



**ASSOCIAZIONE
PRODUTTORI
ESECUTIVI**

ASSOCIATION OF ITALIAN EXECUTIVE PRODUCERS
PRODUCTION SERVICE COMPANIES

FOCUS ON ITALY

AFM 2024



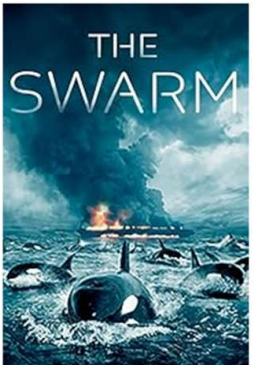
ASSOCIATION OF ITALIAN EXECUTIVE PRODUCERS
PRODUCTION SERVICE COMPANIES

APE is the Association of the leading Italian Production Service Companies, all signatories of a **shared code of conduct** to guarantee the **respect of the strict standards** required by international projects.

Over the last two decades, APE producers have supported the Italian shoot of the most important features films , tv series, commercials, reality shows and documentaries.

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Focus on Italy: why filming in Italy is now more convenient than ever.



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WITH ITS UPDATED TAX INCENTIVE DEDICATED TO
INTERNATIONAL SCRIPTED CONTENTS

ITALY HAS BECOME ONE OF THE

MOST CONVENIENT

SHOOTING DESTINATIONS IN THE WORLD





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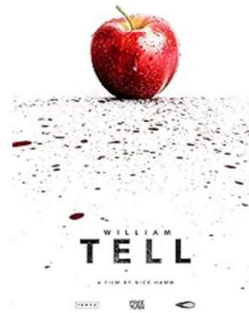
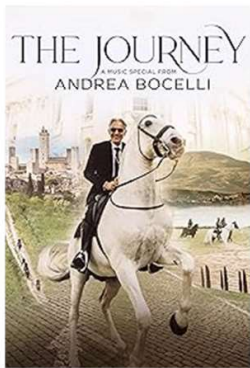
APE members are available to convey and confer the fiscal incentives offered by Italian law on Tax Credit: **40%** of the Italian company expenditure.

APE members also offer a **solid relationship** with the various Film Commissions, and are well versed in the Regional Funds that may provide additional benefits to any production shot in Italy.



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EVERY FOREIGN PRODUCTION RECEIVES



THE MAXIMUM TAX BENEFIT IT IS ENTITLED TO



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THE ITALIAN INCENTIVE SCHEME is regulated by Law 220/2016, and by several Directorial Decree that rule the different aspects.

OVER THE YEARS, the endowment has increased to a minimum annual budget of 700 million euros and is focused on accelerating export growth, boosting revenues and deepening international relationships.

70% of this national fund is allocated to production.



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TAX CREDIT FOR ATTRACTING INVESTMENT is a part of this scheme and is dedicated to audiovisual scripted contents **working in Italy with Italian services.**

It allows companies to offset tax liabilities with credits accrued on film production investments.

It targets Italian executive production companies that make films, or portions of films, in Italy on behalf of foreign production companies.



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FOR TAX RELIEF PURPOSES, qualifying expenditure is defined as that which is used and consumed on Italian soil, rather than being based on the nationality of people, goods and services.

All eligible **costs need to be incurred by Italian** executive producers since the relevant tax relief is claimed through the company's corporate tax return.

