

INDUSTRY PROGRAMME – 6th to 12th OCTOBER

07 saturday

Special presentations

13.00h
14.00h

La que se avecina
Auditorium. Palacio de congresos

Guests
Alberto Caballero, Laura Caballero, Petra Martínez, Luis Merlo, Raúl Peña.

Presented by
Concha Ortiz

09 monday

9.00h
9.15h

Presentation: the spanish language in the world
Village

With Guillermo López-Gallego (Director of Español en el mundo) and Joan Álvarez (Director of SOUTH).

9.00h
10.00h

Panel

The value of International deals in the audiovisual industry
Hall 1. Palacio de congresos

Moderated by
Iban Díez (Menta)

Guest
Chris Albrecht (Rubicon Global Media), Laura Miñarro (Buendía), Antxo Rodríguez (Spotlight), Elsa Huisman (Cabinet 111, Studio 112).

A coffee with

9.15h
10.00h

The success of Spanish-language series. The creator's testimony.
Village

Daniel Écija talks with Natalia Marcos (El País).

Panel

10.00h
11.00h

What content are TV channels and platforms looking for?
Hall 1. Palacio de congresos

Moderated by
Toni Garrido

Guests
Susana Herreras (Movistar), Ana Bustamante (Mediterráneo), José Pastor (RTVE), Beatriz Campos (Studiocanal), Ricardo Cabornero (Amazon), Montse García (Atresmedia).

Keynote

11.00h
12.00h

Rémi Tereszkiewicz. Betaseries
Hall 1. Palacio de congresos

Marketing latest tools and methods to support producers and commissioners in TV series development, sales and market roll out.

Masterclass

12.00h
13.00h

Armando Bo, the creative process in fiction series.
Hall 1. Palacio de congresos



13.00h
14.00h

PITCH ADVANCE de la serie: THIS IS NOT A MURDER MYSTERY
Hall 3. Palacio de congresos

Guests
Beatriz Campos (StudioCanal), Kristoffel Mertens (Producer)

Avances

13.00h
14.00h

El inmortal T2 En busca de Cortés
Auditorium. Palacio de Congresos

Campus

17.00h
18.00h

Why do we do series?
Hall 1. Palacio de congresos

Moderator/Presenter
Bruto Pomeroy

With the participation of
Javier Olivares. (Productor y guionista).

Panel

17.00h
18.00h

AAMMA | SOUTH WOMEN
Hall 2. Palacio de congresos

Moderated by
Cristina Consuegra

Guests
Isa Sánchez, Ana Graciani, Ángeles Reiné y Rocío Sepúlveda

10 tuesday

A coffee with

9.00h
10.00h

Making Spanish-language series in the United States
Village

A dialogue between José Luis Acosta (producer and screenwriter) and Guillermo Escalona (screenwriter, director, and producer).

Focus UK

10.00h
11.00h

Co-Producing with the UK after the Brexit
Hall 1. Palacio de congresos

Moderated by
Tim Dams (Screen International)

Guests
Gail Egan (Potboiler), Isabel Davis (Creative Scotland), Jacqueline Hurt (Sheridans), Mark Williams (Zero Gravity), Kate Bennetts (Ringside).

Panel

11.00h
12.00h

Production of Series in Saudi Arabia. International Co-productions and growing strategy
Hall 1. Palacio de congresos

Moderated by
Ana Beatriz Rodríguez (producer)

Guests
Redah Al Haidar (Chairman Hakawati), Osama Al Kurayji (CEO Hakawati), María Bestard (producer, actress, writer).

Creative Corner

11.00h
12.00h

Female creators in series
Hall 2. Palacio de congresos

Moderated by
Mariola Cubells

Guests
Patricia Font, Jelen Morales, Alba Lucio, María Ripoll.

Masterclass

12.00h
13.00h

Directing series from the UK to the world.
Guillem Morales
Hall 1. Palacio de congresos

Moderated by
Jaime Alonso de Linaje



Avances

12.00h
13.00h

El marqués / Bribones
Auditorium. Palacio de congresos

Focus África

13.00h
14.00h

Making series in Africa. The "Nollywood" effect.
Hall 1. Palacio de congresos

Moderated by
Nadine Luque

Guests
Moses Babadope (FilmOne Studios / FilmHouse), Mimi (Achineku) Bartels (FilmOne Studios), James (Kalu) Omokwe (Femo Vision), and Femi Odugbemi (Producer, Storyteller, Filmmaker)

Creative Corner

13.00h
14.00h

Two creators, one vision
Hall 2. Palacio de congresos

Moderated by
Alejandro Ávila

Guests
Alberto Rodríguez (La Peste, Apagón), Rafa Cobos (El hijo zurdo, La peste)

Panel

17.00h
18.00h

Tourism for serieslovers: from the screen to the destination
Hall 1. Palacio de congresos

