



EUROPEAN UNION INFORMATION RELEASE

WORLD CINEMA ALLIANCE MEETING, KRAKOW, JUNE 2008

The steering committee of the World Cinema Alliance (Alliance Mondiale du Cinema) met in Krakow (Poland) 31st May and 1st June 2008.

The principal objective of the meeting was to set the agenda for their inaugural meeting in Krakow, 14th September 2008, which will welcome leaders of European and World cinema and formally launch the Alliance. The meeting will be held in co-operation with the UNESCO International Council for Film, Television and Audiovisual Communication (IFTC) (Conseil International du Cinéma, de la Télévision et de la Communication Audiovisuelle - CICT)

The WCA is an alliance of related organisations and individuals world-wide, drawing membership from directors, producers, cinematographers, screen-writers, composers, animators, designers, performers, editors and all those engaged in the collaborative art and craft of film-making. The overriding objective of the WCA is to cement and celebrate film in the cultural life of all nations.

The meeting agreed to participate fully in the plenary sessions and to help set the agenda of the Council of Europe Policy Forum “Shaping Policy for the Cinema of Tomorrow”, September 11th to 13th 2008, also in Krakow.

The World Cinema Alliance welcomed the opportunity to contribute to the “After Media: Media Mundus” project.

The European Union Culture Directorate General has invited the WCA (Europe Section) to actively participate in the launch of the new “Potential of Cultural and Creative Industries” Platform. As a unique alliance of all the arts that contribute to making cinema, the WCA offers the expertise and experience of WCA members to participate in the development of strands and content for the Platform’s activities through to year end 2008. The WCA further offers the services and facilities of its regional offices in France, Poland and Italy for working group meetings.

1st June 2008