



Good Practices Navarre Region - Spain

MERKATUA



MERKATUA is an arts meeting / fair focusing on the disciplines of theatre, dance, film, music and literature (edition). It was born with the intention of showing the products of the professional scope of the Navarra culture to distributors and to other type of agents of bordering communities and provinces as well as specialized agents. The fair will take place on Wednesday 25 and Thursday 26 October 2017.

The goals of the Merkatua were to support the professional network of Navarrese artists, promote the creative, cultural and professional companies of Navarre. This would lead to generating economic improvement in the cultural and creative business substrate of Navarre and generate business opportunities for the creative and cultural companies of the region.

Areas involved: Theatre, Dance, Music, Literary editing, Creative industries (companies and innovative cultural projects made in Navarre), Cinema.

Indirect cultural policy

Indirect cultural policy provides support for CCI within the legislative framework of Navarre. One of the aspects for the moment is *Tax credits for film and audiovisual production* according to the local law (*Ley Foral*), 29/2014, Article 70 (made public on 24 December 2014). This law gives percentage credits for investments in productions of films and TV series (fiction, animation and/or documentary) and services delivered for film and TV series productions.

Another focus is *Cultural Sponsorship in Navarre*. The region is a pioneer in this respect through the creation of the Law on Cultural Sponsorship, understood as private participation in carrying out cultural projects or activities considered – or declared – to be of social interest through three modalities: donations, loans for use or use without charge and cooperation agreements, and considerable tax incentives for both individuals and companies, through corporation tax.

Some impressive data on the 2015 cultural sponsorship success: there have been 6 022 contributions for cultural sponsorship from 63 people with total value of 1 634 799.27 EUR.

MORE INFO ON TAX INCENTIVE

http://www.navarra.es/home_es/Actualidad/BON/Boletines/2014/254/Anuncio-2/

MORE INFO ON CULTURAL SPONSORSHIP

<http://www.lexnavarra.navarra.es/detalle.asp?r=33853>