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IIFTC 2020 THE CONCLAVE DIARIES



IIFTC Conclave 2020 - An International Market Place for Meeting Indian Productions concluded its 8th edition in Mumbai at The Leela Mumbai in the first week of March. The new venue of the Conclave brought in new dynamics and renewed energy to India's largest film locations show.

Amidst worldwide COVID-19 fears, the 2020 edition of this power packed event saw the wholehearted participation from 57 film commissions, tourism offices and production services companies from 27 countries meeting over 100 of the best and biggest Indian production houses from Bollywood and regional film industries. IIFTC Conclave 2020, was perhaps the last major event in the entertainment industry before the nationwide lockdown was announced on 25th March by the Government of India to curb spread of the global pandemic.

Keeping the tradition of bringing the best of global film locations to the Indian film industry, IIFTC Conclave 2020, saw participation from countries as diverse such as Azerbaijan, Chile, Czech Republic, Fiji, Iceland, Kazakhstan, Kenya, Norway, Poland,

Portugal, Serbia, South Africa, Sri Lanka, Sweden, UAE (Ras Al Khaimah), UK (Birmingham), with Mauritius as the Country in Focus of the Conclave and Calgary (Canada) coming in as the presenter of the Gala Opening Night.

Focussing on the domestic sector, IIFTC partnered with the state governments of Rajasthan, Gujarat, Uttar Pradesh and Goa to promote the best of Indian film locations, to the film industry.

The 3-Day business event commenced with IIFTC Opening Gala Night, featuring the 4th annual IIFTC Tourism Impact Awards. The evening was presented by the Mayor of Calgary, His Worship Mr. Naheed Nenshi.

The highlight of this glamorous night was IIFTC award presented to veteran south Director KS Ravikumar and immensely gifted, Zoya Akhtar for the Outstanding Contribution in Film Tourism. Seven other films from the Bengali, Hindi, Kannada, Malayalam, Tamil and Telugu languages were also presented IIFTC Tourism Impact Awards for Cinematic Excellence

57
COMPANIES
FROM 27 COUNTRIES

75+
INTERNATIONAL
DELEGATES

115+
TOP INDIAN
PRODUCTION COS.

175+
FILM INDUSTRY
DELEGATES





Day 2 of the Conclave was dedicated to diversity of Indian cinema which brought together leading producers from the top 5 regional film industries in India - Tamil, Telugu, Malayalam, Kannada & Bengali. This unique event called 'IIFTC All India Round Table' had participation from over 40-member strong contingent of buyers coming from Regional film industries based in Chennai, Hyderabad, Kochi, Bengaluru & Kolkata.

The IIFTC All India Round Table comprised of two sessions namely the 'IIFTC Country Showcase' and the 'Producers Voice'.

The first session on the Day 2 called 'IIFTC Country Showcase' started with a detailed presentation for the country in focus, Mauritius followed by presentations by Fiji, Nordic Region, Poland/ Krakow and Sri Lanka showcasing their film locations and filming policies and incentives. This session also had a special panel 'Filming in Calgary' featuring the Mayor of Calgary, HW Naheed Nenshi. The panel was moderated by our Knowledge Partner, the Producers Guild of India, represented by Kulmeet Makkar - Chief Executive Officer at Producers Guild of India.

The second session called, 'The Producers Voice' was an interactive panel discussion, where the producers from top 5 regional film industries shared their experiences and learnings with regards to foreign film shoots and overall learning from their experiences of shooting abroad. Moderated by erudite Actor-Director Ananth Mahadevan, this panel saw participation from leading producers such as Gnanavel Raja (Studio

Green), NS Rajkumar (Omkar Movie), Mukesh Mehta (E4 Entertainment) and Sunitha Tati (Guru Films)

Day 2 of the Conclave concluded with two power packed sessions, as a part of 'IIFTC Knowledge Series'.

The first of the two sessions called, 'A Netflix Hour' was kicked off by the moderator Mikael Svensson, a noted film commissioner from Sweden and General Secretary of EUFCN in a fireside chat with highly respected, Aashish Singh, Director, Original Film, Netflix, India. This lively encounter focused on the emerging OTT sector in India and the opportunities for filmmakers, film commissions and tourism offices.

The second session of the evening, 'Director's Cut' featured one of India's biggest filmmaker, the crowds' favourite, self-proclaimed travel aficionado, inimitable Imtiaz Ali. Imtiaz Ali took an unusual path of explaining his process of locations selection through a conversation with three European film commissioners, Anna Dziedzic of Polish Film Institute, Manuel Claro of Portugal Film Commission and the affable head of Nordic Film commissions and the President EUFCN, Truls Kontny.

IIFTC Knowledge Series continued on the Day 3 of the Conclave with 2 exciting panels - 'Location Scouting 101' and 'Make in India' with the well-known Producers and Directors of the Indian film Industry.

The first of the panels, 'Location Scouting 101', was moderated by exuberant, CEO of the Producers Guild, Kulmeet Makkar, gave the

audience a sneak peek into the practical and behind the scenes look of location scouting. The panel saw participation from four of Bollywood's top Executive Producers including Sanjiv Kishinchandani (Rajkumar Hirani Films), Sarita Patil (Matchbox Pictures), Gaurav Bose (Azure Entertainment) and Chhitra Subramaniam (Kross Pictures)

The second session of the day focussed on the topic of national interest, 'Make in India'. The panel discussion was moderated by Head of India's Film Facilitation Office, Vikramjeet Roy, who navigated the discussion amongst its diverse participants to touch upon various topics including 'challenges of shooting in India', 'how India can compete with the rest of the world to attract more foreign shoots' and 'collaborations between Indian states and Indian filmmakers' etc. This high-powered panel saw participation from veteran producer-director Suneel Darshan, cult film director Vijay Krishna Acharya, senior official from the Department of Tourism, Rajasthan, Pawan Kumar Jain, Jt. Director and CEO of the Producers Guild of India, Kulmeet Makkar.

With participation from so many leading filmmakers sharing their knowledge, IIFTC Conclave 2020 proved to be a winner for an international audience of film and tourism professionals looking to gain real insights into the Indian film industry. The day concluded with yet another important milestone, the signing of the co-operation MOU between the Producers Guild of India and the Polish Film Institute.



TOP PRODUCTION HOUSES AT IIFTC CONCLAVE 2020

Akshay Parija Productions
Ali Abbas Zafar Film
Applause Entertainment
Arka Mediaworks
Azure Entertainment
Bohra Bros
CineMan Productions
Creative Commercials
Dharma Productions
Dharmatics
E 4 Entertainment
Eros International Media
Eskay Movies
Excel Entertainment
First Frame Entertainment
Guy In The Sky
Jio Studios
Kross Pictures
Lyca Productions
Matchbox Pictures
Mojo Production
Mukta Arts
Nadiadwala Grandsons
Neela Film Productions
Netflix
NFDC
Percept Pictures
Rajkumar Hirani Films
Rajshri Productions
Red Chillies Entertainment
Roy Kapur Films
RSVP
Shailendra Productions
Shemaroo Entertainment
Shree Krishna International
Soham Rockstar Entertainment
Sony Pictures Networks India
SPE Films India
Sri Sathya Sai Arts
Studio Green
SVF
Thameens Films
Tiger Baby Films
Tips Films
Urvashi Theatres
Viacom 18 Motion Pictures
Vishal Bharadwaj Films
Vyjayanthi Movies
Window Seat Films
Yash Raj Films