

BC-India Film and Media Initiative

On March 1st, 2013, the BC – India Film and Media Initiative hosted a roundtable discussion at Whistling Wood International, Mumbai with seventeen industry and government representatives from India and British Columbia. The Roundtable objective was to identify key benefits and opportunities for, and discuss roadblocks and solutions to increase trade and investment between the British Columbian and the Indian film and media industries.

Present Parties

Organizers: Paula McGlynn (Filmmaker), Jamshed Mistry (EMILA), Rontu Basu, Apurva Mehta (ICBC)

Participants: Manoj Gursahani (Bollywood Tourism), Kiren Shrivastav (Molecule), Mannu Sandhu (Actress), Kavita Sharma (BC Trade and Investment), JD Majethia (AMPTPP), Sophy Vsivaraman (Indian Documentary Foundation), Michelle Poulin (Canadian Government), Rajesh Nair (Mukta Arts), Pawan Gil (Director), Patricia Gruben (Praxis), Mel D'Souza (Bang Bang Films)

Apologies from

Apoorva Mehta (Dharma Productions), Arjun Sablok (Yashraj), Glen D'Mello (Shiamak Group), Chaitanya Chinchlikar (Whistling Woods), Anjum Rajabali (Film Writer's Association), Nicolas Lepage (Canadian Government), Shailaja Vora (BC Trade and Investment), Suneera Madhok (EMILA)

Roundtable Minutes

Introduction – Rontu Basu from ICBC

Presentations:

- Paula McGlynn gives roundtable outline, and presentation of the British Columbian film industry and potential areas of discussion
- Kavita Sharma from BC Trade and Investment gives video presentation of British Columbia as a destination

Roundtable Discussion:

- Setbacks for Indian productions shooting in BC
- Tax Incentives and packages
- Developing an awareness of BC in India
- Relationship of film and tourism in India
- Indian delegates travelling to BC
- Television channel deals to promote BC
- Animation and Gaming opportunities
- Education and exchange of expertise
- Documentary workshops
- Canadian fund for Indian documentarians shooting in Canada
- Coproduction treaty and working without it
- Indian investment in BC film and media companies
- Promotion to Tamil and Telugu filmmakers
- Indo-Canadian stories and markets
- Action Plan
- Thank you to ICBC and Whistling Woods for supporting the roundtable

Conclusions

The roundtable concluded that there are many opportunities for collaboration between the BC and Indian film industries that can be beneficial to both parties. However, to first take advantage of these opportunities, BC film and media must become more visible to the Indian industry and markets through increased films shot in BC and awareness of BC talent and expertise that comes with increased exposure and closer relationships.

The roundtable came up with five needs in order to improve the relationship between BC and India film and media.

- Across-the-board tax incentives to increase shooting in BC
- More awareness of BC as a location in India
- Promotion of Indo-Canadian stories for coproductions
- Consistent long-term Government strategy to increase relationship between Indian and BC film industries
- More Lawyers and Production Consultants aware of the differences between the industries

The Roundtable came up with a list of suggested activities to fulfill the needs:

- Promotion of BC at TOIFA
- Tour of the BC film industry and promoting the location, industry, and stories for selected TOIFA guests
- Promotion of Indo-Canadian stories at TOIFA
- BC Government increasing tax incentives
- BC Tourism to develop deals with Indian film and television producers
- Promotion of BC at FICCI Frames
- Promotion of BC at Locations Conference
- Promotion strategy in India by BC government
- Delegates of Indian directors and producers to BC

Action Plan

Next steps for the BC-India Film and Media Initiative are to help implement the changes recommended by the roundtable.

- Share roundtable conclusions with BC government and public
- Promote BC at FICCI Frames

Contact

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