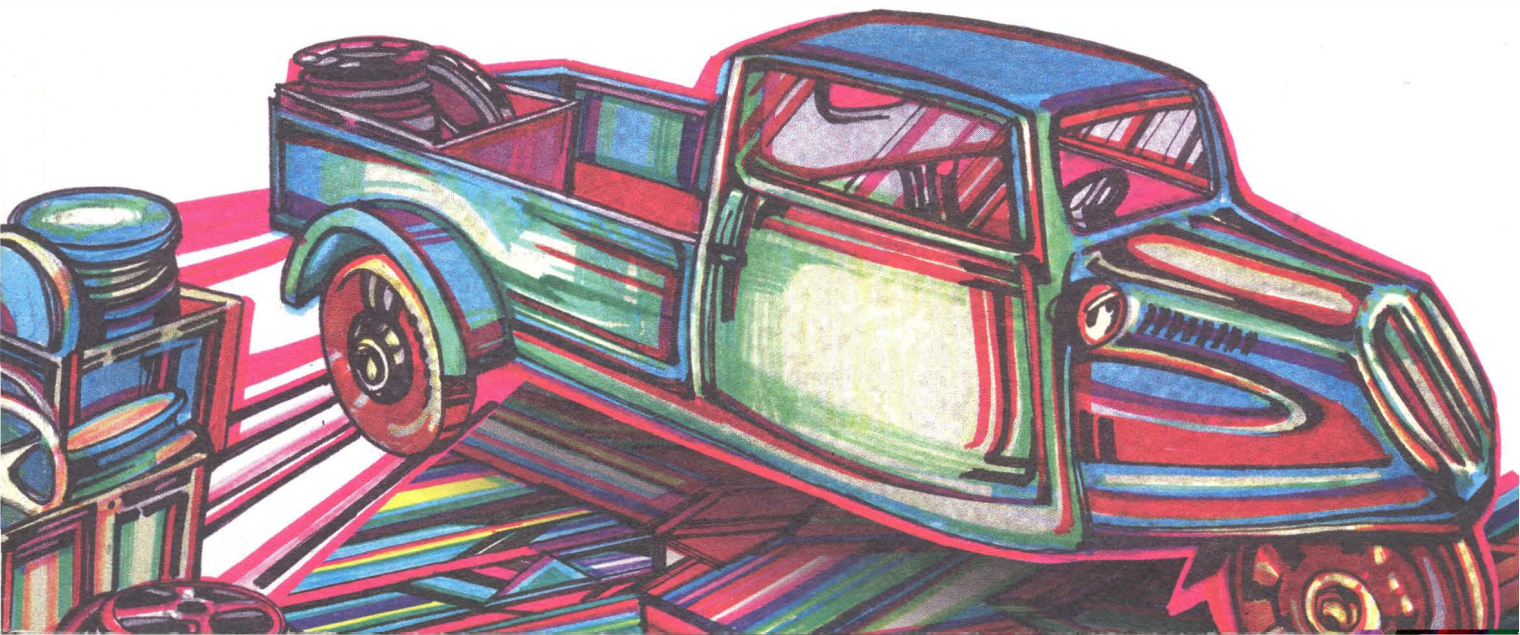




KNOWLEDGE SERIES

2011





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**THURSDAY, 24<sup>TH</sup> NOVEMBER 2011**

11:45 AM  
1:00 PM

### **Making The Right Pitch**

A good pitch can get a bad film made and a bad pitch can leave a terrific project languishing on the shelf. Much of a producer's success depends upon the selection of projects and hence a pitch is part creative and part salesmanship. Delegates will get a first hand view of the rules and tools of pitching from the experts.

#### ***Marten Rabarts, Artistic Director, Binger Filmlab***

Binger Filmlab is an Amsterdam based international feature-film and documentary development centre. Writers, directors and producers bring their projects to an inspiring environment of fellow filmmakers. They are coached and supported by internationally acclaimed advisors.

#### ***Cedomir Kolar, Producer, A.S.A.P. Films***

A.S.A.P. Films is an independent production company jointly created in 2003 by Producer Cedomir Kolar, Oscar-winning Director Danis Tanovic and Producer Marc Baschet. The company's philosophy is that of independent production of films by authors from different parts of the world, regardless of the language, cost or author's notoriety. Cedomir is known for his association as a producer of films like *No Man's Land* (2001), *Heaven* (2002), *Triage* (2008), *The Light Thief* (2010).

3:00 PM  
4:00 PM

### **Partnering with Canada**

A presentation by Ontario Media Development Corporation and Telefilm Canada. The panel will discuss the financial and other benefits available to producers who choose to partner with Canada and the ways in which collaboration between India and Canada can open the way for new audiences. They will also discuss the practical aspects of filmmaking between India and Canada.

#### ***Sheila de la Varende, Director, National and International Business Development, Telefilm Canada***

Telefilm Canada, a funding agency that finances Canadian films and new media products through different funds, such as the Canada Feature Film Fund and the Canada New Media Fund.

Funds are granted only to private-sector producers. Telefilm also administers co-production agreements on behalf of the Canadian government and, under an agreement with the Canada Media Fund,





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administers CTF funding programs.