ITALIAN TAX CREDIT

Figures from last 5 years

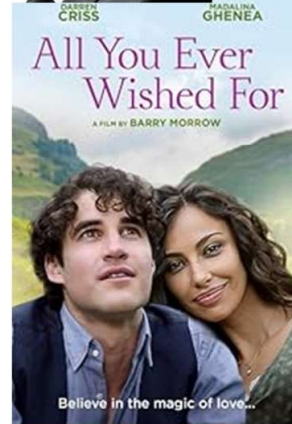
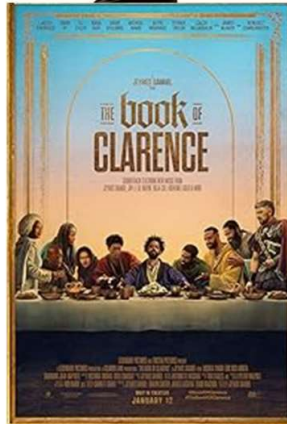
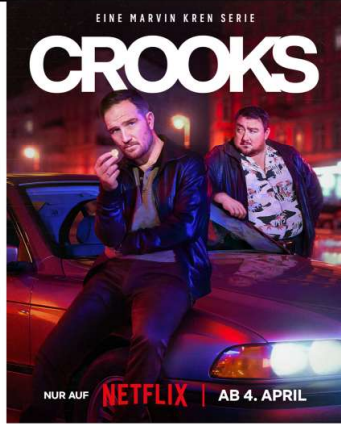
325 FOREIGN WORKS FROM **95** COMPANIES HAVE ALREADY BENEFITTED.





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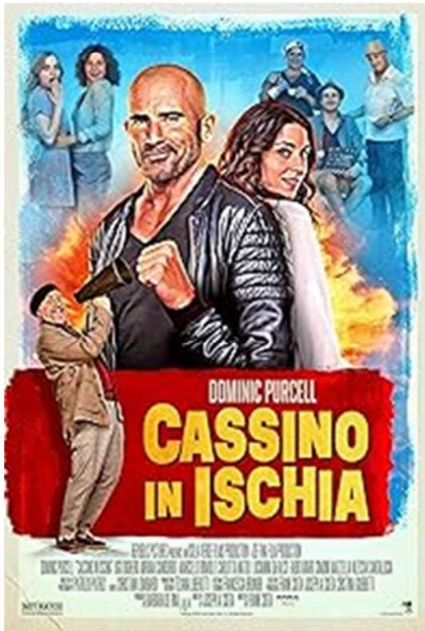
€ 380 MILLION
TOTAL VALUE OF CREDITS GRANTED



€ 950 MILLION
TOTAL VALUE OF
INVESTMENTS

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ELI FENNES GORDA ARGENTON DIPS GABES MCKENNON




Main Points



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- The incentive is dedicated to **FOREIGN FILMS AND TV SERIES** that shoot in Italy, pass a cultural test with a minimum score and meet certain conditions and are not co-produced with Italy.
- These productions may receive a **40% savings on the production costs paid through a local Executive Producer.**
- There is **NO CAP** per project but a maximum credit of 20 million euro available for each production service company involved. **Minimum Expenditure of €250k on the territory is required.**
- The incentive is a **DISCOUNT ON MONTHLY TAXES** granted to the Italian service company that will be paying all the Italian bills of the production.
- The credit is based on the production expenses incurred in Italy and paid by the Italian Service Company. ATL costs are eligible up to 30% of the budget.
- The incentive can be **ADDED TO REGIONAL FILM FUNDS** that work on similar criteria.

Application process

- 
- FOREIGN PRODUCER signs a PSA with an
 - ITALIAN EXECUTIVE PRODUCER who will start the procedure for the application
 - INQUIRY TO MINISTRY OF CULTURE and cultural test
 - APPROVAL WITHIN 30 DAYS will grant a theoretical amount to the project
 - END OF PRODUCTION
AND FINAL ASSESSMENT BY MINISTRY OF CULTURE
POSSIBLE ADJUSTMENT OF THE FINAL ASSESSMENT WITH A MAXIMUM INCREASE OF 10%

