



Press release

Official launch of the Valais Film Commission

Sion, 06/08/2022. Under the spotlight of the Locarno Film Festival, the Valais Film Commission announced the full roll-out of its range of services. The result of a collaboration between the Canton of Valais, Valais/Wallis Promotion and Valais Films, Valais' society of audiovisual professionals, the Valais Film Commission aspires to position the canton as a leading and appealing filming location for Swiss and international audiovisual productions. Political and cultural figures reiterated the organisation's importance for the economy, culture, as well as tourism.

Valais. A cinematic haven.

Offering spectacular scenery alongside more urban shooting locations, Valais is appreciated and valued by producers for its picturesque villages, historical monuments and mountains. The canton also boasts a rich variety of backdrops as unique as they are modern.

Resulting from a shared desire of professional, promotional and political circles to encourage audiovisual productions to film in the canton, the Valais Film Commission seeks to position Valais as a cinematic haven at the heart of the Alps. Showcasing the canton through the lens of audiovisual productions is a great asset for many of Valais' business sectors.

Through its activities, the Commission aims to increase direct and indirect economic benefits, contribute to the promotion of the canton via the films it supports and develop an industry with local cinematographic skills.

Head of the organisation, Film Commissioner Tristan Albrecht welcomes this initiative, "This is an exceptional opportunity for Valais to showcase the currently undervalued skills of local talent. After several years of preparation, the project has finally reached maturity and can be used to the full, representing the start of a new cinematic era for Valais."

Professionalism at Valais' service.

By offering both facilitation services for production teams and an economic incentive scheme in the form of an automatic cash rebate system, the benefits offered by the Valais Film Commission are a first for Switzerland.

In addition to logistical, administrative and/or artistic support, the Valais Film Commission supports the production of feature-length fictional and animated films, as well as series, through the reimbursement of certain expenses incurred in Valais ranging from 15% to 35%. One-off grants are also available to help finance the production of documentaries, short films and reality TV shows. Although already existent in many countries, such a model is an innovation for our country which places Valais in a special position in the audiovisual industry in both French-speaking Switzerland and nationally.

Equipped with a Film Incentive Fund (FIF) jointly financed by the Swiss Confederation (New Regional Policy) and the departments of the Canton of Valais responsible for culture and the economy, the Valais Film Commission structures its funding in a similar manner to a traditional film commission.

To complement the services on offer, the Valais Film Commission also ensures the development of the audiovisual sector in the canton. To achieve this, in collaboration with cantonal and national institutions and associations, it actively participates in its structuring, as well as the implementation of training and financial tools in the field.

The organisation is also responsible for encouraging collaboration between production companies, local private businesses and the canton's promotional organisations. Its operations aim to maximise the impact that the broadcasting of a film can have on the economy and image of the Valais..

"Audiovisual productions directly influence the economy of the region in which they are located through their investment in certain services. In this respect, the Valais Film Commission is able to act as an economic lever. In the medium and long term, further positive economic effects will also



GRAVÉ DANS MON CŒUR.

be felt, as the images of Valais shown to audiences will encourage visitors to come to the region and see them in person,” explains Vincent Reynard, President of the Valais Film Commission. Finally, the Valais Film Commission is committed to keeping statistical records of all audiovisual productions filmed in Valais. This data will be used to measure the economic benefits related to the production of films in Valais and to strengthen the Commission’s activities in the canton’s economic, cultural and tourism sectors.

Action!

In operation since 2021, the Valais Film Commission has already demonstrated its skills by attracting a number of productions to Valais. This year, several audiovisual projects will benefit from the Commission’s support, including an upcoming production featuring the regions of Saint-Maurice and Monthey, as well as the Grande Dixence Dam.

Contact:

Valais Film Commission
Press Service
presse@valais.ch
+41 (0)27 327 35 23