



APCP

# LET'S KEEP MAKING IT HAPPEN

Event **13TH COMMERCIAL  
FILM WORKSHOP**

Venue **Ateneo Mercantil, Valencia**

Date **November 6 - 7, 2025**

THURSDAY, NOVEMBER 06, 2025

DAY 1

14:30H **LET'S DO THE CECK-IN!**  
DOORS OPENING AND ACCREDITATIONS

THURSDAY NOV 6 2025

15:30H **WELCOME ON BOARD**  
13TH COMMERCIAL  
FILM WORKSHOP  
INNAUGURATION

**INAUGURAN** María Jesús Horcajuelo, APCP president  
Tono Franco, director of Visit València

THURSDAY NOV 6 2025

15:45H **TAKING OFF**  
INAUGURAL INTERVIEW

**INTERVIEWEE** Karla Sofía Gascón, actress, writer and activist

**INTERVIEWER** Carlos Montiel, executive producer at FIGHT

THURSDAY NOV 6 2025

16:20H **CASE STUDY: CANADA & ICEX**  
THE CAUSE OF THE ACCIDENT  
THAT STARTED THE FIRE

**PRESENTED BY** Lope Serrano, director and co-founder of CANADA  
Elisa Carbonell, CEO of ICEX España Exportación e Inversiones

THURSDAY NOV 6 2025

17:05H **CHECK-IN GLOBAL:**  
AN INTERNATIONAL PERSPECTIVE ON  
SPANISH ADVERTISING PRODUCTION  
Sponsored by MIMETIK

**PARTICIPANTS** Mike Garrod, founder of World Fixers and executive director and  
partner at Maker  
Jonsi Mesz, executive director of Oruga Mexico, Ecuador, and  
Chile (LATAM)  
Sandipan Bhattacharyya, creative director at Monks Mumbai, India  
Paloma Adrien, Chief Production Officer at Publicis Groupe

**MODERATED BY** Mateo Luege, executive producer at Somos5 Madrid

THURSDAY NOV 6 2025

17:50H **FROM IDEA TO CRAFT**  
THIS IS HOW WE DO IT AT &ROSÀS

**PRESENTED BY** Pol Martínez, executive creative director at &Rosàs  
Jordi Solé, head of production at &Rosàs

**TEATRO DEL ATENEO MERCANTIL**  
PL. DE L'AJUNTAMENT, 18 (CIUTAT VELLA, 46002 VALÈNCIA)

AFTERNOONT

18:25H **BREAK**

19:00H **8TH APCP AWARDS**

THURSDAY NOV 6 2025

19:00H **OPENING PERFORMANCE**  
SOME TALES AND A REAL STORY  
FIGHT presents JESÚS CARMONA

**IDEA AND DIRECTION** Jesús Carmona, artist, choreographer and performer

THURSDAY NOV 6 2025

19:30H **AWARD CEREMONY**  
RECOGNIZING INDUSTRY TALENT

**PRESENTED BY** Topacio Fresh

THURSDAY NOV 6 2025

21:30H **COCKTAIL**

\*Access by invitation only

JOIN US!





FRIDAY, NOVEMBER 07, 2025

DAY 2

10H

### FROM BRIEF TO SHINE

THE PATH FROM ADVERTISING  
CREATIVITY TO EXECUTION

Presented by APCP x c de c

#### PARTICIPANTS

**Tay Sánchez (Harry) + Mónica Moro (This is libre)**  
They talk about *Identiqué*

**Iker Lemos de Calorro (Smile) + Carles Gómez (Fuego Camina Conmigo)**  
They talk about *Mimir es genial*

**Juan Bascón (Roma) + Munia Bilbao (Sra. Rushmore)**  
They talk about *Roque*

**Matías Dumont (Antiestático) + Esther Matas (MONO)**  
They talk about *Pensemos bien las tradiciones que luego se quedan*

#### MODERATED BY

Jorge Llama, managing partner and EP at The Production Club

FRIDAY NOV 7 2025

11:05H

### FROM VISION TO LEGACY

THE YOUNG DIRECTOR AWARD:  
PAST, PRESENT AND FUTURE

#### INTERVIEWEE

François Chilot, Young Director Award founder and president

#### INTERVIEWER

Ingrid Bragemann, Young Director Award ambassador in Spain and Latin America

FRIDAY NOV 7 2025

11:35H

### FROM DREAM TO SCREEN

NICOLAS BORI'S JOURNEY, FROM YOUNG  
DIRECTOR TO "BREAKING GLASS"

Presented by ANTIESTÁTICO

#### PRESENTED BY

Nicolas Bori, commercial director

**INTRODUCED BY** Matías Dumont, CEO and founder of Antiestático

### TEATRO DEL ATENEO MERCANTIL

PL. DE L'AJUNTAMENT, 18 (CIUTAT VELLA, 46002 VALÈNCIA)

MORNING

12:05H

### LET'S KEEP MAKING IT HAPPEN

FROM PRODUCTION TO POST-PRODUCTION

#### PRESENTED BY

Ramón Arteman, director of Metropolitana  
Irene Núñez, executive producer at Lee

