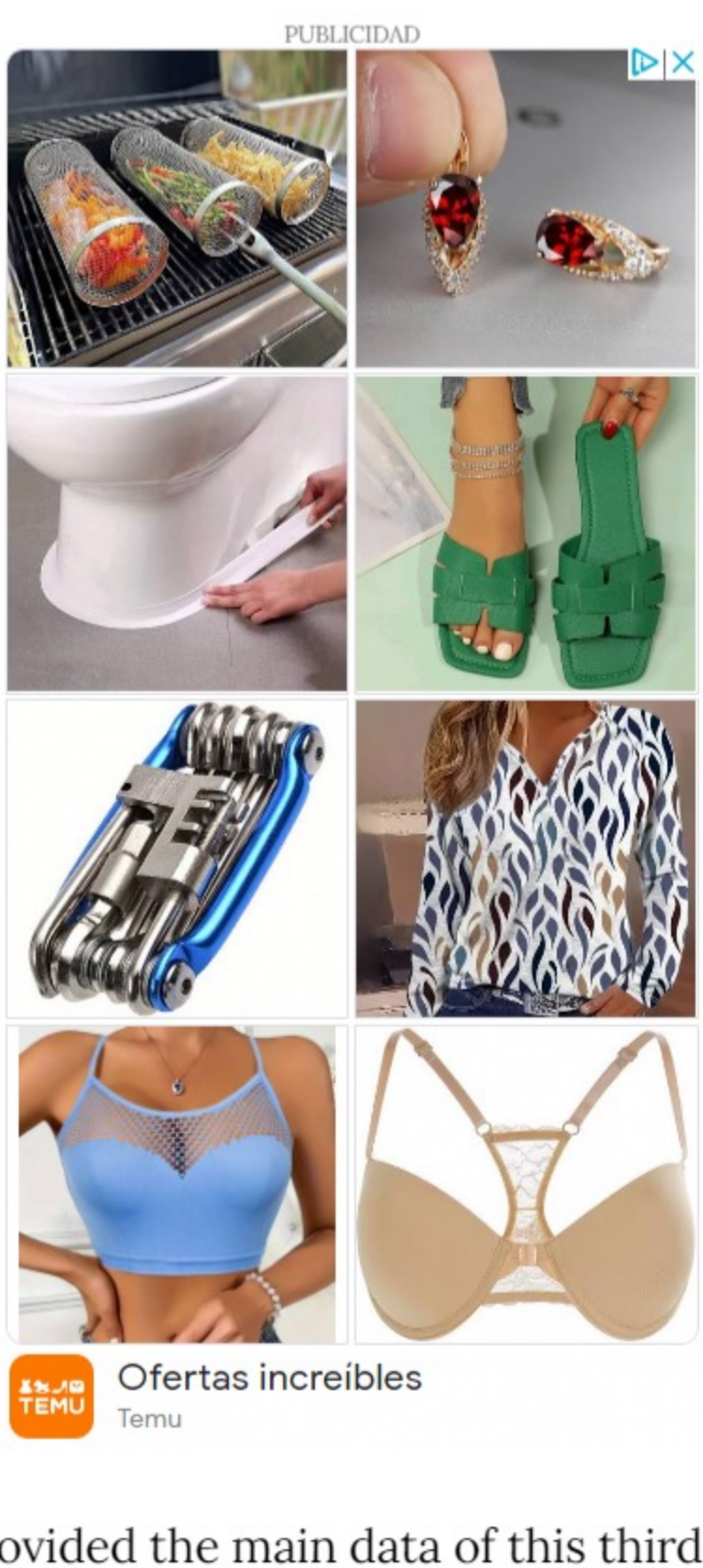
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The eighth edition of Conecta Fiction & Entertainment concludes this Friday in Toledo, a meeting point for a large group of professionals from the global fiction and entertainment industry, gathered for four days with the aim of promoting co-production between America and Europe.



The press conference in which a summary of this international meeting was offered took place at the El Greco Isabel Fernández Center in Toledo, headquarters of the fair. The event was attended by Ana Isabel Fernández, general director of Tourism, Commerce and Crafts of the Community Board of Castilla-La Mancha, and the director of Conecta Fiction & Entertainment, Géraldine Gonard, as reported by the organization in a note of press.

Fernández mentioned the "magnificent opportunity" that the participation of the Castilla-La Mancha Film Commission in Conecta 2024 has given the regional government, since "in these three days we have held 48 meetings of which six projects have materialized that will be filmed on next year in Castilla-La Mancha".



For its part, Gonard has provided the main data of this third edition held in Toledo, which has brought together around a thousand professionals (a figure almost identical to last year) from 33 countries on both continents, with 70% of Europeans and 30% of Latin Americans.

Regarding participation by country, he mentioned that, as is usual in international meetings, the weight of national representation has been very important, reaching 65%, while the presence of European and American executives has been very balanced, with Brazil and Portugal, the two focus countries of this edition, the nationalities with the greatest representation followed by France, the United States, the United Kingdom, Germany, Chile, Argentina and Mexico.

Regarding the profile of the participants, Gonard has indicated that it has been mainly composed of commissioners, platforms, television networks, buyers, producers, talent, institutional representatives and delegations from other countries.

More than 3,500 face-to-face meetings were held at the El Greco Conference Centre and a total of 24 panels, 11 keynotes, 6 public pitching sessions, 4 private pitching sessions, 4 commissioner pitching sessions, 8 workshops and 3 after-work meetings were offered to participants. Of these, six made up the special programme dedicated to Brazil and Portugal as focus countries.

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The performance of the premium activities has been unbeatable, since 55 top-level delegates debated on Tuesday about present and future challenges of the audiovisual industry in the fifth edition of Conecta Think Tank, 27 attendees participated in the bilateral meeting between institutions and production companies from France and Spain and 4 networking breakfasts have been organized by various collaborators with a total of 141 participants.

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