
Industry Report: France Welcomes Foreign Film Production



According to the latest figures released by Film France, the French film industry generated €330 million in revenues, with exports accounting for €137 million of this figure, in 2010. Eleven films saw even higher admissions overseas than in France, taking all genres into account, including art-house, general-release and animated films. In the latter category, France has acquired a worldwide reputation in special effects and 3-D expertise, through companies such as Mac Guff, Buf and Mikros.

France showcases productions from around the world, in particular during the Cannes Film Festival and Deauville American Film Festival. As a location, it provides significant support for cinema and audiovisual productions, and as a major film producer, making around 200 feature-length movies a year, France boasts a pool of expert technicians trained by FEMIS (the French national elite film school) which has a widely recognized reputation for excellence around the world.

Film studios in the Ile-de-France (Paris area) and Provence-Alpes-Côte-d'Azur regions, along with the recent completion of facilities in Lille and Lyon for example, are equipped to accommodate world-class productions. For location shooting, the natural, historical and cultural heritage of France is a major draw. France also has outstanding film restoration and archiving resources. The *Cinémathèque Française* museum houses the world's largest database of the Seventh Art, while the National Audiovisual Institute (INA) leads R&D, training and production activities in all areas of picture and sound.

France's attractiveness as a location for foreign film productions was further strengthened in 2009 by the introduction of the Tax Rebate for International Productions (TRIP) designed for foreign companies making part or all of a film in France. Since it was introduced, 31 foreign productions (on-location filming, animation, digital visual effects) have been granted a TRIP rebate amounting to 20% of eligible expenditure. Twelve of these productions were shot entirely or partially in Paris and the others in the regions of Provence-Alpes-Cote-d'Azur, Picardie, Bretagne (Brittany), Rhône-Alpes and Guadeloupe.

Foreign production expenditure in France has increased fivefold in recent years (€50 million in 2009 and again in 2010, up from €10 million in 2008). The BBC, for example, decided to shoot a series of films on Merlin in France, while several American filmmakers have taken advantage of the scheme, including Clint Eastwood (*Hereafter*), Martin Scorsese (*The Invention of Hugo Cabret*) and Woody Allen (*Midnight in Paris*). The number of shooting days determines the knock-on benefits for the local economy (jobs for artists and technicians, post-production, equipment hire, accommodation, transport, catering etc.). In 2010, total foreign feature-length shooting days increased to 210 days, up from 92 days in 2008. The average number of shooting days per foreign feature-length film increased from six to 14 days over the same period.

The French film industry is unrivalled in Europe and continues to go from strength to strength. The tax rebate for international productions shot in France has strengthened the country's position in the sector since its introduction in 2009. The number of foreign feature-length shooting days has doubled in two years. "Every film represents an opportunity to make foreign audiences more aware of the rich, diverse and attractive heritage of France," said David Appia, chairman and CEO of the Invest in France Agency (IFA).

The Invest in France Agency (IFA) is the national agency responsible for promoting and facilitating international investment in France. It also coordinates initiatives to promote France's economic attractiveness. The IFA network operates worldwide, with offices in France as well as in North and

South America, Europe, the Middle East and Asia. In France, the IFA works in partnership with regional development agencies to offer international investors outstanding business opportunities and customized services. For further information, please visit www.investinfrance.org The Tax Rebate for International Production is administered by the National Centre for Cinema and the Moving Image (www.cnc.fr), with applications assessed by Film France (www.filmfrance.net)