

## Project Brief

# From Success to Synergy: How German Innovation Can Enhance New Zealand's Film Excellence

## A COLLABORATION BETWEEN GERMANY & NEW ZEALAND

- A webinar to introduce New Zealand's film industry to German film industry companies and provide a platform for collaboration.
- The project connects New Zealand stakeholders with leading German film industry firms, promoting information exchange, knowledge transfer, and partnership formation in both production and post-production.
- Its primary objective is to promote collaboration between German and New Zealand companies to foster innovative and sustainable growth in the New Zealand film industry.

### Overview

On 19<sup>th</sup> and 20<sup>th</sup> November 2024, the German-New Zealand Chamber of Commerce (GNZCC) in cooperation with SBS Systems for Business Solutions GmbH is organising a webinar on the New Zealand film industry. The project is part of the market development programme of the Federal Ministry of Economic Affairs and Climate Action (BMWK). It aims to promote cooperation between German and New Zealand companies to support growth, sustainability, and innovation in the New Zealand film industry.

### Opportunities

By collaborating with German companies, New Zealand companies can gain access to a wealth of resources, expertise, and market knowledge that can take their projects to new heights. German companies bring to the table a rich heritage of cinematic excellence, technological innovation, and distribution networks that can complement New Zealand's strengths in production and storytelling.

One of the key benefits of working together is the opportunity to reach new markets and audiences. Germany boasts one of the largest film markets in

Europe and joining forces offer the opportunity to maximise commercial potential in the European market. Moreover, working together with German companies opens avenues for co-production opportunities and provides a platform for cultural exchange, creative collaboration, and shared learning, enriching the storytelling landscape.

Both countries are home to cutting-edge technology companies and research institutions. By pooling their resources and expertise, Kiwi and German companies can push the boundaries of cinematic innovation and create ground-breaking experiences that captivate audiences worldwide.

Sustainability is a shared value that underpins the ethos of both New Zealand and German filmmakers. By adopting eco-friendly production practices, reducing carbon emissions, and minimising waste, collaborative projects between New Zealand and German companies can lead the way in promoting sustainability within the global film industry.

### The webinar

During the webinar, experts and representatives from official bodies and companies from Germany and New Zealand, will provide comprehensive insights into current projects, market conditions and business opportunities in New Zealand. The webinar will include a panel discussion on topics, such as talent development, international collaboration, technology and innovation, and sustainability in production. In addition, case studies of films and series produced in New Zealand will be presented, including insights into the production and marketing of these projects. A Q&A session and networking opportunity will conclude the webinar.