



FILM COMMISSION NORWAY™
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now with 25 % incentives



IIFTC CONCLUDES 7 TH EDITION OF INDIA'S BLOCKBUSTER LOCATIONS SHOW

IIFTC - International Market Place for Meeting Indian Productions & India's largest locations show recently concluded its 7th edition in Mumbai at Hotel JW Marriott, Juhu. IIFTC 2019 was attended by 57 film commissions, tourism offices and production services companies from 22 countries, all of whom had gathered in Mumbai to showcase their locations, incentives and services to the Indian film industry.

Since its inception in 2013, IIFTC - a homegrown international IP has worked with a single-minded objective to bring the global film locations to the Indian film industry, with participation from over 60 countries in 26 events hosted in a span of 6 years. This year was no different. Living up to its tagline of being an International Market Place for Meeting Indian Productions, IIFTC 2019 witnessed many exciting countries including Azerbaijan, Dubai, Iceland, Maldives, Peru and Philippines making their debut at the event.

Each year IIFTC has grown in terms of quality as well as quantity to become a

marquee film tourism event in India. This boutique event in 2019 saw a definitive surge in film industry participation. The number of registered buyers (companies) grew by nearly 30% to 126 from 97 in its previous edition. The quality attendance from big A list production companies and studios grew by a massive 60% to 74 (companies) from 46 in the 2018 edition of IIFTC.

"While IIFTC prides itself on maintaining its boutique nature, this overwhelming response from the film industry demonstrates that IIFTC is an undisputed Numero Uno event to watch out for in its space" says Harshad Bhagwat, Founder & Director, IIFTC

The 3-day business event comprised of IIFTC Opening Gala Night, featuring 3rd annual IIFTC Awards and two-day IIFTC Locations Market and concurrent Conference.

57
COMPANIES
FROM 22 COUNTRIES

75+
INTERNATIONAL
DELEGATES

125+
INDIAN PRODUCTION
HOUSES

200+
FILM INDUSTRY
DELEGATES



IFTC CONCLAVE 2019

In a unique feature that bring India's best and biggest production companies under one roof, the 2nd day of IFTC 2019 received participation from over 30 top buyers coming from Regional language film industries based in Chennai, Hyderabad, Kochi, Bengaluru and Kolkata.

IFTC All India Round Table event also comprised of 2 interactive panels, first, the Producers Voice featuring 5 prominent regional producers and second, Around the World in 30 Minutes, featuring representatives from 4 countries including Serbia, Dubai, Philippines and Iceland. Day 3 of the Conclave, witnessed 2 high impact sessions, as a part of IFTC Knowledge Series. Top of the day was, leading Bollywood director Vijay Krishna 'Viktor' Acharya sharing his experiences of creating cult classics including Dhoom franchise. The day concluded with entertainment maverick Shailendra Singh, sharing his tryst with the film industry, in a high voltage session bringing IFTC 2019 to a dramatic finish.

Panel Discussion: Producers Voice

Day 2 of the Conclave, witnessed a panel discussion with the Producers from the regional language industries, who have collectively filmed in over 100 destinations across all continents. The focus of this discussion was on what the Indian filmmakers wanted and how the film commissions and productions services company can bridge the gap.

The session was moderated by Ms. Nirupama Santhosh (Ahinsa Productions) with 5 producers. (L to R) Mr. Anil Sunkara (AK Entertainment) representing Telugu Film Industry, Mr. Himanshu Dhanuka (Eskay movies) from the Bengali Film Industry, Mr. Shibhu Thameens (Thameen Films) from Malayalam Film Industry. Another Bengali Film Producer Mr. Joy B. Ganguly (Mojo Productions) and Mr. Mukesh Mehta (E4 Entertainment) representing the Tamil Film Industry participated in the panel. This interactive discussion addressed hindering blocks for a foreign film shoot and the following were suggestions for Film Commissioners, while working with Indian productions.

- Fast tracked granting of Visas
- Website covering essential information such as location costs, permissions requirements, availability of equipment, hotel and accommodation costs, climatic conditions throughout the year and any other rules and regulations.
- Flexible approach to cater to variety of movies, including small budget and independent films
- Insights on rebates & incentives, co-production treaties, list of recommended line producers
- Single point of contact, for information, liaise on behalf of the film makers with relevant authorities, visas etc



TOP PRODUCTION HOUSES AT IFTC CONCLAVE 2019

A K Entertainment
Annapurna Studios
Applause Entertainment
Arka Mediaworks
Baba Arts
Balaji Telefilms
Bohra Bros
BSK Network & Entertainment
Creative Commercials
Dev Entertainment Ventures
Dharma Productions
Drishyam Films
E4 Entertainment
Ellipsis Entertainment
Emmay Ent. & Motion Pictures
Eros International Media
Eskay Movies
Esselvision Production
Excel Entertainment
Fox Star Studios
Friday Film House
Friday Filmworks
Gr8 Entertainment
Jio Digital Life
JSK Film Corporation
Junglee Pictures
Kabir Khan Production
Nadiadwala Grandsons
Netflix Entertainment
Puri Jagannadh Films
Rajkumar Hirani Films
Rajshri Productions
Rakeysh O Mehra Pictures
Red Chillies Entertainment
Roy Kapur Films
Shemaroo Entertainment
Siddhant Cinevision
Soham Rockstar Entertainment
Sony Pictures Networks Prod
SPE Films India
Sree Gokulam Movies
Sri Sathya Sai Arts
Tanvi Films
Thameens Films
Tips Films
Tricolour Films
T-Series
Universal Cinemas
Venus Worldwide Ent
Vijayta Films
Vishal Bharadwaj Pictures
Vyjayanthi Movies
Walkwater Media
Yash Raj Films
Zee Studios

