



Québec Film and  
Television Council  
MONTRÉAL

**PRESS RELEASE**  
**For immediate release**

**1ST ANNUAL GENERAL ASSEMBLY  
A PROMISING FUTURE!**

**Montréal, November 22, 2006** – During its 1st Annual General Assembly, the Québec Film and Television Council (QFTC) presented a report on the past year to its members and finally opened its new one-stop service for foreign producers. The QFTC moved into its new office in Old Montréal just six months ago and has already accomplished a great deal.

At the Annual General Assembly, QFTC members were confident about the prospects of attracting foreign producers. Since it opened, a number of foreign producers, including American and some European producers, used our hosting and support services for their productions. Whether for requests for script breakdowns, scouting for prospective filming locations or more specific requests for industry resource contacts, the QFTC naturally plays a key role as a one-stop service.

Québec's representation abroad also began with two visits by QFTC managers to Los Angeles. This not only generated interest among prospective clients, but some of them decided to come here to scout locations for specific projects. After his meeting with producer Hudson Hickman in Los Angeles, Hans Fraikin, the national commissioner, mentioned that "the QFTC has confirmed the shooting of an MGM film in Montréal: *War Games II*."

The QFTC also unveiled its new corporate identity at the Annual General Assembly. "Our new logo respects one of the basic principles of branding strategy, which is simplicity and a font that inspires confidence. In addition, the stylized letter "Q" appropriately represents Québec," explained Danielle Dansereau, Executive Director of the QFTC.

The QFTC announced the launching of its new Web site, which should be on line within the next few days. The site ([www.qftc.ca](http://www.qftc.ca)) provides a variety of practical, informative services that are constantly evolving. Our goal is to make it a comprehensive tool for industry. In the upcoming months, the site will host the new QFTC digital photo library. Users will be able to access more than 100,000 photos of filming locations available in Québec. The photo library is intended for both foreign and local producers.

During the Assembly, Commissioner Hans Fraikin presented the 2007 action plan and the results of the annual recruitment campaign. QFTC members then elected five new members to the Administrative Board. The 16 individuals on the QFTC Administrative Board are:

President, Roy Heenan, Heenan Blaikie Avocats

Fortner Anderson, Quebec District Council of the Directors Guild of Canada (QDC/DGC)

Danny Bergeron, Mokko Studio

Daniel Bissonnette, Montréal Film & Television Commission

Lorraine Boily, Quebec City Film and Television Commission (QCFTC)

Dany Brassard, Laurentians Film and Television Commission

Michel G. Desjardins, Institut National de l'image et du Son (INIS)

Marie-Christine Dufour, Image-in-Media

Martin Fontaine, Location Michel Trudel / Mel's Cité du cinéma

Ronald Gilbert, Entreprises Ronald Gilbert

Raymond Guardia, Alliance of Canadian Television and Radio Artists (ACTRA)

Claude Landry, La Fabrique d'Images

Catherine Loumède, Alliance québécoise des techniciens de l'image et du son (AQTIS)

Joey Mastrogiuseppe, Fraser Milner Casgrain

Michael Mosca, Equinoxe Films

André Picard, Society for Arts and Technology

### **About the QFTC**

The Québec Film and Television Council's mandate (QFTC) is to contribute to the province's development and competitiveness as a world-class film and television production centre. Working in close collaboration with the film and television regional offices, the QFTC is also highly involved in harmonizing and coordinating promotional activities and reception services, as well as in supplying the necessary support for international productions shooting in Quebec. Among its other mandates, the Council promotes the province's various strengths and assets in foreign markets so as to develop interesting new business opportunities and help give rise to major projects that benefit the industry as a whole. Moreover, the QFTC plays a key role in providing information and promoting awareness about the industry to its stakeholders and the general public at large. The Québec Film and Television Council's offices are located in the heart of Old Montreal.

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