



# CONECTA kicks off the international promotion of its Magaluf–Mallorca edition at FITUR Screen

**Marking its tenth anniversary, CONECTA celebrates a decade as a key industry platform, connecting decision-makers and accelerating the development, financing and international reach of audiovisual projects**

**Madrid, 19 January 2026 – CONECTA Magaluf–Mallorca** will officially present its tenth edition within the framework of FITUR Screen 2026, the eighth edition of this screen tourism section, organised by Spain Film Commission in collaboration with IFEMA. The presentation will take place on **Wednesday, 21 January, from 1:30 pm to 2:00 pm (CET)**, immediately following the official opening of the space located in Hall 10 at IFEMA, Madrid.

The presentation will feature **institutional representation from the Government of the Balearic Islands, the Mallorca Island Council and the Calvià Town Council**, led by **Jaume Bauzà**, Minister for Tourism, Culture and Sports; **Antònia Roca**, Vice President of the Mallorca Island Council; and **Juan Antonio Amengual**, Mayor of the host municipality. They will be joined by **Géraldine Gonard**, CEO of **Inside Content** and Director of **CONECTA**.

The tenth edition of **CONECTA** will take place from **25 to 28 May 2026** in **Magaluf, Calvià (Mallorca)**. **Melià Calvià Beach Hotel**, along with other venues across **Calvià and Palma**, will host a programme of activities and curated content, with full programme details to be announced shortly.

With this presentation, **CONECTA officially launches an ambitious international promotion campaign**. During the same period, the event will also be showcased at **Content Americas (Miami)** and subsequently at the **European Film Market of the Berlin International Film Festival**, with the aim of inviting producers, industry professionals and specialised media to actively participate in an edition that is shaping up to be particularly innovative and landmark as it marks the event's tenth anniversary.

Since its first edition, **CONECTA has played a key role in decentralising Spain's audiovisual industry**, taking the professional conversation beyond the traditional hubs and opening up new pathways to both national and international markets. This commitment has evolved into a **solid professional bridge between Europe and the Americas**, now a defining element of the event's DNA.

Over the course of nine editions, **CONECTA has established a distinctive position within the**

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**international audiovisual landscape.** Under its umbrella brand, initiatives such as **CONECTA Fiction & Entertainment, CONECTA Digital, CONECTA Creative Lab, CONECTA Fest** and **Think Tank** coexist, structuring a range of thematic strands. Through its pitching sessions, **more than 30 international productions** have been set in motion—many of them award-winning and internationally distributed—including *Pubertat, Inés del alma mía, Malaka, Winter Palace, Invisible Heroes* and *Strings*. The event has brought together **thousands of accredited participants from over 50 countries**, maintaining a **boutique format with limited capacity** designed to foster high-value professional connections.

Mallorca is also experiencing a particularly significant moment for the audiovisual industry, with a growing number of international shoots, series and feature films, supported by a logistical infrastructure that positions the island as a **strategic hub for international production and co-production.**

**Géraldine Gonard, Director of CONECTA, states:**

“Celebrating our tenth anniversary in Magaluf allows us to look ahead from a location with strong international projection, excellent connectivity and an infrastructure capable of hosting high-level professional gatherings. The 2026 edition will mark a turning point in CONECTA’s trajectory and in the way we continue to build bridges between professionals in Europe and the Americas.”

**CONECTA invites producers, industry professionals and the trade press** to schedule meetings during **FITUR, Content Americas and the European Film Market**, and to take part in an edition that **reaffirms its leadership as one of the leading international markets in the audiovisual sector.**

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**CONECTA Magaluf–Mallorca** is part of the umbrella brand **Event CONECTA**, created by Inside Content, which brings together various international professional gatherings dedicated to driving the audiovisual industry forward. Within this platform, specialised activities are developed that connect creativity, business and technology, strengthening collaboration between Europe and the Americas. Its main event, **Conecta FICTION & ENTERTAINMENT**, renamed CONECTA Magaluf–Mallorca on the occasion of its tenth anniversary, is positioned among the top ten international markets in the audiovisual sector. Throughout the year, CONECTA organises activities in various locations, both domestic and international, under different labels: FICTION & ENTERTAINMENT (content), DIGITAL (technology and innovation), CREATIVE LAB (creation and trends) and FEST (screenings and exhibitions), among others.

CONECTA Magaluf–Mallorca will take place **from 25 to 28 May 2026 on Magaluf Beach, Calvià (Mallorca, Balearic Islands, Spain)**. The event is supported by the Calvià Town Council, the Government of the Balearic Islands and the Mallorca Island Council, in collaboration with the regional public broadcaster IB3. The design and production of the event are managed by Inside Content.

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