

# IIFTC OPENS A NEW CHAPTER IN GLOBAL FILM TOURISM



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Subhash Ghai and Ashok Amritraj

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The 11th edition of IIFTC Conclave - India's largest film locations show, celebrated its commitment to fostering collaboration between Indian film industries and global locations.

With more than 50 international companies representing over 20 countries, the event marked another milestone in connecting filmmakers with new and exciting locations for their cinematic ventures. This year, delegations from countries such as Azerbaijan, Mauritius, Sri Lanka, Spain, Slovakia, Norway, Sweden, Jordan and Morocco others actively engaged with Indian filmmakers, further cementing IIFTC's legacy of promoting global tourism through cinema.

## A NIGHT TO REMEMBER

The opening evening kicked off with an inspiring acknowledgment of how cinema has transcended borders, creating opportunities for cultural exchange and international tourism. The gala also featured the presentation of the **IIFTC Global Indian Cinema Icon Award** to Hollywood Producer **Ashok Amritraj**, honouring his significant contributions to international cinema.

The award was presented by Indian film legend, the original showman **Subhash Ghai** making it a momentous celebration. Reminiscing about his forty year old friendship with Ashok Amritraj, the director said, "We are proud of this great Indian who is a global citizen today in films worldwide".

Speaking at the occasion, Ashok Amritraj said "It's a great honour. The business that we are in is all about will power, indomitable will and making sure that movies get made. I am humbled by this wonderful award."

Another highlight of the evening was the presentation of **IIFTC Special Award for Outstanding Contribution** to ace director, **Shoojit Sircar** for his exceptional body of work across the years. Upon accepting the award, Shoojit Sircar said "In my films, locations are not just locations. They are characters and they wrap around the world that I am making. So this award is very important to me."

The **IIFTC Tourism Impact Awards 2024** once again celebrated the unique synergy between cinema and tourism, honouring filmmakers whose work has significantly influenced global travel through the art of storytelling. Some of the notable winners of the evening were, Chandramukhi 2 (Tamil) by Lyca Productions, Tu Jhoothi Main Makkaar (Hindi) by Luv Films, Spy (Telugu) by ED Entertainment, Waltair Veerayya (Telugu) by Mythri Movie Makers and Pathaan (Hindi) by Yash Raj Films. This year IIFTC also instituted an award for Outstanding Location which was presented to Azerbaijan, Ministry of Culture.



Anurag Basu and Harshad Bhagwat, Director IIFTC

## IIFTC CELEBRATES 11 YEARS OF INTERNATIONAL LOCATIONS SHOW



H E Robert Maxian Ambassador Of Slovakia and Shoojit Sircar

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## IIFTC 2024 AT A GLOBAL STAGE

This year's proceedings were kicked off with yet another invigorating edition of **IIFTC Knowledge Series**. Known for its marquee speakers and scintillating panel discussions, the Knowledge Sessions did not disappoint international audiences from over 20 countries.

The Knowledge Series began with the **'All India Round Table'**, which offered a unique perspective from regional cinema and expectations they have from film commissions and line producers. The session featuring regional heavyweights Harshit Reddy (Dil Raju Productions), Nishanthan Niruthan (Lyca Productions), KK Radhamohan (Sri Sathya Sai Arts) and Abhishek Daga (SVF) was moderated by the crowd's favourite, ace line producer, Jaiprakash Rengarajan (JP) of All Around Globe.

As the tradition goes IIFTC once again brought together the brightest minds from the industry to discuss pressing issues in a session titled, **'At the Cusp of Changing Paradigm – A CEO Perspective'**.

Four top business leaders including Devendra Deshpande (Friday Filmworks), Vivek Krishnani (Movieverse Studios), Mansi Darbar (Advisor, Media & Entertainment) and Sahil Khosla (Rajkumar Hirani Films) discussed wide ranging topics from change in consumption patterns to changing content preferences to streaming-first business model to the rise of AI. The session was moderated by none other than Dr. Bhuvan Lall, Celebrated Author, Filmmaker, Entrepreneur & Biographer of Subhas Bose, Har Dayal, Sardar Patel & Gautam Buddha bringing his own flair to the proceedings.

