



Industry Days  
6-8 | 8 | 2016  
Festival del film  
Locarno

# StepIn 2016

Friday August 5th

Hotel Belvedere

## PANELISTS



### HUSSAIN AMARSHI

#### President and Founder, Mongrel Media (Canada)

After graduating from University of Toronto and Queen's University he founded the Kingston International Film Festival in 1989; ran the Euclid Theatre in Toronto; worked on Atom Egoyan and Jeremy Podeswa's earlier films, before setting up Mongrel Media from his bedroom in 1994.

Hussain has served on several arts boards and committees over the years. He has many favourite films from the Mongrel library of titles but the first film that Mongrel Media acquired and released in 1995 - *The Silences of the Palace* - is his first love.



### CAMERON BAILEY

#### Artistic Director, Toronto International Film Festival® (Canada)

Cameron Bailey is the Artistic Director of the Toronto International Film Festival®. He is responsible for the overall vision and execution of Festival programming, as well as maintaining relationships with the Canadian and international film industries.

Born in London, Bailey grew up in England and Barbados before migrating to Canada. Before taking up his current position at TIFF, he was a Festival programmer for eleven years, and a writer and broadcaster on film. He has been published in *The Globe and Mail*, *The Village Voice*, *CineAction!*, and *Screen*. Bailey currently sits on the Advisory Council for Western University's School for Arts and Humanities and for Haiti's Cine Institute film school. He is also a board member of Tourism Toronto, and he currently teaches a course in programming and curation at the University of Toronto.



## **CAROLLE BRABANT**

### **Executive Director, Telefilm Canada (Canada)**

Since her appointment in March 2010, Carolle Brabant has distinguished herself through her leadership role in promoting Canadian talent and content in Canada and on the international scene. She was awarded the 2012 Excellence in Leadership Award from Canadian Women in Communications (CWC), in addition to being recognized as one of Canada's Top 100 Most Powerful Women for 2012 by the Women's Executive Network (WXN). On March 15, 2013, she began a second three-year mandate as Telefilm's Executive Director.

Carolle Brabant is recognized for her cultural vision, financial acumen and skills as a gifted communicator. Within the framework of Telefilm Canada's 2011-2014 corporate plan, *Fostering cultural success*, she spearheaded the creation of a new measurement to determine the success of Canadian feature films – an index that takes into account their commercial, cultural and industrial achievements. This innovative approach has garnered interest from around the world.

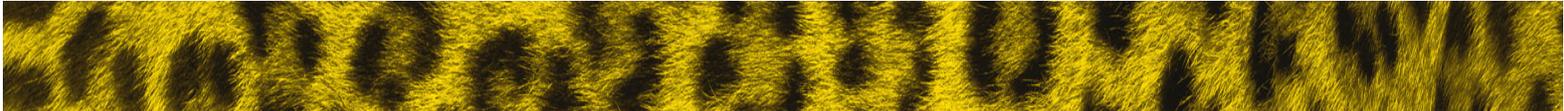
An outstanding administrator of public and private funds, Carolle Brabant contributed significantly to the successful partnership between Telefilm Canada and the Canadian Television Fund, now the Canada Media Fund (CMF). Telefilm administers the funding programs of the CMF. Ms. Brabant sits on the board of the Fondation Pinel.



## **IRA DEUTCHMAN**

### **Independent Producer, Professor School of the Arts at Columbia University (USA)**

Ira Deutchman has been making, marketing and distributing films since 1975, having worked on over 150 films including some of the most successful independent films of all time. He was one of the founders of Cinecom and later created Fine Line Features—two companies that were created from scratch and in their respective times, helped define the independent film business. Currently Deutchman is a consultant in



marketing and distribution of independent films. Among his clients is Emerging Pictures, a New York-based digital exhibition company that he co-founded in 2002. He is also a Professor of Professional Practice in the School of the Arts at Columbia University, where he was the Chair of the Film Program from 2011-2015.

Among the over 60 films he acquired and released at Fine Line were Jane Campion's "An Angel at My Table," Gus van Sant's "My Own Private Idaho," Jim Jarmusch's "Night on Earth," Robert Altman's "The Player" and "Short Cuts," Roman Polanski's "Bitter Moon" and "Death and the Maiden," Alan Rudolph's "Mrs. Parker and the Vicious Circle," Mike Leigh's "Naked," and the award-winning "Hoop Dreams," which in its time was the highest grossing non-music documentary in history.

Other films Deutchman has worked on were "Sex, Lies, and Videotape," "To Sleep with Anger," "Metropolitan," "A Room with a View," "Stop Making Sense," "El Norte," and "The Brother from Another Planet."

