

**SMART****FRAME****Fostering Regional  
Advancement and Market  
Expansion of Audiovisual SMEs  
in the South Adriatic**

FRAME - Fostering Regional Advancement and Market Expansion of Audiovisual SMEs in the South Adriatic - is a project founded by the European Union under the Interreg IPA South Adriatic Programme 2021-2027.

**Duration**

start date - end date

01.07.2025 - 31.12.2027

**Main Goal**

The main goal of the FRAME project is to strengthen the sustainability, cooperation, and international competitiveness of small and medium-sized enterprises (SMEs) operating in the audiovisual sector in the South Adriatic area, by fostering cross-border collaboration, supporting the co-development of audiovisual works, and building a structured and long-lasting transnational film ecosystem.

**Total budget**

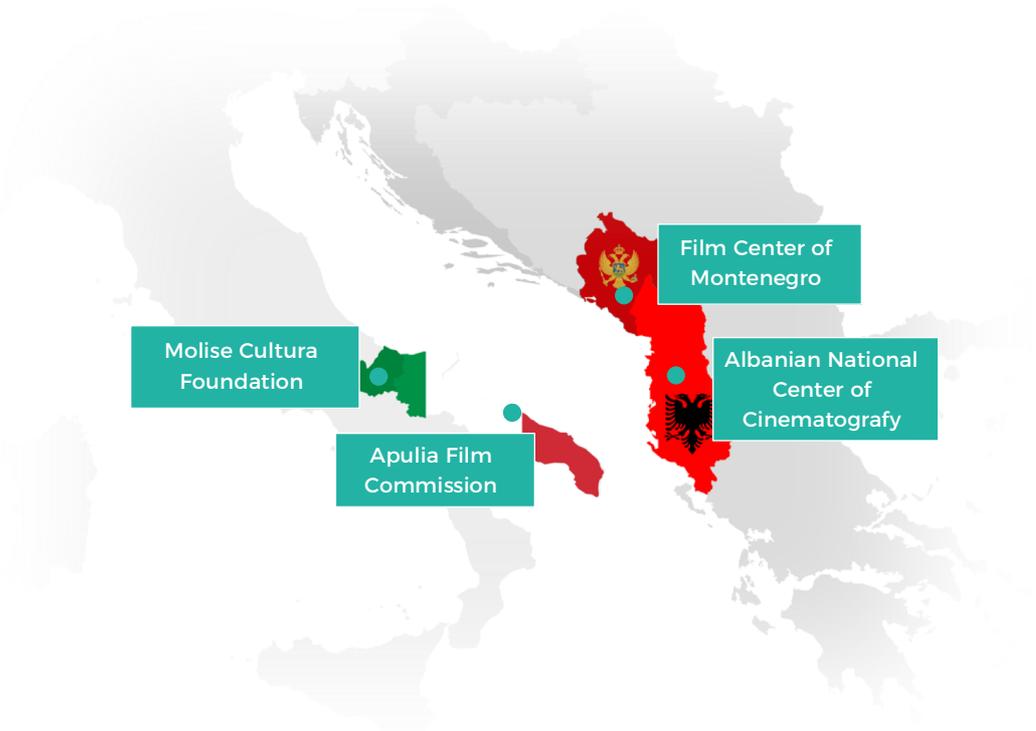
865.090,06 €

**EU funding**

712.055,95 €

## Project Partners

- Lead Partner Apulia Film Commission Foundation (Italy)
- Partner Film Centre of Montenegro (Montenegro)
- Partner Albanian National Center of Cinematography (Albania)
- Partner Molise Cultura Foundation (Italy)



## Project main activities -Expected output/results

FRAME promotes cross-border cooperation in the South Adriatic audiovisual sector through integrated actions, including the establishment of a trilateral co-development film fund supporting eight joint co-development film projects between Italian, Albanian, and Montenegrin operators. Additional activities include the mapping of audiovisual SMEs, the creation of a South Adriatic network, international pitching and matchmaking activities, and an itinerant screenwriting workshop for emerging talents, all contributing to a more competitive and resilient regional audiovisual ecosystem.

## Contacts

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