The CEO panel was preceded by a special business session title, **'Tech Talk'** featuring five revolutionary companies Drylab Media Tech (UK), Tiyana Inc, philm CGI, Janta Cinema and Famous Studios who introduced the audience to the future

technologies that would disrupt the world of entertainment.

The grand finale of the first day of the 'Knowledge Series' was a Fireside Chat session with a talented young woman director, **Ashwiny Iyer Tiwari**, celebrated for her diverse work including 'Nil Battey Sannata' (2016), 'Bareilly Ki Barfi' (2017), and more recently 'Tarla & Bawaal' (2023) as a writer. The moderator of the session, former Co-President of European Union Film Commissions Network (EUFCN) and the Head of Southern Sweden Film Commission, Mikael Svensson brought out the best from the Director with his witty yet nuanced approach.

## BUILDING A BRIDGE ACROSS CULTURES WITH CINEMA

The second day of the IIFTC Knowledge Series kicked off with a special session **'Country Showcase'** featuring 'the Film Set Next Door' Sri Lanka and **'the Partner Country'** of the Conclave, **Mauritius**.

Chaminda Munasinghe of Sri Lanka Tourism along with veteran line producer Chandran Ruthnam, made a brief yet insightful presentation, which was followed by a session moderated by Nanda Narrainen from Economic Development Board, Mauritius, who interviewed two young executive producers who have recently shot in the country. Panellists, Vrishali Kemkar (Fabulous Lives of Bollywood Wives – S3) and Aneesh Mohan (Shehzada) shared their experiences of filming in Mauritius. But the cherry on the cake was a special video message by talented Zoya Akhtar, who shot her recent film 'The Archies' in Mauritius.

The first Fireside Chat of the day was with another crowd favourite, and long-time friend of IIFTC, maverick director **Vijay Krishna Acharya**, popularly known as Victor. The stylish director, delved into his journey from 'Dhoom' Trilogy (2004 – 2013) to 'Tashan' (2008) to 'Thugs of Hindostan' (2018), giving the audience a behind-the-scenes peak into the making of larger-than-life

blockbuster films. The session was moderated by International Producer and former head of Norway Film Commission and former President of European Union Film Commissions Network – EUFCN, Truls Kontny, in his inimitable style.

The IIFTC Knowledge series on the day two witnessed some hectic activity with two power-packed back-to-back panel discussions. The first panel titled **'Make in India'** was moderated by the star director **Anubhav Sinha**, who stole the show with his insightful anecdotes and bringing into discussion his vast experience of filming in India. The participants included four important Indian state organisations Gujarat Tourism (represented by Bakul Atgankar), Delhi Tourism (represented by Maniksha Bakshi), Film City - Maharashtra (represented by Joint MD, Dhanajay Sawalkar) and IIFTC debutant Bihar represented by young dynamic IAS officer, Rahul Kumar, General Manager, BFDFC.

The second panel of the evening literally took the audiences, **'Around the World in 30 Minutes'**. This session which is fast becoming an attraction at



IIFTC Knowledge Series featured 6 international Line Producers from 3 continents representing 9 countries.

The panel moderated by India's most experienced international producer, Aashish Singh (Red Chillies) discussed how to navigate international collaborations and the importance of line producers in facilitating seamless filmmaking experiences. The participating companies included Bedouin Films (Morocco / Jordan / Egypt), Film Canary Islands (Spain / Morocco), All Around Globe (Italy / Switzerland), Film Bridge Azerbaijan (Azerbaijan), Wandal Productions (Slovakia) and Central Asian Films (Kyrgyzstan).

The star studded IIFTC Knowledge Series couldn't have had a better finale, which allowed the audiences a rare opportunity to **'Peek into the fascinating mind of a filmmaker'**.

A gentle genius **Anurag Basu**, who effortlessly balances art and commerce in his unique blend of cinema, talked about some of the most memorable films of our time including Gangster: A Love Story (2006), Life in a... Metro (2007), Barfi! (2012), Jagga Jasoos (2017) to name a few. The session was moderated by Film Commissioner of Slovak Film Commission and the Board Member of EUFCN, Zuzana Bielikova who made the ace director open up about his craft with her charming effervescence.

