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| **Busan Film Commission** |
| **Press Release | *2024.09.23*** |
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| **Unlocking the Secrets Behind Calgary’s $141 million Production Success*** **AFCNet Celebrates 20 Years with Special Seminar to Unveil Insights into the Future of Global Film Production**
* **Olsberg SPI to Share Best Practices for Screen Sector Development**
* **Case Study of HBO’s *The Last of Us* Production Success in Calgary**
* **Engage with Top Industry Leaders from Busan, Japan, Jordan, Bhutan, and Calgary**
* **October 6, 10:15 AM, ACFM Event Room A, BEXCO Exhibition Center 2, Busan**
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| In celebration of its 20th anniversary, the **Asian Film Commissions Network (AFCNet)**, chaired by **Busan Film Commission**, is hosting a special seminar during the 2024 Asian Contents & Film Market (ACFM). This seminar, titled "*Navigating the Shifting Global Screen Production Sector*,” will examine the evolving dynamics of global film production and outline future strategies for film commissions worldwide.Founded in 2004, AFCNet was established to promote collaboration among film commissions and support organizations across Asia. Today, AFCNet is the largest non-profit film-related network in Asia, comprising 44 member organizations from 19 countries.**AFCNet’s 20th Anniversary Seminar** will explore global film industry trends, production incentives, and infrastructure developments. **Leon Forde**, Managing Director of the London-based screen consultancy firm **Olsberg•SPI**, will deliver a keynote address, presenting key insights from the "*Best Practices in Global Screen Sector Development*" report,—a comprehensive study released earlier this year at Cannes, conducted in collaboration with the **Association of Film Commissioners International (AFCI)**. The keynote will focus on the growing competition for production incentives, advancements in infrastructure, and the evolving role of film commissions within the Asian region.Following the keynote, **Luke Azevedo**, Vice President of Creative Industries at **Calgary Economic Development**, will present a case study on the successful production of HBO’s *The Last of Us* (2023) in Calgary. Azevedo will provide insights into how Calgary, renowned for its breathtaking natural landscapes and government-backed incentives, successfully attracted this large-scale production. The series generated a whopping $141 million USD for the province, with additional millions contributing indirectly to its gross domestic product (GDP) and the creation of 1,490 jobs. Azevedo will outline the strategic planning that secured the project, underscoring the crucial role of regional incentives and robust infrastructure in achieving production success.In a panel discussion titled "*Adapting to Change: Diverse and Proactive Approaches to Film Commission Strategies*," key representatives from Asia’s leading film commissions will examine the evolving market dynamics and future strategies for the Asian film industry. The panel will include:* Yang Jongkon, Managing Director of Busan Film Commission
* Ruriko Sekine, Secretary General of Japan Film Commission
* Mohannad Al-Bakri, Managing Director of Royal Film Commission Jordan
* Tenzin Gyeltshen, Program Officer of Bhutan Film Commission
* Luke Azevedo, Vice President of ﻿Creative Industries, Calgary Economic Development

Moderated by Leon Forde, the panel will tackle critical issues such as attracting international and domestic productions, developing incentives and infrastructure, managing location, ensuring sustainability, and adapting to rapid industry changes. Each panelist will provide unique regional insights into the challenges and opportunities film commissions today, offering a comprehensive look at how different regions are navigating the evolving landscape of the global film industry.The seminar will be held during the 2024 ACFM at BEXCO Exhibition Center 2 on Sunday, October 6, 2024, from 10:15 AM to 12:00 PM. Over the course of four days (October 5–8), AFCNet will also operate a shared booth featuring 10 member organizations from seven countries, offering insights into the latest trends and developments in Asian film production support.In addition, on October 7, AFCNet will host a special reception to celebrate both the **20th anniversary of AFCNet** and the **25th anniversary of Busan Film Commission**. The reception will take place at 6:00 PM on the 4th floor of the Busan Film and Audiovisual Industry Center, providing an opportunity for networking and commemorating these significant milestones in the film industry.

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| **AFCNet 20th Anniversary Special Seminar****Topic:** Navigating the Shifting Global Screen Production Sector**Date and Time:** Sunday, October 6, 2024, 10:15 AM – 12:00 PM**Venue:** ACFM Event Room A, BEXCO Exhibition Center 2, Busan**Moderator/Keynote Speaker:** Leon Forde, Managing Director, Olsberg•SPI**Case Study Presenter:** Luke Azevedo, Vice President of Creative Industries, Calgary Economic Development**Panelists:**Yang Jongkon, Director General, Busan Film CommissionRuriko Sekine, Secretary General, Japan Film CommissionMohannad Al-Bakri, CEO, Royal Film Commission JordanTenzin Gyeltshen, Program Officer, Bhutan Film CommissionLuke Azevedo, Vice President of Creative Industries, Calgary Economic Development**Busan Film Commission 25th Anniversary & AFCNet 20th Anniversary Reception****Date and Time:** Monday, October 7, 2024, 6:00 PM**Venue:** 4th Floor, Busan Film and Audiovisual Industry Center |

※ Attachments: Poster Images of the AFCNet’s 20th Anniversary SeminarFor media inquiries, please contact:KIM Yejin | External CooperationsTel. +82-51-720-0351E-mail. nora0411@filmbusan.kr |
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