



# 2023 MMFM New Business

**A Global Content Market & Forum**  
**Providing New Perspectives and Opportunities**  
**for our Miami Creatives**

Patty Jimenez-Rojo Arias, Chief Executive & Co-Founder MMFM  
Jose Luis Martinez, Co-Founder & Creative Director MMFM

# Monday September 18, 2023

Panels Moderated by Jose Luis Martinez

**9:00 am - 10:00 am**

## **Welcome “Cafecito” / MMFM**

Miami Beach Convention Center, Mezzanine Level,  
Foyer Room 211

### **Welcome/MMFM Gurus**

- Joe Chi, President CAMACOL
- Patty Jimenez-Rojo Arias, Chief Executive & Co-Founder MMFM
- Jose Luis Martinez, Creative Director & Co-Founder MMFM

**10:00 am - 11:00 am**

## **The Producers Forum**

- Hear from top producers and executives whose collective experiences span motion pictures, television and animation from Miami to The UK, Spain, and beyond! Discover the latest trends and “tricks of the trade” to get your projects from script to screen!
- Stewart Mackinnon, CEO Circle Pictures
- EP, “The Man in the High Castle”
- Gustavo Ferrada, Head of Scripted, Mediocre
- Joe Menendez, Director, Producer, Writer, “Star Trek: Picard,” “Snowpiercer,” “Ladron Que Roba Ladron”

**11:05 am - 11:55 am**

## **Morning Private One-on-One Sessions & Pitches (Prescheduled)**

**Spain  
Rm 211**

**12:00 pm - 1:00 pm**

## **Animating the Future, Summit!**

MMFM and MAGIC Present the Miami Animation & Digital Media Summit featuring a very special announcement on the future of animation and gaming benefitting Miami creatives, jobs, training and incentive support for a key part of our local screen industries

### **Program Presentation**

- Joe Chi, President, CAMACOL
- Patty Jimenez-Rojo Arias, Chief Executive & Co-Founder MMFM
- Jose Luis Martinez, Co-Founder & Creative Director MMFM

### **Brief Remarks**

- Rick Beasley, Executive Director Career Source
- Dr. Beatriz Gonzalez, Miami Dade College, Wolfson Campus President
- Mauricio Ferraza, Chair MAGIC
- Adrian Wootton, OBE, Chief Film London & BFC

### **Closing Remarks**

- Adrian Wootton, OBE, Chief Film London and British Film Commission

**1:00 pm - 2:00 pm**

## **Break**

**1:00 pm - 2:00 pm**

**Industry Roundtable (Private Event)**

Rm 212

**2:15 pm - 3:15 pm**

**Miami-Dade Industry Mavericks**

Featuring a special intro by Miami-Dade County's Film & Entertainment Commissioner Marco Giron. This will be followed by an interactive panel covering topics from local film, tv, and digital media content development and production in Miami-Dade, the importance of international partnerships, the "Latin Explosion" and growing popularity of our culture in media, music and entertainment, making Miami a global hotspot for content and entertainment, as well as what industry trends could benefit our local entertainment community.

- Gustavo R. Aparicio, Managing Director, Spanglish Movies
- Bruno del Granado, Head of Global Latin Music Touring Group, Creative Artists Agency (CAA)
- Marco Giron, Film & Entertainment Commissioner, Miami-Dade County (FilmMiami)
- Lissette García Arrogante, Tourism & Culture Dept. Director, City of Miami Beach

**Afternoon Private One-on one Session & Pitches (Prescheduled)**

- 3:20 pm – 5:20 pm / Miami-Dade County Projects
  - 4:20 pm – 5:20pm / United Kingdom Projects
- Rm 211

**4:00 pm - 6:00 pm**

**Networking**

Mezzanine Level Area

# Tuesday September 19, 2023

Panels Moderated by Jose Luis Martinez

- 9:00 am - 10:00 am**      **Welcome “Cafecito” / MMFM**  
Mezzanine Level, Rm 211 Foyer
- 10:00 am - 11:00 am**      **Morning One-on-One/Sessions & Pitches (Prescheduled)**  
Spain  
Rm 211
- 11:05 am - 11:55 am**      **“Spain! Tapas of Mind”**  
This special session will focus on Spain as a top European destination for film, tv, animation and digital media production. Topics will include everything from unique locations, top studio facilities, competitive tax incentives, international co-production opportunities and more!  
• Patricia Motilla Bonías, Partner, Head of Culture, Sports & Entertainment, Andersen Global  
• Gustavo Ferrada, Head of Scripted, Mediocre, Spain
- 12:00 pm - 1:00 pm**      **Break**
- 1:00 pm - 2:00 pm**      **"UK Can Do It!"**  
An update on the United Kingdom's film, tv and digital media Industry by Adrian Wootton OBE, Chief Executive of Film London and the British Film Commission. This will be followed by a comprehensive panel discussion on the UK as a creative, co-production friendly, and global content creation hub.  
• Adrian Wootton, OBE, Chief Executive, Film London & British Film Commission  
• Helena Mackenzie, Head of Inward Investment & Bus Development, Film London  
• Stewart Mackinnon, CEO Circle Pictures, EP, “The Man in the High Castle”
- 2:00 pm - 3:00 pm**      **Afternoon One-on-One /Sessions & Pitches (Prescheduled)**  
Miami Dade Projects
- 3:00 pm - 4:00 pm**      **UK Projects**  
Rm 211
- 4:00 pm - 6:00 pm**      **Networking**  
Special Project Meeting Announcement, Closing Remarks  
Mezzanine Level
- Special Appreciation**  
• Mayor Daniela Levine Cava  
• Board of Miami Dade County Commissioners  
• Joe Chi, President of CAMACOL for 14 years of steadfast support to MMFM  
• MMFM Advisory Committee & Volunteers
- Pitch Sessions Coordinated by JM Garcia & Mendy Solorzano**  
**ARPA Program Manager, Ruben Hernandez**

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