

**ENTER EUROPE  
TRAINING FINANCIERS ON INTERIM FUNDING  
FOR THE CREATIVE INDUSTRIES**

at

**FILM LONDON PRODUCTION FINANCE MARKET, PFM  
11-12 OCTOBER 2016**



**IN PARTNERSHIP WITH**





training financiers on interim funding  
for the creative industries



peacefulfish  
consultancy for financing the creative industries



Creative  
Europe  
MEDIA

**Location: Hilton London Tower Bridge Hotel**  
5 More London Place, Tooley Street,  
Tower Suite, 1<sup>st</sup> Floor  
London SE1 2BY

## 11 October 2016 – ENTER Europe at PFM

### 18h-20h NETWORKING COCKTAILS AT THE PFM

Hilton London Tower Bridge

ENTER participants meet expert investors, financiers and producers

Venue: Tower Foyer (1st Floor)

## 12 October 2016 – ENTER Europe at PFM

### 09h00-09h45 Morning coffee/tea served

### 09h45-11h00 ENTER participants join the keynote address at the PFM :

**Danny Perkins, CEO, StudioCanal UK**

Insights into the distribution business and views on current industry challenges both from an investor's and a distributor's perspective.

Venue: Tower Suite (1st Floor)

### 11h00-11h30 Networking Coffee

### 11h30-12h30 INDUSTRY PANEL

**ENTER participants join the panel discussion :**

Post-referendum – the future shape of co-production, co-finance and Creative Europe

Venue: Tower Suite (1st Floor)

### 12h30-13h30 Networking Lunch

Venue: Tower Foyer (1st Floor)

## EXPERT PROFILE



**Thierry Baujard** is the founder of the pan-European investment network Media Deals, focusing on cross-border investments in the mediatech sector. He is also the CEO of peacefulfish, a financing consultancy firm specialized in the creative industries. Thierry has 20+ years of experience in the communications and entertainment industries. Thierry has worked in London as a business consultant for entertainment companies and telecom operators, then in France and Germany in business development for Vivendi, and then for ARTE - the Franco-German TV station. After having completed an MBA at Bocconi University in Milan, Italy and at UCLA in Los Angeles, specialising in film financing and e-commerce, he graduated from the European Executive Programme of the Ecole National d'Administration in France.

For Media Deals, Thierry is in charge of developing the investment network across Europe; he supports the network's investors in identifying investment opportunities and in carrying out due diligence with a focus on cross-border transactions and exit strategies. He is also a co-investor in some strategic start-ups of the creative industry. His current portfolio involves 10 ventures including video game, music and innovative creative and investment platforms.

## INVESTORS

Cristian Conti, Dynamo, Spain

Andrea Scarso, Ingenious, UK

Amit Pandya, New Sparta, UK

Ian Hutchinson, Silver Reel, UK/CH

## PARTNER PROFILES



### About the MEDIA Programme

The MEDIA Programme helps the European Union film and audiovisual industries with financial support in the development, distribution and promotion of their work.

It provides assistance with getting projects with a European dimension off the ground and in nurturing new technologies; it contributes to enabling European films and audiovisual works to find markets beyond national – and European – borders; it part-funds the training and development of budding filmmakers and established professionals.

[http://ec.europa.eu/programmes/creative-europe/index\\_en.htm](http://ec.europa.eu/programmes/creative-europe/index_en.htm)



### About the PFM

ENTER EUROPE created a strategic alliance with Film London Production Finance Market to bring together expert investors from the renowned forum with up and coming financiers who participate in the training for an exchange of financing expertise and for building a strong network of UK based and pan-European financing and industry professionals.

As an international event that helps support independent film-making, the Film London Production Finance Market brings producers and financiers together to foster relationships and source financing for specific projects. Held in association with the BFI London Film Festival, the event has been going strong for seven years. It is the only event of its kind in the UK.

<http://filmlondon.org.uk/pfm>



### About the International Games Week Berlin

The INTERNATIONAL GAMES WEEK BERLIN 2015 is a leading cross-industry communication and networking platform for games business, development and culture. More than 10 individual events over six days offer a plethora of information on the topic of games. In 2014, participants included about 10,000 German and international game developers, publishers, investors and gamers as well as representatives of public institutions and the media industry as well as gamers, fans and families.

During the INTERNATIONAL GAMES WEEK BERLIN several key industry events are taking place, the Opening Summit, the German Computer Game Award, the developer conference Quo Vadis, the Indie Games Festival A MAZE. / Berlin, the Gamefest at the Museum for Computer Games, Womenize!, and Matchmaking.

<http://www.internationalgamesweekberlin.com/>



### **About Media Deals**

Media Deals is a pan-European investor network gathering business angels and early-stage venture capital funds focusing on Creative Industries and digital media.

Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies in the audio-visual sector, in the area of digital tools/services for the creative industry, in disruptive models bringing content and technology together, and in cutting-edge media technologies

Today, the Media Deals network comprises 60 investors from a range of European countries and with differing investment criteria, yet all sharing an interest to invest in media/tech companies in Europe. This network of financiers, despite their different strategies and risk profiles, intends to develop common actions to facilitate cross-border investments in the sector.

<http://www.media-deals.org/>



### **About peacefulfish**

Created in 2000, peacefulfish is a Berlin based strategic financing consultancy for the creative industries with a strong focus on film and content financing and on developing innovative financial instruments for fundraising for films and digital content. peacefulfish clients include independent producers from around the world as well as public institutions, to support regional development through tailor-made financing tools or financial incentives for films. Its main expertise is rooted within the fields of conceptual analyses, qualitative research, market intelligence, training, and project management.

[www.peacefulfish.com](http://www.peacefulfish.com)