

# A DECADE OF GLOBAL CONNECT & CULTURAL EXCHANGE



Truls Kontny and Kabir Bedi

IIFTC celebrated its milestone 10th edition with profound recognition for the transformative power of cinema in shaping global tourism.

The 10th edition of IIFTC, spanning three days, successfully concluded with participation of over 50 international companies from more than 20 countries, keeping with IIFTC's tradition of introducing new global locations to Indian film makers. Delegations from countries such as Azerbaijan, Dominican Republic, France, Kazakhstan, Kenya, Mauritius, Norway, Poland, Portugal, Slovakia, Sri Lanka, Turkey and UAE, actively engaged with over 200 Indian film industry delegates, successfully concluding a decade of collaboration and cultural exchange.

The opening gala night of IIFTC was an acknowledgement of an enduring impact of storytelling and cultural exchange in uniting nations and promoting tourism.



Polish Delegation at IIFTC 2023

## IIFTC CELEBRATES 10 YEARS OF EXCELLENCE IN FILM TOURISM



H E Robert Maxian Ambassador Of Slovakia and Prosenjit



Warda Nadiadwala



### Sajid Nadiadwala

Producer - Director  
Owner, Nadiadwala Grandsons Entertainment

Congratulations to IIFTC for its 10th anniversary and for successfully organizing this event to introduce so many wonderful locations to Indian cinema. At NGE, we are fortunate to shoot our films globally in various locations like USA, UK, France, Italy, UAE, Poland, Thailand and many more.

I am privileged to accept this award. I am unfortunately not in the city and I would like my better half Warda Nadiadwala to accept this award on my behalf. Thank you very much. See you soon!



# SAJID NADIADWALA, PROSENJIT AND KABIR BEDI WIN COVETED IIFTC TOURISM IMPACT AWARD 2023

The 6th annual IIFTC Tourism Impact Awards paid tribute to a deeper connection between the world of cinema and the ever-evolving landscape of global tourism. Prolific producer Sajid Nadiadwala, Bengali super star Prosenjit Chatterjee & veteran actor Kabir Bedi were the foremost winners of IIFTC Tourism Impact Awards 2023.

Upon presenting the marque award for Outstanding Contribution to World Tourism, Harshad Bhagwat, Founder & Director of IIFTC said, “Sajid Nadiadwala has showcased many wonderful locations and given an impetus to film tourism, be it Housefull, Heyy Baby, Anjaana Anjaani, Kick, Baaghi, Judwaa 2 or Tamasha, his cinema impacted the tourism of the locations they were shot at making him the obvious choice for the award.”

Warda Nadiadwala who received the award on behalf of her husband said “Sajid loves his craft, and he is really happy to receive an award for contributing to global tourism through cinema. IIFTC is a great initiative which brings all the countries together on one platform.”

Commenting on the occasion Kabir Bedi exclaimed “As an actor, I have had the privilege of playing roles that have allowed me to showcase the incredible diversity, culture, and beauty of many countries. This award is not just a recognition of my work, but a celebration of the enchanting synergy between cinema and tourism, where the silver screen becomes a passport to unforgettable journeys.”

Prosenjit Chatterjee who looked dapper in an Indian attire said “I am humbled by the recognition of the role cinema plays in promoting global tourism. As actors, we have the power to transport audiences to places they have never been to and immerse them in the magic of our landscapes. I believe in the transformative power of storytelling to awaken the wanderlust in people's hearts.”

The evening also saw awards for Cinematic Excellence being presented to the makers of ‘Hoon Tari Heer’ (Gujarati), ‘Rocketry: The Nambi Effect’ (Hindi), ‘Gaalipata 2’ & ‘Raymo’ (Kannada), ‘The Proposal’ (Malayalam), ‘Raangi & Sardar’ (Tamil), ‘RRR’ (Telugu) and OTT Series ‘Shoorveer’ (Disney+ Hotstar).

The next 2 days of IIFTC Conclave were dedicated to business meetings and interactions between visiting countries, participating states and top 100 Indian film producers. The 10th edition of IIFTC also marked a very strong presence from Indian states including Gujarat, Madhya Pradesh, New Delhi and the host state Maharashtra, who were competing shoulder to shoulder with visiting countries in wooing the film makers to bring their projects to their states by offering a flurry of incentives.



## IIFTC Tourism Impact Award for Cinematic Excellence

1. Shoorveer (Web Series - Hindi) | Received By Samar Khan | Presented By Vishal Singh
2. Hoon Tari Heer (Gujarati) | Received By Sameer Upadhyay & Dr Jayesh Pavra | Presented By Hemraj Ramnial (CSK), EDB Mauritius
3. Rocketry: The Nambi Effect | Received By Dr V Moolan | Presented By Giraud Georges - Deputy Mayor of St Tropez & Himani Sharma
4. Gaalipata 2 (Kannada) | Received By M Ramesh | Presented By Galimzhan Seilov - Kazakh Tourism National Company
5. Raymo (Kannada) | Received By Pavan Wadeyar | Presented By Cuneyt Yavuzcan - CG of Turkey
6. The Proposal (Malayalam) | Received By Joe Joseph | Presented By DK Bucktowar - CG of Mauritius
7. Raangi (Tamil) | Received By Aashish Singh | Presented By Dr. Aleksander Danda - CG of Poland
8. Sardar (Tamil) | Received By P S Mithran | Presented By Sabina Baghirova - Cinema Agency of Azerbaijan
9. RRR (Telugu) | Received By Kishor Kedari (Arka Mediaworks) | Presented By Nandish Sandhu
10. Kakababur Protyaborton (Bengali) | Received By Prosenjit Chatterjee | Presented By HE Robert Maxian - Ambassador of Slovakia