Eligibility test



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CRITERIA

MAXIMUM SCORE

BLOCK A: CONTENT

A.1 Film script/screenplay adapted from an Italian or European literary work or play	5
A.2 Film script/screenplay concerning a historical, mythological, legendary, religious, social, fantastic, artistic or cultural event	30
A.3 Film script/screenplay concerning a celebrity of artistic, historical, mythological, legendary, religious, social, fantastic or cultural import	25
A.4.1 Film script set in Italy or in other European countries (minimum threshold: 15% of the scenes contained in the screenplay) or A.4.2 Outdoor scenes of the film shot in Italy (minimum threshold: 15% of the scenes contained in the screenplay)	5
A.5 Original dialogue recorded, post-synchronized or subtitled in Italian or Italian dialect (minimum threshold: 30% of the scenes contained in the screenplay)	5
TOTAL MAX SCORE A	70

Minimum score required 50/100

Eligibility test



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BLOCK B: PRODUCTION

B.1 Presence of an Italian or European creative talent (production designer, set decorator, art director, costume designer, director of photography, line producer, make-up and hair artist, editor)	3
B.2 Scenes shot in a studio in Italy (minimum 20% of the interior scenes contained in the screenplay)	5
B.3 Digital effects in Italy	4
B.4 Special effects in Italy	4
B.5 Music recording in Italy	3
B.6 Sound editing and mix in Italy	3
B.7 Laboratory work in Italy	5
B.8 Final editing in Italy	3
TOTAL MAX SCORE B	30
TOTAL OVERALL	100

Minimum score required 50/100

How to use it



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THE FOREIGN PRODUCER DOESN'T NEED TAXABLE INCOME



THE ITALIAN EXECUTIVE PRODUCTION COMPANY MAKES THE TAX CREDIT AVAILABLE TO THE FOREIGN PRODUCER, OFFSETTING IT AGAINST ITS OWN TAX DEBTS

CORPORATE INCOME TAX (IRES) REGIONAL INCOME TAX (IRAP)
PENSION, HEALTH AND WELFARE (ENPALS/INPS)
EMPLOYEES TAX WITHHOLDINGS can be compensated during production



OR SELLING THE CREDIT TO A BANK

Limits and solutions



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THE INCENTIVE HAS TO BE USED IN THE APPLIED PROJECT



**THE ITALIAN EXECUTIVE PRODUCTION COMPANY HAS A
LIMIT OF 20MILL € PER YEAR**

BIG BUDGET PROJECTS WILL COMBINE DIFFERENT COMPANIES



MINIMUM EXPENDITURE OF 250k€ IS REQUIRED

Limits and solutions



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NON ITALIAN COSTS ARE NOT ELIGIBLE



NON EU TALENTS CAN BE HIRED BY THE ITALIAN COMPANY

THEY WILL BE FRINGED AND WITHHELD AS ITALIANS



THE TAX CREDIT RATE APPLIED WILL BE 30%



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IN ADDITION TO THAT, there are **Regional Funds** for a total amount of about 70 million euros at a national level, dedicated to support national and international productions.

THESE FUNDS ARE MANAGED by the Regions and/or the 20 film commissions that are members of the IFC (Italian Film Commissions) and are located **all over Italy**.



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THE AMOUNT OF FUNDING PROVIDED can vary depending on the project and the commission involved.

Most film commissions award funding on a points basis via a panel of industry experts who evaluate productions using criteria such as **artistic merit**, **potential impact** on the local industry and the amount of **time spent** shooting in the region.



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AN ITALIAN PARTNER is necessary to have access both to national tax credit and to regional incentives .

Finding the right Italian partner with the same creative vision is key to the success of any project.



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APE members can guide the foreign producer **tailoring** the assistance to make clever choices and **maximizing** the incentive system .

Please meet a delegation of APE members who are here in the room and are available for a B2B meeting later today.



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360 degrees
FILM

ATTITUDE
PRODUCTION

CATTLEYA
PART OF ITV STUDIOS

CineRoma

EAGLE
PICTURES

EUR FILM

K+

PAY per
MOON

**LUPIN
FILM**

mestiere [cinema]

PANORAMA

**SMALL
FORWARD**
PRODUCTIONS

THE FAMILY

TEA TIME FILM

VIOLA
FILM