

More than 300 attendees at the opening of Conecta Fiction & Entertainment 2024

The eighth edition of Conecta Fiction & Entertainment, the third to be held consecutively in the capital of Castile-La Mancha, was officially inaugurated last night with a reception at the Viñedo Cigarral de Santa María, which had nearly 300 attendees, including executives, international delegates and foreign and national press.



The opening ceremony was chaired by the Minister of Economy, Business and Employment of the Regional Government of Castilla-La Mancha, **Patricia Franco**; and the Director of the event, **Géraldine Gonard**.

In his welcome speech, **Franco** said: 'Castilla-La Mancha concentrates in this week of Conecta the national and international focuses of the audiovisual entertainment industry.' In that sense, the executive expressed that various spokespersons from the regional government will intervene in some of the more than 70 activities scheduled during these three days to debate 'the need to analyze the economic impact of audiovisual productions on filming locations, and present all the potential that Castilla-La Mancha has to host audiovisual productions in the region'.

For his part, **Gonard** once again reiterated his gratitude to Castilla-La Mancha, which he defined as 'a magnificent setting for any event, a region of hospitable and welcoming people, in a spectacular environment that anyone would dream of as a location for their next shoot'.

Gonard also gave the floor briefly to the representatives of the institutions and collaborating entities of Conecta Fiction & Entertainment 2024 present at Cigarral: **Elisa García Grande**, Executive Director of **ICEX-Invest in Spain**; **Susana Gato**, Executive President of **APIT** (Associação de Produtores Independentes de Televisão); **Ana Marques**, Executive Director of **Portugal Film Commission / ICA** (Instituto do Cinema e do Audiovisual Português); and **José Fragoso**, Programming Director of **RTP** (Rádio e Televisão de Portugal). They all addressed warm words of welcome and gratitude to those gathered.



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