

U.S.-MEXICO BORDER STATES CONFERENCE:

Filmmaking, Economic Development, and Intellectual Property Rights

March 27-28, 2008 The University of Arizona, Tucson, Arizona

MARCH 27 LUNCHEON KEYNOTE SPEAKER: PRODUCER FRIDA TORRESBLANCO (PAN'S LABYRINTH)

This conference recognizes the significant economic development, artistic, and cultural impact of filmmaking on the border states of the U.S. and Mexico and the need to protect intellectual property rights so that this creative and job-creation activity continues to thrive and flourish in this dynamic border community.

For updates and changes to Conference schedule visit:
<http://clas.arizona.edu/newsevents/usmexconf>

Conference Program

THURSDAY, MARCH 27

*Location: All Thursday daytime events are held in the
UA Student Union Memorial Center.*

8 am: Check in and continental breakfast

8:30 am: Introduction & Welcome

Location: Rincon Room

Motion Picture Association, The University of Arizona, The UA Hanson Film Institute, The National Law Center for Inter-American Free Trade

9 – 10:15 am: PANEL 1: Government and Film – Working Together to Enhance Artistic and Economic Opportunity

Location: Rincon Room

What is the role of federal and state government agencies in Mexico and the US in promoting the audiovisual sector, and what are the legislative frameworks, funding mechanisms and their current status on both sides of the border? This panel will explore the needs of the private sector for active government support for the establishment of adequate and efficient legislation to stimulate audiovisual production and distribution in various jurisdictions.

Moderator: Steve Solot, Consultant for the Motion Picture Association of America (MPA)

Invited Speakers: Director, Film Office, Mexican Ministry of the Interior, Eduardo Quijano; VP Studio and Production Affairs,

Warner Bros. Entertainment, Michael Walbrecht; Program Director, Cinepolis, Mike Moraskie

Sponsor: UA Office of Western Hemispheric Programs

10:15 – 10:30 am: BREAK

10:30 – 11:45 am: PANEL 2: The Economics of Movies – How Does Filming Benefit Localities?

Location: Rincon Room

In the US, on-location production creates jobs and generates tax revenue in cities and states across the country, contributing an estimated \$200,000 per day in economic activity in localities where they film. Film commissions are aimed at creating the incentives and highlighting appropriate scenarios for on-location shooting that promote economic development in their respective regions. Panelists will describe their structure and current focus in Mexico and the US and how they may be enhanced in Border States.

Moderator: Harry Tate, Director, Arizona Film Office

Invited Speakers: CEO, Association of Film Commissions International, Bill Lindstrom; Assistant Director of Cinematographic Production, IMCINE, Hugo Villa; Head of Production, Panamax Films, Ben Odell; Director, Texas Film Commission, Bob Hudgins; Technical Secretary, Fidecine Film Fund, IMCINE, Victor Ugalde

Sponsor: Tucson Film Office

12 – 2 pm: Luncheon with Keynote Speaker: Frida Torresblanco

Location: North Ballroom

FRIDA TORRESBLANCO (PRODUCER)

Frida studied Film and Literature in Madrid. At Lolafilms for 5 years she was responsible for all international productions, including THE DANCER UPSTAIRS, directed by John Malkovich; she also produced Susan Seidelman's GAUDI AFTERNOON starring Marcia Gay Harden. In 2001, Frida moved to New York to head filmmaker Alfonso Cuarón's newly established production company. She served as Executive Producer and creative on-set Producer for the films THE ASSASSINATION OF RICHARD NIXON, directed by Niels Mueller and starring Sean Penn and CRONICAS, directed by Sebastián Cordero and starring John Leguizamo.

In 2005, as Head of Esperanto, she produced PAN'S LABYRINTH, directed by Guillermo del Toro, which won three Oscars at the 79th Academy Awards. In December 2006, Frida completed production on a documentary directed by Alfonso Cuarón entitled THE POSSIBILITY OF HOPE which includes interviews with Naomi Klein, James Lovelock, Tzvetan Todorov, and Slavoj Žižek, among others. She recently completed work on Jonás Cuarón's AÑO UÑA, which is currently making the rounds in the festival circuit. Her latest project, RUDO Y CURSI, directed by Carlos Cuarón and starring Gael García Bernal and Diego Luna, will be released by Focus Features in 2008.

