



# RETROSPECTIVE 2022



## THE QFTC 2022 RETROSPECTIVE

Hi Melanie. For this last newsletter of the year, we offer you a retrospective of our flagship projects and our activities in 2022!

A few days before the holiday season, we wish you magical, tender, restful and fun times with your loved ones. We take this opportunity to offer you our best wishes for happiness, health and prosperity for the new year!

The QFTC team

## MESSAGE FROM OUR CEO



At the end of this year, I feel a sincere sense of pride in all that has been accomplished by the **QFTC** in 2022, thanks to the work of the entire audiovisual industry community which was mobilized to advance many structuring initiatives for our sector. I would like to highlight some of them, including a **new committee on Labour and Talent** that brought together all the industry stakeholders and made it possible to forge lasting relationships between educational institutions and the members of our ecosystem; the development of the **Rolling Green** program with the accreditation of nearly 30 productions and the addition of numerous tools and training dedicated to all members of the sector in order to raise awareness in the industry of its necessary transition towards eco-sustainability; working sessions with the **Ville de Montréal (BCTM)** to discuss possible solutions to facilitate all productions carried out on

its territory; the continuation of our various industry committees and our various training initiatives aimed at ensuring greater parity, diversity and inclusion in visual effects and animation.

I am prouder to mention that the **QFTC** was also the **first Film Commission to return to Los Angeles** in February 2022 to present Quebec's audiovisual services and to attract projects here. Although fewer foreign sets were welcomed this year, it's clear that Quebec has many assets to remain an attractive international destination. The fact remains that national and international competition is fierce and that we must intensify our collective efforts here and internationally to promote the creativity, innovation, talent and competitiveness of the studios, suppliers and workers working in the service production sector.

Furthermore, I would like to highlight the **many successes of visual effects and animation studios in Quebec** and their teams, which remain, year after year, in the top 3 global hubs with London and Los Angeles. Once again, this year, local talent has created magical worlds and fantastic characters by contributing to the visual signature of most of the biggest international films and series.

It's also necessary to highlight the **significant growth of original production**, which, is receiving more and more **well-deserved recognition** worldwide thanks to its creativity and originality. In addition to the contribution to the culture of Quebec, international influence is confirmed in all genres, through films, series, animation, entertainment shows and documentaries.

All these industry segments are promising for the future and will bring even more economic benefits if the audiovisual sector continues to be a priority for our governments and all stakeholders continue their collaboration to seize the real opportunities for growth of the sector by prioritizing creativity, competitiveness, and innovation and this, to the benefit of the whole industry.

Therefore, it is with lots of projects, industry initiatives, and ambition for the audiovisual industry that we will start the year 2023!

Finally, I salute the **exceptional work of the entire QFTC team**, which has been actively working to meet the needs of the industry and to be at its service for more than 15 years now! We delivered, in addition to our usual activities, two major events in 2022: the very popular **CAFÉ**, 1st event in visual effects and animation, held in June 2022, with a 2nd enhanced edition in May 2023, as well as a **1st double economic mission**, very successful, conducted last October, in each of the two American cities where the **QFTC** now has a representative, namely Los Angeles and New York.

On behalf of the entire **QFTC** team, I sincerely want to thank you again for your valuable support and continued involvement in our mission and activities! A special thank you to the very involved members of the **QFTC** Board of Directors who support us in our mission as well as to our **Public Funders** and **Ambassador Partners** who make it possible.

My best wishes for this coming year, which I hope will live up to your dreams and ambitions!

Sincerely,



Christine Maestracci

## LABOUR AND TALENT COMMITTEE



At the request of the **Live-Action and VFX & Animation** committees, the **QFTC** began the year 2022 by creating a new consultation table bringing together all the key players in the industry to identify needs, issues, and priority avenues for workforce growth.

The working group met from January to April 2022. Nearly 15 meetings took place with the 21 members of the working group around the following five (5) topics:



**Diagnosis of labor needs**

**Training-Employment Adequacy**

**Immigration**

**Promotion and outreach of trades**

**Attraction and retention of labor**

# SYMPORIUM VFX | AI



The final report of the **AI|VFX Symposium** held in 2021 was presented to the industry on February 17, 2022, during a webinar watched by more than 150 people.

