

CONECTA FICTION WILL BE HELD IN JUNE AND ADDS ENTERTAINMENT TO ITS AGENDA

The sixth edition of the traditional co-production event will take place from June 21 to 24 in Castilla-La Mancha and integrates entertainment into its agenda. In addition, Spain will be the Focus Country this year.

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Conecta Fiction & Entertainment 2022 presentation

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The organizers of **Conecta Fiction**, the traditional fiction co-production event, announced new details about the sixth edition to be held at the El Greco Conference Center in Toledo, Castilla-La Mancha, between June 21 and 24. This new edition will add entertainment (non-fiction) as a new genre in its program. These and other important details were revealed at the presentation held at FITUR Screen, which was attended by Patricia Franco, Minister of Economy of the Regional Government of Castilla-La Mancha, and Géraldine Gonard, Director of Conecta FICTION.

Patricia Franco has highlighted the commitment of the Government of Castilla-La Mancha to turn the region into a great audiovisual set, promoting its shooting locations and production through the Castilla-La Mancha Film Commission, a platform that serves as a one-stop-shop to ensure a direct and comprehensive guide to the audiovisual industry. In its five years of existence, it has created and consolidated a Network of Film Municipalities comprising 325 towns in the region. The Regional Minister also emphasized the wonderful opportunity for the region to have an event of national and international renown such as Conecta Fiction in order to continue promoting the tourist projection of Castilla-La Mancha through the audiovisual industry.



Géraldine Gonard, added *"Conecta has been an innovative benchmark, and we want to continue to be so. That's why we are extending the concept and the Conecta brand, which is now called Conecta Fiction & Entertainment. In 2022, we will have an international event focused on fiction and entertainment (non-fiction) television content. This decision to open up the content spectrum has been very carefully considered and is the result of many hours of observation and study of trends; consumption of fiction content is still very high, but there are other formats, other high demand screens, and other audiences on which we must focus as an industry and, as organizers, we must respond to this forecast and position ourselves, as we have always tried to do, by innovating and offering the best business and networking platform to our participants"*.



SPAIN COUNTRY FOCUS

The Country Focus section of Conecta has been highly valued in previous editions since it meant an approach to the industry, talent, and institutions of 2 countries each year; exploring on the one hand, a European country and on the other, an American territory and, in some way, introduced to the rest of the participants. But **Toledo will have this year only one highlighted country, and that will be Spain.**

This protagonist role also reflects the Spanish government's boost and support for the audiovisual industry through the plan known as "Spain, Audiovisual Hub of Europe" ("Spain AVS Hub" plan), one of the axes of the Digital Spain 2025 agenda, which aims to turn Spain into the main audiovisual hub in Europe by boosting national audiovisual production and attracting investment and economic activity, strengthening companies in the sector by improving their competitiveness through digitalization and supporting talent, reducing the gender gap.



The Plan covers all the activities and services of the audiovisual sector as a whole and in all its formats: cinema, series, short films, advertising, video games, and animation, among others. **It has a planned public investment of 1,603 million euros for the period 2021-2025 and aims to increase audiovisual production in Spain by 30% by the end of the period.** The sixth edition of Conecta FICTION has the support of the Government of Castilla-La Mancha through la Junta de Comunidades de Castilla-La Mancha, The Fundación SGAE, and the collaboration of the Castilla-La Mancha Film Commission. Inside Content oversees the design and production of the event.

TAGS

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PATRICIA FRANCO

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