

BRAZIL/CANADA TRADE MISSION
FINAL REPORT PREPARED BY WES LUI, VP CASO

The Brazil/Canada Trade Mission is intended to further the development of animation and new media co-production and co-ventures between Brazil and Canada. Canadian studios and industry professionals met with a host of Brazilian studios, producers, broadcasters, lawyers and leading keynote speakers lead by the Canadian Consulate General of Canada in Sao Paulo. Ontario's animation executives met directly with BTVP (Brazilian TV Producers) Associates to discuss first hand on a wide range of collaborative efforts to utilize the talents and resources each country has to offer. CASO members further attended the Web Expo and TV2.0 forum that features Brazil's most comprehensive new media and television leaders.

This was one of CASO's first international marketing initiatives, focusing on a wide range of Ontario companies and animation industry leaders familiar with foreign co-productions to develop lasting relationships with the Brazilian counterparts.

CASO PARTICIPANTS

A total of 8 Ontario animation experienced Stakeholders, with 1 representative from each company, including - Principals, Executive Producers, Producers and Sales Representatives.

The group comprised of Key animation Stakeholders, CEO's, CFO's, Executive Producers, and Directing Managers, who predominantly work on animation heavy productions and have worked or familiar with foreign partnerships. This group of stakeholders is the key decision makers for their respective company and valued to make accurate assessments on the feasibilities of joint partnerships with Brazilian ventures.

Attendees:

Juan Lopez
President and CEO
Pipeline Studios Inc, 1430 Trafalgar Rd. Oakville ONT. L6H 7P2
www.pipelinestudios.com

Juan has gained experience in corporate finance through years of working with emerging markets in South America and the Caribbean. He is equipped with a Finance diploma acknowledged by the Securities Exchange Commission and Degree in Economics from University of Western Sydney. As President and CEO of PSi, he is responsible for the business development, production finance, tax planning and management of the studios production crews. With an entrepreneurial passion for

growth and a sound academic background Juan brings tools of innovation and leadership to service the digital production industry.

Brian Simpson**Vice President and CEO****Keyframe Animation, 509 Glendale Ave. E Niagara-on-the-lake, ON L0S 1J0**www.keyframe.ca

Brian Richard Simpson joined Keyframe Digital Productions Inc., (www.keyframe.ca), in 2007 and currently holds the position of Chief Executive Officer/Vice President Business Legal Affairs for a Digital VFX and Animation Studio in Niagara-On-The-Lake, Ontario.

Prior to joining Keyframe Digital Productions Inc., Mr. Simpson was a Barrister and Solicitor and was a sole practitioner and then an Associate with Crossingham Brady in St. Catharines. He practiced primarily in criminal, civil litigation and administrative law.

He received a B.B.A from Wilfrid Laurier University in 1983, M.B.A from the University of Toronto in 1986 and his LL.B from the University of Windsor in 1995.

Frank Falcone**Creative Director/ President****Guru Studios, 110 Spadina Ave, Suite 500 Toronto ON M5V 2K4**www.gurustudio.com

Frank Falcone is Creative Director and President of guru studio in Toronto. The studio, founded in 2000, develops commercial, short and long format creative properties independently and in conjunction with creators, broadcasters, producers and advertising agencies. guru is known for producing intelligent, imaginative and compelling animation marked by sharp timing, attention to detail and clever design. Frank's expertise ranges from detailed effects work for Atom Egoyan's Cannes Jury Prize winning feature film 'The Sweet Hereafter' to a long and varied career as an award winning commercial director. His work has been featured at the Annecy Animation Festival in France, the Anima Mundi Brazil, and the Siggraph Electronic Theatre and has won numerous prizes at the BDA, Telly, and Clio awards ceremonies as well as at the prestigious Ottawa International Animation Festival. The studio is currently in development and production on a full slate of commercial and broadcast projects, including TV and film development projects, various interactive media campaigns for advertisers, and continued animation work with Nick Jr. and Nelvana on the award winning TV series 'The Backyardigans'

Jeff Young**VP Finance and Business Development****Starz Animation, 230 Richmond Street East, 2nd Floor Toronto, ON M5A 1P4**

www.starzanimation.com

Jeff Young joined Starz Animation Toronto as Vice President, Finance, in 2007, and has subsequently expanded his role into business development and strategy. Since taking on these responsibilities, Young has been responsible for developing strategic partnerships with producers as well as financial, and distribution partners, generating co-development agreements and the acquisition of intellectual property rights. He also helped negotiate multiple production deals for the studio. Young is an alumnus of KPMG and held CFO positions with two major Canadian companies prior to joining Starz Animation Toronto. He is a native of Mount Pearl, NF.