Moderated by
Ana Alonso (Spain Screen Grand Tour, de SFC)

Guests
Piluca Querol (Andalucía Film Commission), Mike Villanueva (Castilla-La Mancha Film commission), Raúl Torquemada (Madrid Film Office)

11 wednesday

Presentation

10.00h
11.00h

The rise of Spanish language and the global success of the Spanish-language audiovisual industry
Village

Moderated by
Joan Álvarez

Guests
Guillermo Escribano, Director General del Español en el Mundo

Previews of Andalusia

10.00h
11.00h

Hombre muerto no sabe vivir. La serie
10:00h

Setlist
10:20h

Desde el fondo
10:40h

Hall 3. Palacio de congresos

Spanish language in the series / the series in spanish language

10.00h
11.00h

Policies for promoting and internationalising the audiovisual sector
Hall 1. Palacio de congresos

Presented by
Guillermo López-Gallego (Deputy Director of Español en el Mundo)

Guests
Fabia Buenaventura (ICEX), Luis Cueto (Spain Audiovisual Hub), Carlos Rosado (Pres. Spain Film Commission).

Spanish language in the series / the series in spanish language

11.00h
12.00h

Creating and selling Spanish-language series from Latin America
Hall 1. Palacio de congresos

Presented by
Luis Alegre

Guests
Max Sanguine (CCO Gato Grande), Paco Cordero (Partner BTF), Manolo Cardona (Actor, director and producer), Gastón Duprat (Director, Producer and Scriptwriter, Tel. Abierta).

Previews of Andalusia

11.00h
12.00h

Titan Tofu
11:00h

Tinta urbana
11:20h

Descifrando al genio. Paco de Lucía
11:40h

Hall 3. Palacio de congresos

Avances RTVA

12.00h
13.00h

Amparo, la mujer que se atrevió a decir que no / Sucedió en / Y el verbo se hizo Cádiz
Hall 3. Palacio de congresos

Panel

12.00h
13.00h

Bridging cultures: the Dominican audiovisual industry as a transcontinental link
Village

Presented by
Belén Rodríguez (Womack España)

Guests
Fabiola Contreras Rosso, Oriol Estrada Martos, Ronni Castillo Alcántara.

Masterclass

12.00h
13.00h

Cristóbal Tapia de Veer. Music in the Series
Hall 1. Palacio de congresos

Presented by
Vanessa Saal

South Lab

12.00h
13.00h

AI, creativity and copyright.
Hall 2. Palacio de congresos

Moderated by
Rubén Gutiérrez del Castillo, director general de la Fundación SGAE

Guests
Guillermo Escalona, guionista y productor Colman Gota, abogado, miembro del departamento de servicios jurídicos de SGAE Daniel Rubio Yagüe, profesor de la Escuela de IA y Big Data de IMF Smart Education

Spanish language in the series / the series in spanish language

13.00h
14.00h

The world map of series in Spanish
Hall 1. Palacio de congresos

Presented by
Joan Álvarez

Guests
Conchi Cascajosa, Diego Moldes y Gloria Saló

Special presentations

13.00h
14.00h

"Cuéntame", the story of our lives
Auditorium. Palacio de congresos

Presented by
Concha Ortiz

Guests
Oscar Aibar, María Galiana

Previews of Andalusia

13.00h
14.00h

Malpartida
13:00h

Barrio Asunción
13:20h

Imbroda. El legado del maestro
13:40h

Hall 3. Palacio de congresos

Spanish language in the series / the series in spanish language

17.00h
18.00h

The stories we create and how we write series in Spanish
Hall 1. Palacio de congresos

Moderated by
Laura Muniozguren (Dirección General del Español en el mundo).

Guests
Virginia Yagüe, Leonardo Padrón, Carla Guimaraes y Ramón Hallzar.

Closing of SPANISH LANGUAGE IN THE SERIES
by Guillermo Escribano and Joan Álvarez

Panel

17.00h
18.00h

From the video store to the set
Village

Moderated by
Bruto Pomeroy

Participant
Álvaro Ariza

Creative Corner

17.00h
18.00h

From web series to platforms
Hall 2. Palacio de congresos

Moderated by
Alejandro Ávila

Participant
Teresa Segura

Panel

18.00h
19.00h

The production of series in India
Hall 3. Palacio de congresos

Guest
Kunal Srivastava

12 thursday

Avances

13.00h
14.00h

Operación Barrio Inglés
Auditorium. Palacio de congresos

Avances

Presentation of series that are still in shooting or postproduction. We will have a sneak preview of some footage and a chat with their talent.

Special presentations

Presentation of a selection of iconic series. The event will include a Q&A with the talent and creators as well as the screening of exclusive footage compilations.

These events do not include the screening of any episodes.