



EMERGING HOT SPOT FOR INTERNATIONAL PRODUCTIONS !

GEORGIA

Georgia, located in the Caucasus region where Europe becomes Asia, possesses the kind of breathtaking scenery that appeals to international productions. Snow capped mountains, rivers, lakes, forests, a semi desert and a picturesque Black Sea coastline of rocky beaches and charming seaside villages are all within reach of each other making it possible for filmmakers to shoot four seasons in one day. In Georgia, you can find the perfect location for your production and each corner is capture ready.

Development of the film industry is high on the agenda of the Government of Georgia. Film industry is an engine that creates a ripple effect on jobs and innovation in other sectors of economy during the production and later in the form of Film Tourism. Keeping that in mind the Government launched a film industry incentive 'Film in Georgia', that entails cash back on qualified local spends and aims to support the development of Georgia's film industry, attract filmmakers to the country and put Georgia on the map as filming location for international productions.

Within the scope of 'Film in Georgia', both international and local filmmakers can benefit from financial and non-financial assistance. Financial assistance envisages 20-25% cash rebate on qualified expenses incurred in the country. There is an online application process with no content requirements for the initial 20%, while additional 2-5% requires a production to meet the 'cultural test'. The main purpose of the 'cultural test' is to give international productions incentive to promote Georgia as a destination and enhance the benefits for the local film industry. When it comes to the non-financial part, productions can get assistance in the form of location scouting, procurement of permits and communication with various stakeholders. The whole process is straightforward and fast.

What makes Georgia more attractive for international productions?

First of all, Georgia is relatively small but very diverse in terms of architectural styles, climate and landscapes. The country features unique and captivating fusion of medieval and modern architecture with Asian, European and Soviet styles – flamboyant glass-and-steel structures stand next to a 13th century cliff-top church, ancient fortress and 'Komunalki' built during the Stalin era. This not only allows to recreate scenes from different periods in Georgia but also double for many other countries.

Moreover, Georgia offers foreign producers business-friendly and safe environment with flexible labor market, low taxes and lower prices across the board compared with similar locations in Europe. It has well-developed roads and rail system, several local airports connecting different parts of the country and 3 international airports with flights from major European cities.

On top of the above mentioned, the launch of 'Film in Georgia' and extensive international campaign implemented since 2016 has had a very positive impact on the number of international projects shot in Georgia. Financial and non-financial assistance offered to both international and local productions, ease of application and no content requirements for initial 20% make the rebate very competitive.

Last but not the least, Georgia has a very film-friendly Government and society in general. The country doesn't require shooting permits and fees in most state-owned buildings, derelict factories, roads, parks & open spaces.

'Film in Georgia' Projects

During the past several years, Georgia has emerged as an Eastern European hotspot of international production with its newly launched film industry incentive, diverse locations, developed infrastructure and film-friendly society.

Indian producers have been one of the first to recognize the filming potential of Georgia and grab the opportunities offered under 'Film in Georgia'. Out of 10 projects in the current portfolio, 4 are Indian feature films with 3 projects already been rebated.

These projects include Indian Productions such as 'Machine' by Abbas Mustan, 'Gautamiputra Satakarni' by Krish Jagarlamudi and 'PSV Garuda Vega' by Praveen Sattaru. Four Georgian-European co-productions, with renowned actors Costas Mandylor & Golshifteh Farahani. A Georgian-German-French co-production 'My happy family' by Nana Ekvimishvili and Simon Gross. The film premiered at Berlinale & was screened in the Sundance Film Festival. And a US production 'Halo of Stars' by Anthony Lucero starring Lily Collins, Holliday Grainger and Stacy Martin.

