

Geneva Film Commission

Incentives in support of audiovisual production
in Geneva



Press conference, August 8, 2025 in Locarno



A favorable environment

Geneva attracts **many film productions**

- ➔ **50%** of production in French-speaking Switzerland is already carried out in Geneva
- ➔ **733 direct jobs**, including production and post-production
- ➔ **Twice the national average** in terms of share of jobs

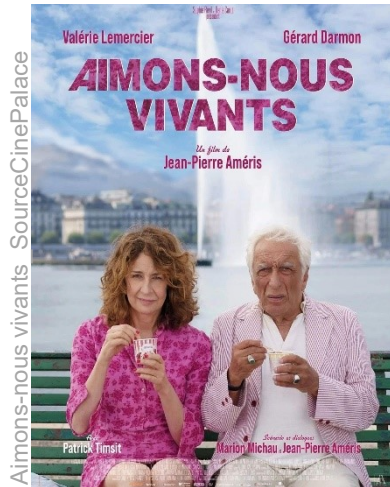
An aerial photograph of Geneva, Switzerland, taken at dusk. The city's dense urban landscape is visible, with the Rhône River winding through it. In the background, the Jura mountains are silhouetted against the twilight sky. The title 'A high-quality ecosystem' is overlaid in large white text.

A high-quality ecosystem

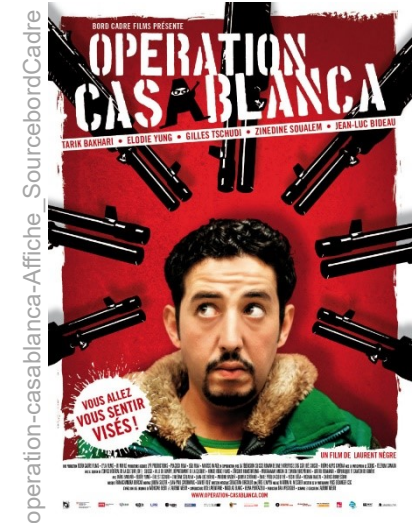
Geneva has a **dynamic audiovisual sector**

- ➡ Wide range of expertise, stakeholders, and networks
- ➡ Production and post-production companies
- ➡ Cinéforum, Fonction Cinéma, the Digital Creation Hub, RTS
- ➡ Numerous festivals with national and international reach
- ➡ Specialized academic institutions (HEAD, SAE Institute, etc.)

An already well-known filming location



Syriana_Scène_SourcelMDB



Tournage Uniformes_source_radio-lac





Becoming more competitive

Competitive Situation

- ➔ Strong competition between regions to attract production
- ➔ Incentive mechanisms in several cantons
- ➔ Other European regions offer similar incentives

Eco'Diagnostic Analysis 2024

- ➔ In-depth study of the audiovisual sector in Geneva
- ➔ Need to establish an incentive scheme
- ➔ Double lever: financial support + institutional structure

Strategic Objectives

- ➔ Enhance the attractiveness of the canton of Geneva
- ➔ Support local sector growth
- ➔ Maintain leader position in French-speaking Switzerland

Ambitious goals



Macroeconomic

- Stimulate growth in the audiovisual industry (AVI) to increase economic benefits in Geneva
- Strengthen synergies between local and international actors
- Attract private investment



Local

- Strengthen the diversity of Geneva's ecosystem
- Stimulate business creation and job creation



Structural

- Ensure the consolidation of the AVI branch in Geneva
- Encourage the development of local infrastructure





A lever for cultural influence

- ➡ Audiovisual media are an essential vehicle for cultural and regional influence.
- ➡ As a multicultural canton with a strong artistic tradition and international visibility, Geneva has all the necessary assets to further establish itself as a major hub for co-production and creation.
- ➡ This mechanism will enhance the visibility of Geneva's culture on the national and international stage.



Geneva Film Commission

A system based on **three pillars**

- ➡ **Geneva Film Office**
- ➡ **Cash rebate mechanism**
- ➡ **Cantonal Audiovisual Commission**



Geneva Film Office

A facilitation and promotion structure

- ➔ **Attractiveness** Simplifies production procedures (concierge service), reduces production times, and facilitates filming
- ➔ **Visibility** Promotes Geneva and the Geneva Film Commission at international festivals and events. The Film Office is affiliated with the Geneva Tourism & Congress Foundation



Cash Rebate Mechanism

Reimbursement of eligible local expenses

- ➡ **Up to 30%** for audiovisual productions, in line with international standards
- ➡ Maximum of **500,000 francs** per project

Economic impact



Return on investment

- ➡ Benefits for the local economy based on a **multiplier effect ranging from x3.5 to x4.5** for every franc spent
- ➡ **Promotes economic consumption in Geneva** shops and hotels and restaurants in the canton
- ➡ Development of the local ecosystem → promoting the **attraction of large-scale international productions**



Serving professionals

➡ **Cantonal incentive fund for audiovisual media**

- Funded by the Canton and potential contributions from other public authorities, including the City of Geneva, or private funds
- Managed by the Department of Economy and Employment

➡ **Cantonal audiovisual Commission**

- Official commission composed of representatives of the parties involved in the Geneva Film Commission as well as relevant economic sectors
- Evaluates funding applications



Eligibility criteria

➡ Spend locally

- Expenses must be incurred with entities established within the canton to be eligible for reimbursement
- Minimum expenditure threshold

➡ Meet objective ethical criteria

- Only audiovisual productions that respect federal and cantonal laws in force would be considered eligible for support

Thank you for your attention

genevafilmcommission.ch