



04.04.25 **NEWSLETTER**

ASOCIACIÓN DE PRODUCTORAS Y POSTPRODUCTORAS DE CINE PUBLICITARIO  
SPANISH ASSOCIATION OF ADVERTISING PRODUCERS AND POST-PRODUCERS

# April shoots bring May debuts

(we've had enough water)



## WE CHAT WITH... ELISA CARBONELL

CEO OF ICEX

We take an in-depth look at the objectives and lines of action of the Spanish Institute for Foreign Trade with regard to the Spanish audiovisual sector.

[Continue reading](#)



## AI, ARTISANAL INTELLIGENCE

### April shoots bring May debuts

We take a look at the projects our partner production companies are working on.

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Somos lo que sentimos  
Sentimos lo que viajamos

## WE'RE NOT JUST ADVERTISING

### Antiestático produces the new music video by Fito Páez

The singer trusts again in the production company for the video of his new single 'Sale el sol'. [Continue reading](#)



## EVENTÉRATE

### Turismo Madrid and IAA Spain present the first virtual assistant created by a tourist office

In addition, CIMA sets a date for its Professional Days, the LIAs announce discounts and Rio2C puts its focus on 'perfection'. [Continue reading](#)



## DID YOU KNOW

# Bestours announces to its customers the entry into force of electronic travel authorisation for UK

Our sponsor warns of the need to obtain this permit to enter the country from 2 April.

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## SPAIN AUDIOVISUAL HUB

### Ministry of Culture presents 'PLATFO', the new public digital platform for Spanish audiovisuals

This is a new measure within the Plan to Boost the Spanish Audiovisual Sector, known as Spain Audiovisual Hub. [Continue reading](#)

Don't forget that you can follow us on our social networks to keep up to date with all our news every day.

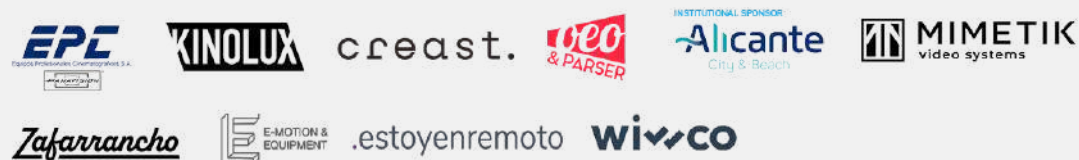
See you next week!

—  
Communication Department

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## SPONSORS



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