



**SOUTH AFRICA/HOLLYWOOD EXCHANGE  
IN ASSOCIATION WITH METAL MOON  
LOS ANGELES 7th-11th November, 2011**

**Fall 2011** brings together the Biennale South Africa/Hollywood Exchange Program tailor-made to promote South Africa as a filming destination, and explore joint venture opportunities with the entertainment industry in Hollywood.

**Join us in Los Angeles from 7th – 11th November 2011, alongside the A.F.M.**

During this time, a delegation of South African media professionals will meet with **Hollywood's** top-level Executives in Production, Finance and Acquisition at the Studios, Networks, Cable Broadcasters, and Indie Production Companies.

The **South African** delegation participating in the Hollywood Exchange will include senior executives in production, finance and facilities, in the South African entertainment industry. The contingent is joined by high-ranking government agency officials whose portfolios include Co-Production, Funding Incentives, Film Commissions and Industry Development.

Among the objectives of the mission are the procurement of production business for South Africa, its Provinces and Cities, to meet potential co-producing partners and funding, and to update the understanding of foreign markets and the knowledge of global trends. The schedule will allow you to meet decision makers in their local business environment and experience the core of the industry at work.

Our highly focused Marketing Program specifically targets U.S. companies that are most likely to have interest in South Africa. The meetings provide direct interface in the boardrooms of the U.S Host companies where you establish, first-hand, their immediate requirements. Conversely, the SA delegates provide factual information about production expertise, local producing partners, financial instruments, production incentives, and co-production opportunities.

Previous Exchange hosts have included: Vice President Production & Development, **Myriad Pictures**; Executive Vice President: Motion Picture Production, **MGM/ United Artists**; Vice President: Production Series, Current Programming, Comedy Development, **ABC Studios**; Vice President: Movies, Mini-Series and The Wonderful World of Disney, **ABC Entertainment**; Senior Vice President: Current Series/Head of Daytime TV, **NBC Studios**; President: Production, **Legendary Pictures**; Vice President Production, and COO, **Silver Pictures**; CEO, COO, EVP Production & Acquisition, **Overture Films**; Senior Vice President: Physical Production, **2929 Entertainment**; Senior Partners, **Raskin, Peter, Rubin & Simon (Entertainment Lawyers)**; and President of Television, **Scott Free Productions**.



## THE BEST OF THE BEST ....

South Africa is currently experiencing a record-breaking season of motion picture and television production – rising to the challenge of being one of the world's greatest film destinations. Since its first democratic elections in 1994 this dynamic young country has accrued production expertise (creative, business and technical) that has often been acknowledged as "the best in the world". Recently revised Government **Incentive Schemes** and **Co-Production Funding** have further increased the attraction to filming in South Africa. The state-of-the-art Cape Town International Film Studios – which recently facilitated the 3-D Action picture "**Judge Dredd**", and **20th Century Fox's** "Chronicle" in 75 000 feet of sound stages – filled the only wanting element in major motion picture production. Add to that substantial cost saving through currency exchange, glorious climate and just about every location on the planet – and the country offers a winning package that most foreign filmmakers may find difficult to refuse.

Following the successful 'world-class' delivery of motion picture productions for some of the world's most acclaimed filmmakers - **Clint Eastwood** and **Edward Zwick** ("*Invictus*" and "*Blood Diamond*", respectively) other mainstream Hollywood pictures continue to stream in; **Universal's** "*Safe House*" headlined by Ryan Reynolds and Denzel Washington recently wrapped. In 2010 **Relativity Media's** acclaimed "*Machine Gun Preacher*" helmed by Marc Forster was filmed an hour outside Johannesburg.