



Annecy European Animation Summit

Mifa launches a new European flagship event dedicated to animation.

Wednesday, 24 June

For its inaugural edition, the Annecy European Animation Summit positions itself as a unique event at the heart of the key issues facing the European animation sector. Conceived as a forum for dialogue between public decision-makers, European institutions and industry professionals, it aims to promote a shared ambition, strengthen the European animation model and foster collective reflection on the future of the industry.

Given the economic, regulatory and technological transformations impacting the sector, this morning session will address several major topics:

- European cultural sovereignty
- Animation financing and competitiveness of the creative industries
- Platform regulation
- Circulation of works and talents
- The place of animation within European audiovisual policies

This new annual event is designed to bring European decision-makers and industry players into direct contact, establish a lasting dialogue, and contribute to building a strong European vision for animation.

Programme

From 9:00 a.m. to 12:15 p.m. – Salle de l'Europe

9:00 a.m. – Opening of the Annecy European Animation Summit

- Welcome remarks
- Introduction by **Gaëtan Bruel** - President of the CNC

9:15 a.m. – European Animation in Numbers

Presentation of the latest figures on the European animation industry by the **European Audiovisual Observatory**.

9:30 a.m. – Panel 1: "Animation Financing Crisis: How Can We Revive the European Industry?"

At a time when private broadcasters are closing down their children's channels and public service broadcasters are facing budget cuts, how can we stop the decline of European animation, help fund it and protect our European soft power?

Moderator: **Philippe Alessandri** - Animation in Europe

With the participation of: **Lucia Recalde** - Deputy Director and Head of Unit, Audiovisual Industry and MEDIA Support Programmes, **Emma Rafowicz** - Member of the European Parliament, Vice-Chair of the Parliament's Committee on Culture and rapporteur for Creative Europe Agora EU, **Patricia Hidalgo** - Director of Children's and Education at BBC.

10:30 a.m. – Panel 2: "European Animated Features: Is the Model Still Sustainable?"

European animated feature films are winning awards and earning international acclaim. Yet the financing model behind these films is under growing pressure.

As public funding becomes more constrained, co-production structures become more complex, and financing timelines grow longer and riskier, producers and public film agencies face a critical question: can Europe continue to sustain ambitious independent animated feature films?

Should more support be directed towards development? Does Europe have the right co-production framework for animation? And what role should public film agencies play in securing the future of independent animated feature films for cinema?

Moderator: **Charlotte Appelgren** - CineRegio

With the participation of: **Chris Marcich** - President of EFAD, **Ingrid Florin-Muller** – Project officer Fonds de soutien Animation, ALCA, **Nuno Beato** – CEO Sardinha Em Lata.

11:30 a.m. – Panel 3: "How to reach a broader audience for European animated films?"

European animated films are well represented at festivals, win top awards, are increasingly considered by production companies as a full-fledged film genre, and are no longer just for kids. Yet we still struggle to win over audiences with our European IPs. How can we, as an industry, move forward to make European animation a major benchmark and an unmissable event for audiences?

Moderator: **Annemie Degryse** - Animation in Europe

With the participation of: **Pierre Mazars** - CEO of Charades and Co-President of ADEF, **Tamas Liszka** - CEO of Budapest Film, **Daniela Elstner** – Directrice Exécutive Unifrance.

12:15 p.m. – Closing of the morning

- Closing remarks by **Désirée Finnegan** - CEO of Screen Ireland.

Each panel will conclude with a Q&A session with the audience.

Summit Moderator: **Chiara Zappalà** – Head of Creative Europe MEDIA

The Annecy European Animation Summit will be followed by a cocktail at the Salon Imperial from 12:30 to 1:30 p.m., open to the Summit attendees.

From 2:15 p.m. to 3:15 p.m. – Rotonde de l'Europe

Unifrance x Anima Mundi – Export of European Co-Productions

Dive into European animation exports: starting with the VUB/Unifrance study, followed by a panel with international sales agents and local distributors.

This panel dives into the international export of European co-productions, opening with an exclusive look at the VUB/Unifrance study on European animation abroad. Following this, international sales agents and local distributors will discuss market trends and strategies.

ANIMA MUNDI – Connecting and Promoting Europe's Animation Ecosystem:

- Align Policy & Industry: bridging policy priorities with industry needs.
- Strengthen Discoverability: engaging European animation and young audiences.

- Boost Creativity: positioning Europe as forward-looking, world-leading and artistically diverse.

Moderator: **Daniela Elstner** – Unifrance

With the participation of: **Andrea Sponchiado** – Head of Studies Unifrance, **Antonios Vlassis** – Research Professor CEFIR University of Liège, **Heritiana Ranaivoson** – Research Professor IMEC – SMIT, Vrije University Brussel, **Katarzyna Siniarska** – Head of Sales New Europe Film Sales, **Sarah Colvin** – SVP of Acquisitions NEON, **David Alric** – CEO Bobbypills.

The Annecy European Animation Summit is organized in partnership with CNC, Creative Europe, Animation in Europe, CineRegio, Europa International, Europa Cinemas, Eurimages, European Audiovisual Observatory, EFAD, Anima Mundi and Unifrance.

