



SUCCESS STORY

This Christmas, a film made in Macedonia

The Competitiveness Project helps companies develop the partnerships and capabilities needed to succeed and grow.



Photo: fx3x

“Hal and Holly Moose” will be available in DVD in the United States for Christmas 2009. It is the first full feature film produced in Macedonia. The producing studio, along with maturing digital media and animation industry, has partnered with USAID to help achieve continued expansion.

“USAID played a very important role in raising our competitiveness level to that of the best companies in the industry. The support received from USAID really made the difference and enhanced our ability to compete globally on one hand, and enabled us to further grow our talent base in Macedonia on the region”
– said Kristijan Danilovski of fx3x.

This Christmas, children in the United States will be watching an animated story on DVD about two reindeer dolls (based on “Build a Bear”, a well known toy store chain) save the holiday season. The one-hour story, entitled “Hal and Holly Moose” is the first feature length animated film produced in Macedonia, led by the digital animation studio fx3x in partnership with a U.S.-based producer and financier. “Hal and Holly” are just the latest of a string of fx3x achievements, as the animation studio has become well known for its work “The Aviator”, and “The Golden Compass,” which won an Oscar for visual effects in 2008.

The Macedonia’s animation and digital entertainment industry is fairly new, led in part by fx3x’s pioneering Kristijan Danilovski who established Macedonia’s first animation studio in 1997 with a group of animators and entrepreneurs. Since then, both the company and the maturing industry has enjoyed rapid expansion and increased credibility in the global animation industry.

USAID Mission to Macedonia provided support to this emerging industry from its early stages through the first generation of Competitiveness Project. Recently, through a Global Development Alliance (GDA), development and upgrade of a digital media park, plus the procurement of state-of-the-art equipment was completed. The current USAID Competitiveness Project (MCP) is collaborating with fx3x in developing a strategic partnership with a leading Hollywood visual effect studio that will involve new business, new investments and technological transfer. The Project has also collaborated with fx3x reorganize business processes to increase production capacity and better respond to buyers demands, while improving skills capabilities in digital media and animation development. These combined efforts will allow fx3x to expand its pipeline of project, double the number of employees to 100 by 2010/11 and achieve significant increase in exports.