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Italy's Apulia region ups prod'n enticements

Offers refund of 15% of spend

By NICK VIVARELLI

Italy's Apulia, the region on the heel of the country's boot where U.S. soap "The Bold and The Beautiful" recently shot, is launching a new film fund to lure more international productions.

Besides offering incentives of up to E200,000 (\$250,000) per pic, the Apulia Intl. Film Fund will refund 15% of production spend incurred in the region. That, on top of Italy's 25% tax credits and Italy's recently introduced VAT exemption for non-Italian production companies, is being touted as adding up to a total 61% savings.

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