## IIFTC Tourism Impact Award for Outstanding Contribution

11. Sajid Nadiadwala | Received By Warda Khan Nadiadwala | Presented By Truls Kontny - Former President of EUFCN

## IIFTC Global Indian Cinema Icon Award

12. Kabir Bedi | Received By Kabir Bedi | Presented By Truls Kontny - International Producer & Former President of EUFCN



# IIFTC KNOWLEDGE SERIES 2023 RAISES THE BAR

The event not only recognized the achievements of film makers but also captivated the audience with stimulating panel discussions on wide ranging subjects in the two days of IIFTC Knowledge Series.

IIFTC is perhaps the only 'film tourism' event in India that underlines the importance of regional language industries. 2023 edition of IIFTC Knowledge Series opened with an annual 'All India Round Table' discussion that focussed on the makers from the regional industry, who have travelled all continents, visited over a hundred destinations and filmed extensively at different locations.

The session moderated by - CEO, All Around Globe, Jaiprakash Rengarajan (JP) had participation from regional heavy weights including Producer Gnanavel Raja of Studio Green, Producer Himanshu Dhanuka of Eskay, Tamil Film Director P S Mithran, Kannada Film Director Pavan Wadeyar and Producer Mukesh Mehta of E4 Entertainment.

The second session of the day was a Fireside Chat titled 'The OTT Saga' which looked at the rise of over-the-top (OTT) platforms in India and how it has revolutionised the entertainment industry. Mansi Darbar, an Independent Business Advisor (Media & Entertainment) who has been a part of many prestigious organizations such as ALT Balaji, Applause Entertainment, IN10 Media Network was interviewed by Milena Drincic, Head of International Department, Polish Film Institute.

The highlight of the evening was a scintillating panel discussion titled, 'Breaking the Glass Ceiling' featuring a power packed all-women panel including Director, Leena Yadav, Writer Director Alankrita Shrivastava, Director Nupur Asthana, Slovak Film Commissioner Zuzana Bielikova and Founder of Red Films - Saudi Arabia and Abu Dhabi, Bushra Mahdi. The session which explored how women

are crossing barriers and breaking the glass ceilings in private enterprises was moderated by Celebrated Author, Filmmaker, Entrepreneur & Biographer of Subhas Bose, Har Dayal, Sardar Patel & Gautam Buddha, Dr. Bhuvan Lall straddling this sensitive subject with command.

The 10th edition of IIFTC could not have been complete without 'An evening with Imtiaz Ali'. This maverick film maker whose association with IIFTC dates back to its early years, once again engrossed the audiences with his intelligent insights on his form of film making and specifically on the art of selecting magical locations in his cinema. The session was moderated by long term collaborator of the Director, Aashish Singh, an Independent Consultant, who has held leadership positions in high profile organisations such as Lyca Productions, Netflix, Balaji Motion Pictures and Yash Raj films.

The second day of IIFTC Knowledge Series started with 'Country Showcase' with presentations from Mauritius, St. Tropez, Sri Lanka and Country-in-Focus, Poland. The day also showcased Indian states in a panel discussion titled 'Make in India' moderated by film critic and trade analyst, Girish Wankhede. The session featured Principal Secretary, Culture & Tourism of Madhya Pradesh, Shri Sheo Shekhar Shukla, IAS (1994) along with Yuvraj Padole, Deputy Director, MP Tourism; Maniksha Bakshi, Manager, PR & Publicity, Delhi Tourism; Managing Director of Maharashtra Film City, Shri Avinash Dhakane, IAS (2010); Khyati Nayak, Head of Cinematic Facilitation Cell at Gujarat Tourism; Filmfare award winner, veteran Cinematographer Kiran Deohans; two time National Award winning film maker, Manish Saini and Executive Producer, Rohit Jayaswal of Next Frame Films.

This power packed panel was followed by a session that took the audience

'Around the World in 30 minutes' with participation from 6 countries from 3 continents including Economic Development Board of Mauritius, Kazakh Tourism National Company, Cinema Agency of Azerbaijan, Portugal Film Commission, Dominican Republic - DG Cine & Slovak Film Commission. The session was effortlessly Moderated by Gaurav Bose, Director, The Vermillion World.

The Grand Finale of IIFTC Knowledge Series 2023 was a Fireside Chat titled 'Lights, Camera, Locations' featuring Director R Balki. The session explored this genius film maker's fascinating journey from Adman to Padman (2018). The session was moderated by none other than, Truls Kontny, International Producer from Norway, Former Head of Norwegian Film Commission and EUFCN

The 3-day extravaganza, concluded with a 10 Year Celebration party in reminiscence of the years gone by and paving a way for yet another dazzling decade to come.



Bushra Mahdi



Dr. Bhuvan Lall



'Make In India' Panelists



All India Round Table Panel



Avinash Dhakane and Sheo Shekhar Shukla



Harshad Bhagwat and Anveshi Jain



Zuzana Bielikova