After two and half days of jam packed business activities, B2B meetings and networking, the 11th edition of IIFTC concluded with a spectacular Celebration Party, commemorating the remarkable journey of the event over the years and paving the way for another decade of growth and success.

As India continues to position itself as a global leader in film tourism, IIFTC remains at the forefront, fostering global collaboration that transcends borders.



Panel: All India Round Table - Producer's Voice



Panel: Make in India - Featuring Anubhav Sinha



Celebrating The Best Of Films And Tourism At The 7th Annual IIFTC Tourism Impact Awards

IIFTC Tourism Impact Award for Cinematic Excellence

- The Freelancer** (Web Series - Hindi) by Friday Storytellers | Received By Devendra Deshpande | Presented By Cristina Chiriboga Tejada (Commercial Office of Ecuador)
- Baanadariyalli** (Kannada) by Sri Vaare Talkies | Received By Preetham Gubbi | Presented By Sabina Baghirova (Cinema Agency of the Republic of Azerbaijan)
- Made in Caravan** (Malayalam) by Badusha Productions | Received By NM Badusha | Presented By Shirani Ariyaratne (Acting Consul General of Sri Lanka) & Chaminda Munasinghe (Sri Lanka Tourism)
- Spy** (Telugu) by ED Entertainments | Received By Charantej Uppalapati | Presented By Truls Kontny (International Producer and Former Head - Norway Film Commission)
- Kranti** (Kannada) by Media House Studio | Received By Shylaja Nag & B Suresha | Presented By Le Quang Bien (Consul General - Vietnam) & Ananya Raj (Actress)
- Chandramukhi 2** (Tamil) by Lyca Productions | Received By Nishanthan Niruthan | Presented By Le Quang Bien (Consul General - Vietnam) & Anuritta Jha (Actress)
- Aaro Ek Prithibi** (Bengali) by Eskay Movies | Received By Himanshu Dhanuka | Presented By Zuzana Bielikova (Film Commissioner of Slovakia) & Martina Kovacova (Slovakia Travel)
- Ayisha** (Malayalam) by Cross Border Cinema | Received By Zakariya Mohammed | Presented By Dr. Bhuvan Lall (Author, Filmmaker, Entrepreneur) and Reeva Chaudary (Actress)
- Victoria - Ek Rahasya** (Marathi) by Anand Pandit Motion Pictures | Received By Pushkar Jog (Actor, Producer) | Presented By Anveshi Jain (Actress)
- Tu Jhoothi Main Makkaar** (Hindi) by Luv Films, T-Series | Received By Ankur Garg | Presented By Adrian Mitchell (Film Commissioner of Oslo and Co-president of EUFCN))
- Waltair Veerayya** (Telugu) by Mythri Movie Makers | Received By Bobby Kolli (Accepted by Harshith Reddy - Dil Raju Productions) | Presented By Mikael Svensson (Head of Southern Sweden Film Commission)
- Pathaan** (Hindi) by Yash Raj Films | Received By Rishabh Chopra | Presented By Nanda Narrainen (Economic Development Board, Mauritius) & Zeenat Gangee (Mauritius Tourism)
- IIFTC Tourism Impact Award for Cultural Integration : Leo** (Tamil) by Seven Screen Studio | Received By SS Lalit Kumar (Accepted by Mukesh Mehta - E4 Entertainment) | Presented By Daya Nidhan Pandey (IAS) - (Secretary cum MD, Bihar Film Dev. and Finance Corp.) Rahul Kumar (IAS) - (General Manager, BFDfC)
- IIFTC Special Award for Outstanding Location : Azerbaijan** | Received By Sabina Baghirova (Cinema Agency of the Republic of Azerbaijan) | Presented By Jaiprakash Rengarajan (Founder and CEO - All Around Globe Services)
- IIFTC Special Award for Outstanding Contribution : Shoojit Sircar** | Received By Shoojit Sircar | Presented By is H. E. Robert Maxian (Ambassador of Slovakia)
- IIFTC Global Indian Cinematic Icon : Ashok Amritraj** | Received By Ashok Amritraj (Hyde Park Entertainment) | Presented By Subash Ghai (Film Director, Producer, Multa Arts)