This report offers an inventory of 13 findings regarding integrating artificial intelligence technologies into the visual effects and animation sector in Quebec and, more specifically, regarding the actual or expected impact on the workforce.

In addition, it puts forward an action plan proposing nearly 60 actions to ensure the adequacy between training and employment in connection with the development of the skills of the future related to AI, upgrading the qualifications of the current talent pool, and adapting training so that the workforce can succeed in the ecosystem of tomorrow.

[VIEW THE REPORT](#)

[WATCH THE WEBINAR](#)

# INTERNATIONAL FORUM OF AUDIOVISUAL CLUSTERS



The **Quebec audiovisual cluster** was invited in May 2022 to participate in the very first International Forum as part of **ISE EUROPE**, in Barcelona, alongside organizations from France, England, Catalonia and Brussels.

It was then the opportunity to present to all the participants the ecosystem of Quebec, its innovations, and its creativity and to discuss with the other clusters in the world their operating models, future projects, and the possibilities of synergy between our industries.

This meeting will become an annual meeting of the international cluster community.



In April 2022, *Rolling Green* celebrated its first anniversary!

Here are the many achievements of the program since its launch:



[LEARN MORE ABOUT THE ROLLING GREEN PROGRAM](#)



The first edition took place on June 7 and 8, 2022 at the Centre des Sciences de Montréal and was a real success, bringing together more than 450 people from the industry!

**CAFÉ (Conference, Animation, FX, and Expertise)** is an annual gathering event for professionals in the field of visual effects and animation. A meeting event for this community allowing them to discuss the latest innovations and share their knowledge through a friendly experience. The 1st edition of **CAFÉ** was organized around different events:



In 2023, **CAFÉ** will make its big comeback on May 16 and 17 at the Palais des Congrès de Montréal! Come get creative with us!

[LEARN MORE ABOUT C.A.F.É.](#)

# RELEASE YOUR CREATIVITY



As part of its new project "**VFX/Animation: For an inclusive and innovative recovery**", which aims to develop talent in the visual effects and animation industry in a context of labor shortage, the **Quebec Film and Television Council** was able to offer, in 2022, training programs aimed at developing and retaining talent as well as activities promoting well-being and inclusion within the industry.