FRIDAY NOV 7 2025

12:40H

### THE FINAL COPY OF ILON SPECHT

Screening and debate

THE STORY BEHIND L'ORÉAL PARIS MYTHICAL  
SLOGAN "BECAUSE I'M WORTH IT"

#### PARTICIPANTS

Patricia Muñoz, Brand Purpose & Advocacy Manager L'Oréal  
Paris Spain and Portugal  
Lucía Angulo, CEO at McCann Worldgroup & McCann Spain

#### MODERATED BY

Eva de Lera, EP and jury member at Cannes Lions 2025

FRIDAY NOV 7 2025

13:30H

### MOCATRIZ IN THE AUDIOVISUAL INDUSTRY

TALKING ABOUT VERSATILITY  
IN THE INDUSTRY

#### SPECIAL GUESTS

Arturo Valls, producer, actor and presenter  
Marta Belenguer, actress

#### MODERATED BY

Marta Martínez, executive producer at Landia

FRIDAY NOV 7 2025

14:05H

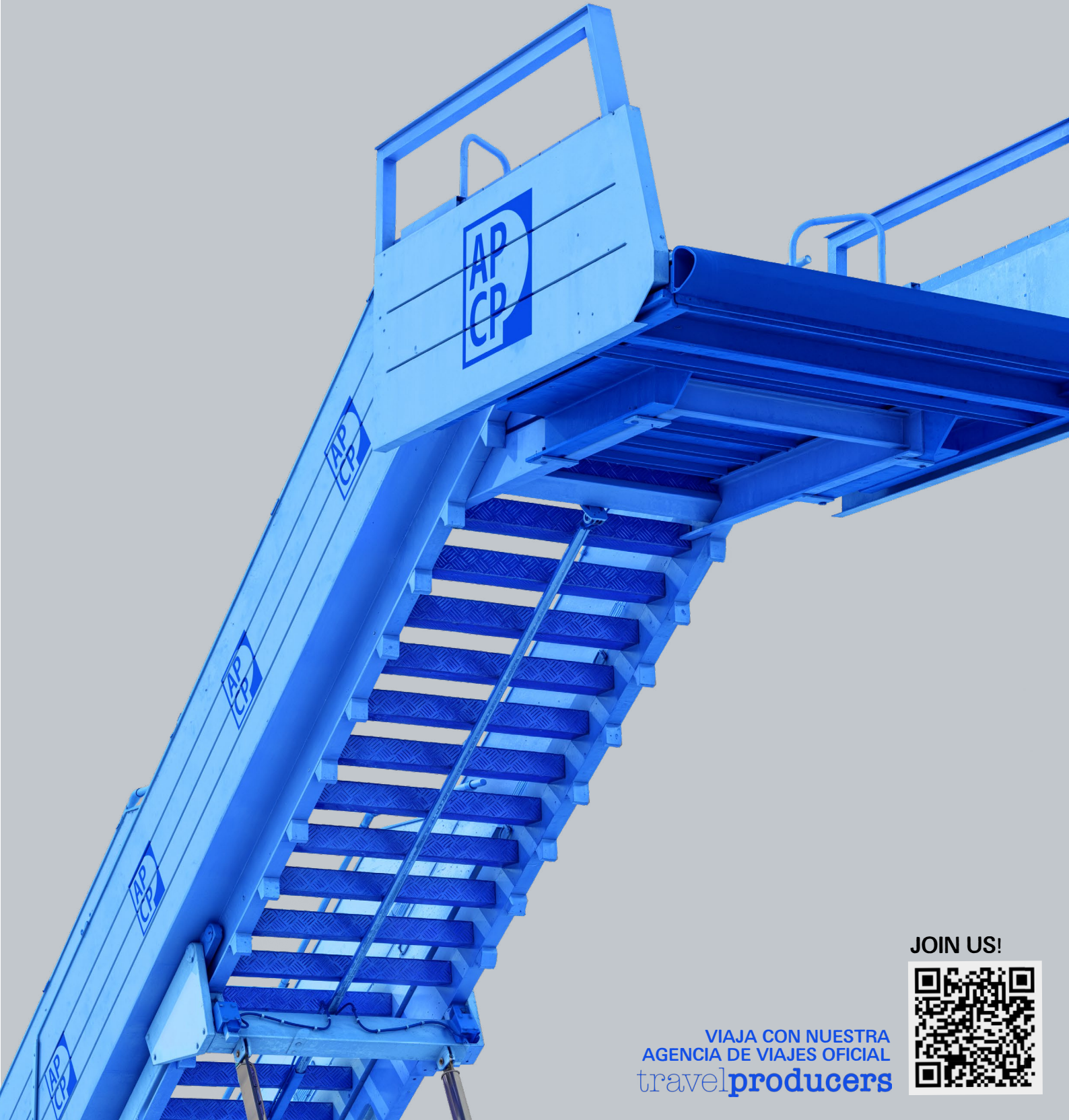
### CLOSURE

#### PRESENTED BY

Adriana Piquet, APCP general director

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