



EKKOMEA
Hellenic Film &
Audiovisual Center

Athens, October 8, 2025

PRESS RELEASE

The EKKOMED roundtable discussion on the contemporary challenges of private financing for audiovisual productions, entitled "Closing the Gap: Banks, Rebates, and the Financing Puzzle" was a great success.

The thematic event **"Closing the Gap: Banks, Rebates and the Financing Puzzle,"** organized for the first time by the **Hellenic Film and Audiovisual Center (EKKOMED S.A.)** as part of the Athens Film Office's two-day event **The Owl Industry Days**.

The event is part of the open dialogue for the formulation of the **Five-Year Action Plan 2026-2030** to strengthen the audiovisual creative industry in Greece – an ambitious national strategic development plan being drawn up for the first time.

The theme brought together a wide array of industry experts, i.e. producers, industry professionals, bank executives, investors, and institutional bodies, with the aim of highlighting the **real conditions, challenges, and prospects faced by creators and investors when "closing" the financing of audiovisual projects.**

The speakers offered valuable insights and experiences on:

- **How banks evaluate projects**, calculate investment risk, and set financing terms.
- **Evolving** rebate structures and international practices.
- **The obstacles and opportunities** for attracting private capital to Greek production.
- **The need to create a stable, predictable, and investable environment** that will make Greece a competitive destination for international co-productions.

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The discussion was moderated by journalist **Fanis Papathanassiou** and included the following participants:

- **Leonidas Christopoulos**, *CEO of EKKOMED*
- **Christophe Vidal**, *Deputy Managing Director, Natixis Coficine*
- **Walid Said**, *Vice President, Media Capital Technologies (formerly Headgear)*
- **Mark Brook**, *Co-founder of Chiltern Media, specializing in Media and Entertainment Financing*
- **Dimitris Papanikolaou**, *Senior Director of Small and Medium-Sized Enterprises, Attica Region – Piraeus Bank*
- **Christos Georgopoulos**, *Director of Transaction Services, Grant Thornton*
- **Antonis Polykandriotis**, *Head of SMEs, Optima bank*
- **Pavlina Karasiotou**, *Secretary General for Fiscal Policy, Ministry of National Economy and Finance*
- **Haris Tsavdaris**, *Director of the Private Office of the Minister of National Economy and Finance*
- **Elli Filippopoulou**, *Lawyer (LL.M.), Intellectual Property Specialist and Legal Advisor for Entertainment Products*

The discussion stood out for its **candor and practical approach**, addressing the financial landscape from both the market and public policy perspectives.

The main conclusions of the discussion were:

1. Recognition of the momentum that has been created in Greece for the development of the film and audiovisual industry, as all participants from Greece and abroad agreed that things are moving in the right direction.
2. The need to establish a medium-term, stable framework for state funding and the importance of strengthening cooperation between banks, institutions, and professionals in the sector.

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3. The need to strengthen the internal expertise of financial institutions in the audiovisual sector and improving the creditworthiness of production companies in order to strengthen the climate of confidence and facilitate access to bank financing.
4. The creation of a comprehensive ecosystem of professionals (lawyers, accountants, consultants) who will support the development of the audiovisual industry over the next five years with their specialized knowledge.

The theme "**Closing the Financing Gap**" aims to be the first step in a systematic dialogue between the creative and financial worlds. Strengthening these synergies is considered crucial for **attracting investment, enhancing extroversion, and building a sustainable and dynamic audiovisual ecosystem in Greece.**

EKKOMED warmly thanks all participants and the Athens Film Office and looks forward to meeting again with the community of creators, professionals, and investors as part of the ongoing consultation on the future of the Greek audiovisual industry.

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