**2**  
**EXCLUSIVE LEADERSHIP**  
TRAINING EDITIONS  
WITH MORE THAN 50 PARTICIPANTS



**2**  
**REAL-TIME PRODUCTION**  
EDITIONS  
WITH MORE THAN 10 PARTICIPANTS



**1**  
**MENTORING PROGRAM**  
EDITION  
BRINGING TOGETHER  
50 MENTORS ET MENTEES



Montréal 

CARIBARA  
MONTREAL  
ISART  
DIGITAL

CINESITE

DNEG

FRAMESTORE

hybride  
UBIQT

ECOLE  
NED  
UQAC

REEL FX  
ANIMATION

RODEO F  
COMPAGNIE CREA

technicolor

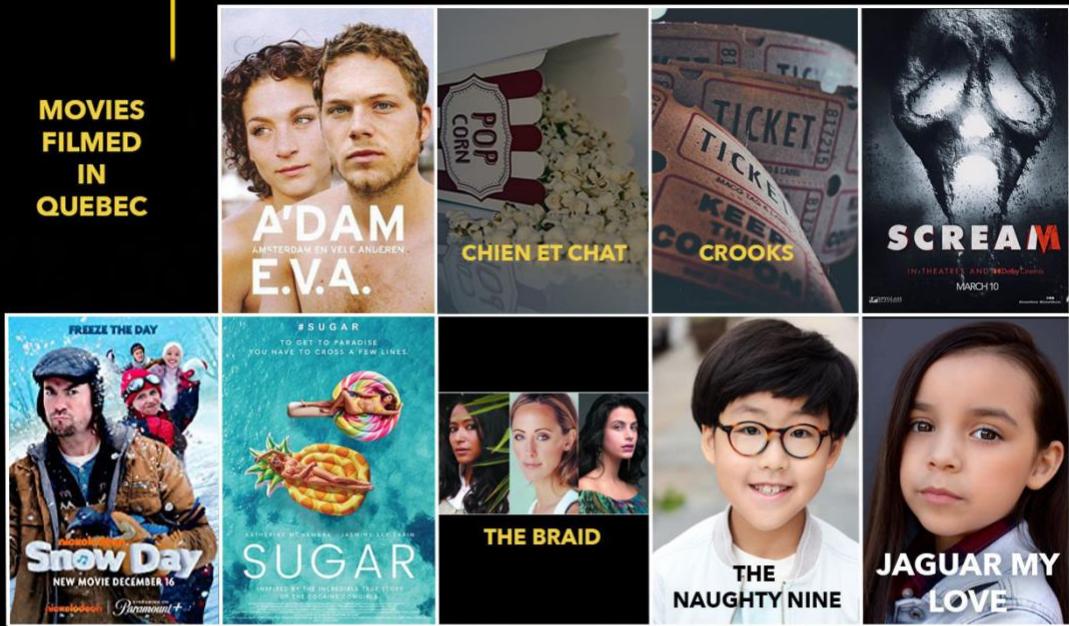
## FOREIGN PRODUCTIONS



A year that held steady in terms of the number of productions from abroad (around 20) but which experienced a slight drop in economic spinoffs. The **QFTC** is currently counting the exact benefits that will be unveiled at the beginning of 2023.

# FOREIGN MOVIES AND SERIES FILMED IN QUEBEC IN 2022

MOVIES  
FILMED  
IN  
QUEBEC



# PROMOTIONAL ACTIVITIES



- **FEBRUARY 2022:** QFTC returns to Los Angeles after two years of pandemic.
- **MARCH 2022:** Economic mission for the animation sector in Los Angeles with seven (7) companies from Quebec. More than 20 American studios and companies participated in the events organized by the **QFTC** during this Mission.
- **MAY 2022:** Economic mission of the creative industries of **Canadian Heritage** in Berlin.
- **JUNE 2022:** Mini-economic industry mission to Los Angeles with Quebec unions and studios.
- **OCTOBER 2022:** Double economic mission of the audiovisual sector in the production of services, bound for Los Angeles and New York! More than a hundred potential American customers met with the 17 Quebec companies through meetings and networking activities
- **NOVEMBER 2022:** 1st promotional tour of the city of Montreal for the audiovisual sector. After two years of pandemic, it was the return of a face-to-face tour in collaboration with the **BCTM**. Six American producers from the biggest Hollywood studios took part in this tour, which was a real success and should generate significant economic benefits in 2023 in Quebec!



## **PRESENCE OF THE QFTC IN FESTIVALS, MARKETS CONFERENCES, NATIONALLY AND INTERNATIONALLY**

- VES AWARDS
- PGA AWARDS
- SERIE MANIA
- MIPTV
- CINÉ-QUÉBEC
- UNTERVAL
- CONGRÈS DE L'AQPM
- SOMMET NATIONAL  
DE LA CULTURE
- MISSION EUROPE DE  
PATRIMOINE CANADA
- CONTENT LA
- PRODUCED BY, LA
- MIFA / ANNECY
- CAFÉ
- TRIBECA
- AFCI WEEK
- FANTASIA / MARCHÉ FRONTIÈRES
- TIFF
- CONTENT CANADA
- QUEBECINE
- FNC
- CINEMANIA
- GALA ALLIA
- AFM
- WORLD ANIMATION & VFX SUMMIT
- INTERNATIONAL EMMY'S AWARDS
- CONTENT LONDON
- FOCUS



\*\*\*Please note that the QFTC office will close for the holidays from December 23, 2022. The whole team will be happy to welcome you again from January 5, 2023, to start a new creative and innovative year.\*\*\*



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