

AROUND THE WORLD

Mansi Darbar: Welcome to IIFTC Conclave! Whenever we watch any piece of content, whether a movie or a TV show or a Series, one of the most fascinating things that catches the attention of the audience is the locations, but behind all of that magic, there are some magical people... who are here with us today...



So, let's dive straight in, what is the process from location scouting to filming in your respective countries?

Fanny Heinonen: I represent, Film Tampere, the largest regional film commission in Finland. So, in our case, share your pitch deck or story, send a couple of references and we can cover up to 3 days for your location scouting. If you are satisfied, you send your team for the recce or we do the recce, and then you set up your shoot. And after the shoot, I suggest you also do your post production as we have some great post-production facilities too.

Mikael Svensson: We also have the possibility you can apply for scouting and we will pay the scouts for you. For me location scouts are the real heroes, and I feel sometimes that they don't get the appreciation they really deserve.

And I realize something, it's always been about iconic and beautiful

locations like castles and nature but there are so many people looking for ugly locations. They are looking for old industrial sites, backwaters of the city, strange atmospheres, so we have been trying now to develop a project to find weird locations.

Mansi Darbar: Well, weird locations are also locations, so that's an interesting insight.

Philippa Mossman: We do appreciate locations scouts very much as New Zealand is known for epic locations. The process is very similar. Please reach out to us with a germ of an idea or a script or a location breakdown. We can contact our incredible locations scouts and help you with budgeting, flips and provide all sorts of information, but it starts with a conversation. Our job is to help you consider where in the world is the best place for your production. The red carpet is there for you in New Zealand, but we want to give honest information to help you decide what makes the most sense for your production.



New Zealand Would Really Like To Share Our Cultural Values With Indians

Rahul Chongtham: The process is quite similar and straightforward. You can reach out to the Icelandic Film Commission and we will direct you to

the concerned local companies. You can select a suitable one and then they will take the things forward for you.



We Have A Martian Landscape, Which Is Out Of This World

Tenzin Gyeltshen: Thank you IIFTC, this is the first time for us. As far as the process is concerned its very similar to Iceland, you come to us first and then we will recommend some local fixers. Then you schedule your scouting and shoot and once you have confirmed the dates, then you come to the film commission again to process the permits. Our process is quite well-defined.

Mansi Darbar: What about the production incentives & rebates being offered, Mikael?

Mikael Svensson: We don't have any incentives as of now but the Govt. is working on something new.

Mansi Darbar: So, what is it that the Indian production companies who would like to come and shoot for?

Mikael Svensson: Well, we started talking about locations, didn't we? (chuckles) But if you want to find the best locations, the best teams, the most efficient (crews)... Nordic countries are famous for our efficiency,

IN 30 MINUTES

Recently concluded, IIFTC Conclave conducted a high-impact dialogue with leading Film Commissioners - the first point of contact and the key enablers of international shoots. Discover what they expect from the Indian film industry and how they can unlock seamless global opportunities for Indian filmmakers.

Moderator: Mansi Darbar, Advisor, Media & Entertainment.

Featuring: **Fanny Heinonen:** Program Director, Film Tampere, (Finland) | **Mikael Svensson:** Head of Southern Sweden Film Commission | **Philippa Mossman:** Head of International Attraction and Marketing, New Zealand Film Commission | **Rahul Chongtham:** Commercial Counsellor, Embassy of Iceland | **Tenzin Gyeltshen:** Senior Program Officer, The National Film Commission of Bhutan

doing good schedules, being on time... So, for us its locations and sustainability, of course.



Apart From Locations, I Hope You Can Come To Sweden For Its People

Mansi Darbar: So, what about New Zealand?

Philippa Mossman: New Zealand has an incentive, it's called 'New Zealand Screen Production Rebate'. One of the things about our incentives is we pay it quickly and with certainty. It is paid out within 12 weeks from your submission.

It's a 20 or 25% cash rebate with most of your budget items qualifying, including your 'above the line', so your cast qualifies. And if you are working in an official co-production, as New Zealand has a treaty with the Indian

Government then there is a 40% rebate.

Mansi Darbar: What about Bhutan?

Tenzin Gyeltshen: As far as incentives are concerned, we don't offer anything as of yet because what we offer is rare authentic locations and that is something we are leveraging. These raw, unexplored and sustainable locations is what we are providing as our culture is very distinct and unique that cannot be replicated anywhere.



If You Want To Experience Happiness And Mindfulness You Must Come To Bhutan

Mansi Darbar: What about Finland?

Fanny Heinonen: In Finland we do have a national cash rebate which is fixed at 25%, and then we have regional

cash rebates as well. In Film Tampere, the rebate is up to 15% and you can combine that, so you can get up to 40%. We are working on a co-production treaty with India, which will be in place by the end of the year.



We Are Pragmatic, Straightforward And Really The Happiest Country In The World

Mansi Darbar: Rahul?

Rahul Chongtham: Iceland provides a 25% rebate for all films and TV series. It can go up to 35% if certain criteria have to be fulfilled such as a qualifying spend, minimum 30 working days and 10 days of shooting in Iceland and employment of certain no. of people.