In 2007 The Hollywood Reporter named Frida one of the 50 most powerful Latinos in Hollywood, and she was number 13 in the same magazine's Hispanic Women Power 25 list.

2 – 3:15 pm: PANEL 3: Intellectual Property Theft, A Global Problem

Location: Rincon Room

The motion picture industry faces an unprecedented threat from both digital and traditional hard-goods piracy in the form of illicit reproduction and distribution of copyrighted movies through peer-to-peer networks and other distribution technologies. Piracy results in over \$6

billion in annual losses in the US and approximately \$1.1 billion losses in Mexico, but it is the worker, the economy, and ultimately, the consumer that are harmed the most.

This panel will consider current strategies to combat audiovisual piracy in Mexico and the U.S.
Moderator: Barak Orbach, UA James E. Rogers College of Law

Invited Speakers: MPAA Executive Vice President of Worldwide Anti-Piracy, John Malcolm; Deputy Attorney General, Mexico, Felipe Muñoz

Sponsor: The UA James E. Rogers College of Law

3:15 – 3:30 pm: BREAK

3:30 – 4:45 pm: PRESENTATION: Mexican Cinema Now

Location: Rincon Room

Mexican cinema is at a remarkable moment. Despite a fragile and unstable context, the country has seen a significant growth of film production, as well as the emergence of a solid generation of talented young filmmakers. Carlos A. Gutiérrez, co-founding director of Cinema Tropical, presents a general overview of the current state of Mexican cinema including its recent successes, its thriving diversity, and challenges ahead.

Presenter: Carlos A. Gutiérrez, Cinema Tropical

6:30 – 7:30 pm: Reception

7:30 -10:30 pm: Film Premiere: *Sangre de Mi Sangre*

Location: The Historic Fox Theater, 17 W. Congress St.

Sneak preview of film before U.S. theatrical release.

Q&A with Producer Ben Odell. Print courtesy IFC Entertainment.

Event Sponsor: Cox

FRIDAY, MARCH 28

9 am: Continental breakfast (no food or drink in panel/screening room)

Location: Center for Creative Photography lobby

9:30 – 10:45 am: PANEL 5: Distribution of Mexican Films North of the Border

Location: Center for Creative Photography

Despite the fact that 10 million Mexicans live in the United States and the attention that some Mexican filmmakers have received in the international arena, still very few feature films made south of the border get theatrical distribution in this country. The past few years have witnessed the emergence of some distribution initiatives that try to address this issue and find new audiences for Mexican productions; however, very few of these projects have flourished. This panel will address the challenges and risks that distributors face releasing Mexican films in the U.S., and will discuss the myths of the Spanish-speaking audience in this country.

Moderator: Carlos A. Gutiérrez, Cinema Tropical

Invited Speakers: Panamax Films, Ben Odell; Maya Pictures Michael Harpster; Roadside Attractions, Dennis O'Connor Sponsor: The UA College of Humanities

11 am - 12:30 pm: PRESENTATION: Spanish Language Production – A Case Study of *Sangre De Mi Sangre*

Location: Center for Creative Photography

Producer Ben Odell will discuss the making of *Sangre De Mi Sangre*, from pre-production to distribution as a model for high quality films in Spanish and English made to reach the underserved Spanish speaking market. The film, which premiered at the 2007 Sundance Film Festival under the title *Padre Nuestro*, is the first Spanish language film to win the Grand Jury Prize at Sundance. Odell is Head of Production for the Miami-based feature film company, Panamax Films. He was the Producer on *Padre Nuestro*, Executive Producer of *La Mujer De Mi Hermano*, and Producer of *Ladron Que Roba a Ladron*. Panamax Films, founded in spring 2005, has an output deal with Lion's Gate Films to produce films for the US Latino and Greater Latin American film going audiences.

Sponsor: The UA Center for Latin American Studies

12:30 pm: no-host lunch/Networking

(See list of area restaurants in conference materials given at check in)

1 – 3 pm: Tucson location tour for producers and directors (gourmet lunch provided), offered by the Tucson Film Office

4:30 – 6 pm: Still Photography for Feature Films: A Slide Presentation by Photographer Eniac Martinez

Location: The Screening Room, 127 E Congress St.