DIRECTOR KABIR KHAN AND BENGALI SUPERSTAR DEV FELICITATED WITH IIFTC AWARD 2019



The 3rd edition of IIFTC Tourism Impact Awards was a glamorous affair with the Bengali Superstar Dev as the Guest of Honour for the evening. Total 9 awards were presented to films and filmmakers who created positive impact on tourism with their cinema. Noted films from 2018, Chekka Chivantha Vaanam (Tamil), Kayam Kulam Kochunni (Malayalam), Tej I Love You (Telugu), The Villain (Kannada), Hoichoi Unlimited (Bengali), My Story (Malayalam), Dear Molly (Multi-lingual) were given the IIFTC Tourism Impact Award for Cinematic Excellence.

Veteran Telugu Director & Producer, Mr. Puri Jagannadh was presented with the IIFTC Tourism Impact Award for Outstanding Contribution for his vast body of work over the years, which was received on his behalf by his son, upcoming Telugu actor Akash Puri. Special highlight of the awards night was the national award-winning Director Ms. Rima Das felicitated with a token of appreciation from IIFTC by Bengali Megastar Dev, who in turn was felicitated by the Embassy of

Uzbekistan with a traditional costume, surely a moment to remember.

Dev in his acceptance speech said, "Being a part of the regional film industry, I feel great coming to Bombay, and see so many stars from different parts of India, and people from around the world coming together and joining hands. I would like to thank Uzbekistan for this honour, where I shot my last film. It is a beautiful country with very supportive people."

The recipient of the main award was the Director of many Bollywood blockbusters such as New York, Ek Tha Tiger, Bajrangi Bhaaen, Phantom - Mr. Kabir Khan. Kabir Khan in his acceptance speech thanked IIFTC for honouring him for his outstanding contribution to world tourism through his Cinema.

Underlining a very special relationship he shares with locations, Mr Khan said, "I am very happy to say that between my documentary and feature films, I have travelled to around seventy-five

countries around the globe. I have always tried to use locations as real characters in the film and not just backdrops. I feel some of my stories could not be told unless they were being told in that country like story of Kabul Express makes sense only in Afghanistan."

Also present to the occasion were:

- The Ambassador of The Republic of Serbia, H E Vladimir Maric
- The High Commissioner of The Republic of Fiji, H E Yogesh Punja
- The Ambassador of Azerbaijan, H E Ashraf Shikhaliyev
- The Consul General of Norway, Ms. Ann Ollestad
- The Consul General of Sri Lanka, Ms. Chamari Rodrigo
- The First Secretary of Embassy of Uzbekistan, Mr. A'zamjon Mansurov
- The Vice Consul, Consulate General of Sweden, Mr. Bjorn Holmgren



IIFTC TOURISM IMPACT AWARDS FOR OUTSTANDING CONTRIBUTION

KABIR KHAN

Ace Bollywood Director
Presented by Truls Kontny,
President - EUFCN

PURI JAGANNADH

Veteran Telugu Director & Producer
Received by actor Akash Puri
Presented by Truls Kontny
President - EUFCN

IIFTC TOURISM IMPACT AWARDS FOR CINEMATIC EXCELLENCE

HOICHOI UNLIMITED

Actor, Producer Dev Adhikari
Dev Entertainment Ventures
Presented by Mr. A'zamjon Mansurov,
The First Secretary of Embassy of Uzbekistan

MY STORY

Producer Roshni Dinaker
Roshni Dinaker Productions
Received by Dinaker DV
Presented by H E Yogesh Punja,
The High Commissioner of The Republic of Fiji

THE VILLAIN

Producer C R Manohar
Tanvi Films
Received by actor Ishan
Presented by Ringstad Axel Engh,
Representative, Consulate General of Norway

CHEKKA CHIVANTHA VAANAM

Producer Mani Ratnam
Lyca Productions
Received by veteran Producer AM Rathnam
Presented by H E Vladimir Maric
The Ambassador of The Republic of Serbia

TEJ I LOVE YOU

Producer KS Rama Rao
Creative Commercials
Received by Vipul Vashi
Presented by H E Ashraf Shikhaliyev,
The Ambassador of Azerbaijan

KAYAM KULAM KOCHUNNI

Producer Rosshan Andrews
Sree Gokulam Movies
Received by VC Praveen
Presented by Chamari Rodrigo,
The Consul General of Sri Lanka

DEAR MOLLY

Director Gajendra Ahire, Producer Praveen Nischol
Praveen Nischol Films
Presented by
Mikael Svensson,
Film Commissioner, Sweden Film Commission
Bjorn Holmgren,
The Vice Consul, Consulate General of Sweden