He is a graduate of Northwestern University, with a major in film.

## MODERATORS



**JON BARRENECHEA**

**General manager, Picturehouse Cinema (UK)**

Jon Barrencecha is Project Development Manager at Picturehouse Cinemas in the UK, primarily working on opening new cinemas across the UK. Jon also sits on the Management Board of the Film Hub South East, part of the BFI Film Audience Network, the board for the Cinecity Film Festival, and is a frequent speaker on audience development across the world.

Picturehouse Cinemas is the UK's largest arthouse cinema operator, with 23 cinemas across the country and growing. It was created in 1989 to offer an alternative to the multiplex and now also contains Picturehouse Entertainment, a distributor of box office hits "The Impostor" and "The Cave of Forgotten Dreams" as well as a global leader in event cinema such as "Monty Python" and "Roger Waters' The Wall".



## QUENTIN CARBONELL

### Director of Acquisition ( UK)

Quentin Carbonell is the Director of Acquisitions for global streaming service MUBI. Quentin heads up the acquisitions operations of the curated platform, buying up award-winning classics and emerging art house gems at the world leading festivals and film markets for both digital and, increasingly, theatrical distribution.

Quentin works closely with MUBI's curators in the UK, US and International markets to deliver the cutting edge gems of cinema to their global audience – whether that is premiering the work of the great auteur filmmakers of the day, rediscovering a forgotten classic, or the first celluloid breath of an emerging talent fresh from the festival circuit. 2016 has proven to be an exciting year for MUBI, which saw the team secure all rights deals for titles such as Bruno Dumont's *Slack bay* from Cannes 2016 Official Competition, Winner of Un Certain Regard, Juho Kuosmanen's debut *The Happiest Day in the Life of Olli Mäki* and Berlinale 2016's Forum *Son of Joseph* from Eugène Green. In addition, recent global digital exclusives have included: *The American Dreamer*, Paul Thomas Anderson's *Junun* and the new restoration of *Masculin Féminin* shown during Cannes Classics 2016.



## JAN NASZEWSKI

### CEO, New Europe Film Sales (Poland)

Europe New film sales was founded in 2010 by Jan Naszewski, EAVE expert and former industry manager for the T-Mobile New Horizons IFF. The company's feature film catalogue includes the Icelandic RAMS, which won the Prix Un Certain Regard in Cannes in 2015 and was sold to over 40 countries around the world, as well as 9 Berlinale titles, including the 2016 Silver Bear winner "United State of Love". New Europe is keen to work with debut films, such as "The Here After" (Directors' Fortnight 2015) and Berlinale Generation winners "Violet" and "Mother I Love You" as well as artistic animation, such as Latvia's Oscar candidate "Rocks In My Pocket". New Europe also represents 6 Oscar® shortlisters and shorts by Ruben Östlund and Magnus von Horn, among others.



## **BRIAN NEWMAN**

### **Founder, Sub-Genre ( United States)**

Brian Newman is the founder of Sub-Genre, a boutique consulting company that blends curation, original content development, distribution and marketing, research, and event strategy to help connect brands and filmmakers with audiences. Major clients include: Patagonia, Sundance, Yeti Coolers, Levi's (via Imprint Projects), Chicken & Egg Pictures, Europa International and Vulcan Productions among others. Sub-Genre has also led the sales, distribution and marketing of multiple independent films.

Brian is also the producer of *Love & Taxes*, and executive producer of *Shored Up*, *The Invisible World* and *Remittance*. Brian has served as CEO of the Tribeca Film Institute, president of Renew Media and executive director of IMAGE Film & Video. Brian serves on the boards of Rooftop Films, Muse Film & Television and IndieCollect and the advisory board of the Camden International Film Festival. He was born in North Carolina and has an MA in Film Studies from Emory University.



## **SUSAN WENDT**

### **Head of sales, Trustnordisk (Denmark)**

Susan Wendt started working at Nordisk Film International Sales as Sales Manager in 2000. In January 2008 she became Head of Sales at Trust Film Sales. Later that year, Nordisk Film International Sales and Trust Film Sales merged into TrustNordisk. Susan Wendt is also President of Europa International, the Sales Agents' Organisation.

With over 35 years of expertise and know-how in international film sale, TrustNordisk market and sell feature films and TV-series worldwide. Representing one of the largest film catalogues in Europe with a feature film catalogue of more than 600 films from highly acclaimed directors such as Lars von Trier, Susanne Bier and Thomas Vinterberg.