A division of Liberty Media's Starz Media, LLC, Starz Animation Toronto is Canada's leading high-quality digital animation studio, providing major Hollywood studios and independent producers alike with world-class computer-animated content for feature films, DVDs, television series, commercials, visual effects and shorts. The studio is responsible for the production of five consecutive major theatrical animated features to date, including 9 for Focus Features and Tim Burton, Gnomeo & Juliet for Miramax and Rocket Pictures, and Hoodwinked Too!: Hood vs. Evil for Kanbar Entertainment and The Weinstein Co

Cash B Lim**Director of Operations,****Theskonkworks, 181 Carlaw Ave, Suite 226 Toronto, ON, M4M 2S1****www.theskonkworks.com**

For over 9 years, Cash has been involved in the successful production of children's series animation. At Calibre Digital Pictures, he worked in a production coordination role on an array of projects including Ace Lightning, Shoebox Zoo, Henry's World, and Hey Joel. As Studio Manager at Two Presidents Productions, Cash managed the day to day operations of the studios and specifically project managed all 3D CGI series projects. He brings a great deal of professional expertise to his role as Director of Operations at Theskonkworks.

Alex Olegnowicz**CEO,****Imarion Inc. 380 Adelaide St. West. 1st. Floor Toronto, ON M5V 1R7****www.imarion.com**

Born in Mexico City, Alex Olegnowicz moved to Toronto in 1995 searching to expand and utilize his background in graphics and animation and apply it to the Film & Television industry in "Hollywood North". Dedicated to the post production, vfx and animation process, Alex has established a renowned boutique facility, not only assisting producers in the post-production of their projects, but also giving insight to the pre-production and production process, ensuring the successful completion of quality programming.

Mr. Olegnowicz, has been nominated for an Emmy and the RTS award for producing the visual effects for the Discovery Channel documentary Planet Storm, currently sits at the forefront of the post-production industry in Toronto.

Tanya Kelen,
Executive Producer/ Business Development Consultant
Kelen Content, 188 Milan Street Toronto ON M5A 3Z6
www.kelencontent.com

Tanya Kelen is a senior television executive with over 15 years of experience in domestic and foreign markets. Before launching **kelencontent** in 2008, Ms. Kelen was head distribution for Breakthrough Entertainment, one of Canada's leading production & distribution companies. She was instrumental in growing Breakthrough's worldwide corporate branding and sales presence in all genres and securing co-production in Brazil and France. **kelencontent** distributes and produces factual, lifestyle, documentary, kids animation / live action, drama and comedy genres. We work with prominent broadcasters, producers, creators and government agencies in Canada, the US and all major international markets. **kelencontent** has licensed programming in over 140 territories and has contacts with over 600 broadcasters. The company is committed to assisting all partners develop, finance and license engaging original programming.

Wes Lui
Co-Founder, Director of Operations
House of Cool Inc., 345 Adelaide St. W 5th Floor, Toronto ON M5V 1R5
www.houseofcool.com

Wes Lui is the Co-founder and Director of Operations of House of Cool Studios. Armed with a degree in economics and a financial investment background, Wes pounced at the opportunity to build a business in an inspiring entertainment industry. As Co-founder and studio producer on House of Cool productions, Wes has led negotiations with many highly respected studios such as Disney, Universal and Blue Sky Studios.

Wes Lui played an integral role in structuring the acquisition of high-end CG studio Red Rover, leading negotiations and valuations for House of Cool Studios. Wes is the acting President of Red Rover Studios.

Wes Lui is also the current Vice President of CASO

List of Participants from Canada and Brazil

1	Guru Studios	Frank Falcone	CDA
2	House of Cool	Wes Lui	CDA
3	Imarion	Alex Olegnowicz	CDA
4	Kelen Content	Tanya Kelen	CDA
5	Key Frame	Brian Simpson	CDA
6	Pipeline	Juan Lopez	CDA
7	Starz	Jeff Young	CDA
8	The Skonkworks	Cash Lim	CDA
9	44 Toons	Melina Manasseh	
10	AnimaTV	Cristiane Oliveira	
11	Big Jack	Cristiano Seixas	
12	Big Jack	Nome a confirmar	
13	BTVP	Eliana Russi	
14	BTVP	Rachel do Valle	
15	Cinema Animadores	Silvia Prado	
16	Cinema do Brasil	Marilia Perracini	
17	Consulado	Elise Racicot	
18	Consulado	Fernanda Whitaker	
19	Consulado	Jaqueline Aguilar	
20	DayDreamLab	Denio Di Lascio	
21	Elo	Sabrina Nudeliman	
22	Estricnina	Cazé Pecini	
23	Estricnina	Sérgio Salles	
24	HGN	Haroldo Guimarães	
25	Martinelli Films	Sergio Martinelli	
26	Mr. Solo	Marcelo Ortiz	
27	Piloto	Clarice Reichstul	
28	Split	Victor Canela	
29	Sumatra	Eduardo Gurman	
30	Tecnokena	Paulo Munhoz	
31	Tortuga	Nelson Botter Jr.	
32	TV Pinguim	Kiko Mistrorigo	