Acclaimed Mexican photographer Eniac Martinez presents his work as a still photographer for feature films including *Babel*, *Lucia Lucia*, *Before Night Falls*, *Duck Season*, and others. He will also discuss how it relates to his personal photographic projects.

Eniac Martinez is a documentary photographer based in Mexico City. He studied at the International Center of Photography in New York and the Cuban Institute of Art. He has had more than 35 solo and 50 collective exhibits around the world. In 1991 he won the Mother Jones magazine documentary photography competition, as well as a Fulbright award in 1989 for his work documenting a group of Mixtecos Indians who migrated to the United States from their home state of Oaxaca in search of work. These images were published in his book *Mixtecos, Norte Sur* (1994). He has also authored the books: *Litorales and Camino Real de Tierra Adentro*. Eniac's work has been published in *Independent* magazine, *Daily Telegraph*, *National Geographic*, *México Indígena*, *Luna Córnea* and *La Jornada*. His Web site address is www.eniacmartinez.com.

Sponsor: The Mexican Consulate

Designated Hotel

Marriott - Tucson University Park Use code UMBUMBA for conference rate of \$159 plus tax.

For best availability, make reservations by February 22, 2008:

1-800-228-9290/520-792-4100

or visit <http://marriott.com/tusup?groupCode=umbumba&app=resvlink>

For conference related questions:

Vicky Westover, Program Director, Hanson Film Institute

victoria@hansonfilm.org, 520-626-9825

Presenters

MPA

The Motion Picture Association of America (MPAA) and its international counterpart, the Motion Picture Association (MPA) serve as the voice and advocate of the American motion picture, home video and television industries, domestically through the MPAA and internationally through the MPA. Today, these associations represent not only the world of theatrical film, but serve as leader and advocate for major producers and distributors of entertainment programming for television, cable, home video and future delivery systems not yet imagined. The Motion Picture Association ^ América Latina (MPA-AL) is the regional office of the Motion Picture Association (MPA) located in São Paulo, Brazil. It covers 34 territories in North, Central and South America, and the Caribbean (including Mexico) spanning two continents of approximately 480 million people. www.mpa.org

Hanson Film Institute

The Jack and Vivian Hanson Arizona Film Institute (Hanson Film Institute) at The University of Arizona offers programs for students, emerging filmmakers, and media entrepreneurs who want to contribute significantly to the art and/or business of filmmaking and have an influential role in the film industry. Serving diverse, underrepresented, and new voices, the Hanson Film Institute creates and advances a dynamic understanding of the collaborative dimensions of the art and business of film. The Hanson Film Institute provides and supports educational programs, public events, and creative projects. www.hansonfilm.org

The National Law Center for Inter-American Free Trade

The National Law Center for Inter-American Free Trade is a 501(c)(3) non-profit research and educational institution affiliated with the James E. Rogers College of Law at the University of Arizona in Tucson, Arizona. The Center is dedicated to developing the legal infrastructure to build trade capacity and promote economic development in the Americas. The Center was founded in 1992 and has worked closely with the public and private sectors on legal reform and development of best business practices in a number of substantive areas, including (but not limited to) the following: alternative dispute resolution, banking, bankruptcy, business formation and associations, competition law and policy, customs, electronic commerce, environment, family law, intellectual property, investment securities, judicial reform and training, labor, products liability, real estate, securitization, secured transactions and transportation. www.natlaw.com

SRE

Mexico Ministry of Foreign Affairs
www.SRE.GOB.MX

The organizers of the conference are grateful for the support of the Mexican Consulate of Tucson.

Supporters

The University of Arizona School of Media Arts

The Tucson Film Office

The University of Arizona Office of Western Hemispheric Programs

The University of Arizona Center for Latin American Studies

Registration

Conference registration includes all panels, luncheon, receptions, and screenings.

Early registration through March 14, 2008: \$100

Late registration after March 14, 2008: \$150

Check here if you'd like to attend the keynote speaker luncheon ONLY (\$25 per person)

Number of persons for the keynote speaker luncheon ONLY

Check here if you will require simultaneous interpretation

Check here if you'd like to attend the Tucson Location Tour on March 28

REGISTRANT INFORMATION

Name(s):

Title:

Organization/Company:

Address:

City, state, zip:

Home phone:

Cell/Work phone:

E-mail address:

PAYMENT INFORMATION

Method of payment (please circle):

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