## REPORTERS



### **ANKE BEINING**

#### **Managing Director, Utofilm (Switzerland)**

Anke is an international digital media, broadcast and entertainment executive with a track record over 20 years of launching, developing and expanding digital media platforms, TV channels and on-demand services across German-speaking Europe. In 2016, Anke founded Utofilm, offering services with a strong focus on international coproductions and digital media content.

As Managing Director, COO and Board Member of Teleclub, Switzerland's leading Digital Pay TV and On-Demand-Platform and part of Swiss major telco Swisscom, Anke successfully launched new services such as a French-speaking Digital Pay-TV platform with over 60 TV channels and a Subscription-on-Demand-Service, expanded and managed Teleclub's multi-lingual VOD-platform and co-produced over 30 feature films (including „Heidi“ and „Youth“).

Her 10 years as executive board member with the Walt Disney Company in Munich, her responsibility for the programming, acquisition and marketing of a vast portfolio of content from all major content providers as well as her co-production experience contributed to her deep understanding of evaluating the commercial potential of content and strong expertise in “storytelling” and marketing to the consumer. An internationally accredited lawyer (admitted in New York and Germany), Anke holds a PhD in international copyright law.



## **ALAA KARKOUTI**

### **Founder MAD Solutions and Arab Cinema Center (Egypt)**

Alaa is a renowned Film Analyst and an influential professional within the cinema and entertainment industry in the Arab world. His extended expertise in cinema analysis has landed him as a guest speaker in various panels, filmmaking workshops, seminars, and juries in film festivals worldwide. After taking the lead in assembling complete archives on the economics of filmmaking in the region, Karkouti co-founded MAD Solutions, the first pan-Arab studio dedicated to the promotion and distribution of Arabic content to the Arab world and beyond, which was named the first Arab member in the reputable Europa Distribution association. Aiming to further foster the growth of the film industry in the Gulf, MAD has expanded to Abu Dhabi, UAE, focusing on the GCC in specific and the Arab world as a whole. Realizing the opportunities to hatch for an expanded Arab cinema industry in international festivals and film markets, MAD Solutions, under the lead of Karkouti and co-founders, launched the Arab Cinema Center (ACC) to function as an international platform to further support the Arab film industry and boost interest in Arab cinema, culture and business worldwide

## **MADS MIKKELSEN**

### **Programmer, CPH DOX (Denmark)**



Mads Mikkelsen is a programmer at CPHOX – Copenhagen International Documentary Film Festival – since 2008. CPHOX is one of the largest documentary festivals in the world with an internationally recognized profile that borders on staging, visual art and performance as well as other art forms. Mads has a background in film studies at the universities of Copenhagen and Stockholm, with an intermission as an assistant at the Film- Makers’ Cooperative in New York. Besides programming for CPHOX he is an associate programme at the Danish Film Institute / Cinematheque, as well as having run a number of film clubs and contributing to various magazines and publications about film.



## **MATHIAS NOSCHIS**

**Marketing Strategist, Alphapanda (United Kingdom/Germany)**

Mathias is a film marketing strategist with extensive experience in PR, advertising and branding. He is the founder of Alphapanda, a film marketing agency specialised in digital. Alphapanda specialises in the development of marketing strategies and the implementation of promotional campaigns, viral marketing activities, crowdfunding campaigns, buzz monitoring projects and outreach campaigns for independent and Hollywood films. Alphapanda's client list includes EuroVoD, 20th Century Fox, Warner Bros., Opus Film and many European production companies. Recent films the agency has worked on include The Peanuts Movie, Mes Séances de Lutte, Batman v Superman, Zud and documentaries Porn to be Free, A Ciel Ouvert and Something Better to Come. Alphapanda also manages social media for the European Film Awards. Mathias is an expert for Creative Europe MEDIA in Brussels and a film marketing tutor for many training organisations and workshops, including the NFTS in the UK, the Erich Pommer Institut in Germany, Films for Rio in Brazil and FOCAL in Switzerland. Mathias is passionate about everything digital, he loves analysing and taking an active part in how technology is revolutionising the way films are marketed and distributed in today's film industry.



## **XAVIER HENRY-RASHID**

**Managing Director, Film Republic (UK)**

Xavier Henry-Rashid is the Managing Director of London based sales company Film Republic. He started his career as a photographer and reporter, publishing in Screen, Variety, Esquire, and the original BBC Films and Yahoo Movies original content websites. From there he worked with a number of film festivals such as previewer for Sheffield Doc/Fest, in sponsorship for Sundance London and the East End Film Festival and as Executive Director of the Raindance Film Festival. Film Republic was launched in 2012, specializing in art house features and cinematic documentaries and has quickly established itself as one of Europe's leading art house sales agencies for taking on daring titles by the next generation of master filmmakers.