***Karen Thorne-Stone, President & CEO, Ontario Media Development Corporation, Canada***

The OMDC is an agency of the Ministry of Culture and Tourism. OMDC stimulates jobs and investment in six cultural media industries (books, film, interactive, digital media, magazines, music and television) through | funds, programs and events, support for trade organizations, domestic markets and festivals | and by co-administering tax credits with the Ministry of Finance.

4:15 PM  
5:15 PM

**Co-producing with Italy**

In the light of the Audio Visual Co-production Agreement between India and Italy, delegates will get a perspective on how filmmakers from India and Italy can collaborate, be it in production or distribution.

***Claudia Bedogni, Producer & Buyer***

Until recently Head of Acquisitions in Cinecitta Luce, (an organization which works to support the development and promotion of Italian cinema in Italy and abroad), Claudia Bedogni's main area of activity is scouting projects for international co-productions and securing completed feature films for domestic distribution.

**FRIDAY, 25<sup>TH</sup> NOVEMBER 2011**

10:30 AM  
11:30 AM

**Co-producing with Australia**

A presentation from Screen Australia and Screen Producers Association of Australia on co-producing with Australia, filming in the country and funding/ financing schemes that support co-productions.

***Kathleen Drumm, Head of Marketing, Screen Australia***

Screen Australia is the key Federal Government film-financing agency. They develop, finance and market high quality, innovative and commercially attractive projects, with an emphasis on connecting with audiences, both nationally and internationally, and also administer the Producer Offset incentive and Australia's Official Co-production program.

***Julie Marlow, SPAA Director & Senior Policy Consultant, Screen Producers Association of Australia***

SPAA is the industry body that represents Australian independent film and television producers on all issues affecting the business and





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creative aspects of screen production. SPAA members include television, feature film, animation, documentary, TV commercial and interactive media production companies as well as services and facilities providers such as post-production, finance, distribution and legal companies.

12:00 NOON  
1:00 PM

### **Are New Age Filmmakers Trendsetters?**

The objective of this session is to understand the mindset of the new age contemporary filmmakers who are pushing the creative envelope through their experiments with different ideas and interpretations of reality, in a manner that the film in itself becomes a game changer, distinguishable by content and style, thus breaking new ground and creating benchmarks. It would therefore be interesting to debate whether this new trend is the new language of the movies and is a reflection of India's most imaginative, diverse and vibrant film culture.

#### ***Moderator***

##### ***Shubhra Gupta, Film Critic, Indian Express***

Shubhra Gupta is an acclaimed film critic and writes for one of India's flagship newspaper, The Indian Express.

#### ***Panel***

##### ***Zoya Akhtar, Film Director***

A contemporary new age film director, Zoya Akhtar, debuted with the critically acclaimed *Luck By Chance* and set a new benchmark with her latest fare *Zindagi Na Milegi Dobara*. Having learnt film production at New York University, Zoya worked on a number of commercials and corporate films, co-directed a music video for rock band, Pentagram called *Prince of Bullets* and also cast for films such as *Kama Sutra*, *Split Wide Open* and *Dil Chahta Hai*. She has also executive produced *Honey Moon Travels Private Limited*.

##### ***Abhay Deol, Actor | Producer***

An unconventional actor, Abhay Deol has pushed the performance envelope with each of his films. His diverse choice and myriad range of characters portrayed in films like *Socha Na Tha*, *Ek Chalis Ki Last Local*, *Manorama Six Feet Under*, *Oye Lucky! Lucky Oye!*, *Dev.D*, and more recently in *Zindagi Na Milegi Dobara*, has enabled him to carve a niche for himself in Indian Cinema. His unique style has both independent and commercial filmmakers wishing to work with him. Abhay now aspires to leverage his brand persona to create compelling entertainment and his production house, Forbidden Films, aims to





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produce movies that light up screens and continue to entertain audiences, just like he does.

***Sanjay Suri, Actor | Producer***

Indie Producer-Actor Sanjay Suri, credited with producing four Features as a Producer, Short Films and 26 features as an Actor, has been associated with the Indian Entertainment Industry for over 15 years. In 2005 Sanjay independently produced and starred in the Award winning film, *My Brother Nikhil*, which was India's first mainstream feature that dealt with the stigma of HIV and Homosexuality.

Sanjay's third award winning feature *I Am* redefined independent film making by making India's largest Crowd Sourced Film with over 400 co-producers from 40 cities across the world. Sanjay's diverse experience along with International exposure of festivals & markets both as an Actor and an Independent Producer empowers him with tremendous knowledge of production, creativity, marketing and distribution.

***Kalki Koechlin, Actor***

An actor par excellence, Kalki Koechlin studied Drama and Theatre at Goldsmiths University of London and then worked with a theatre company, Theatre of Relativity, for two years. She has most recently co-written and acted in Anurag Kashyap's *That Girl in Yellow Boots* and was seen in Zoya Akhtar's *Zindagi Na Milegi Dobara*. Her performances in *My friend Pinto* by Raaghav Dar and *Shaitan* by Bejoy Nambiar have won critical acclaim. Her debut in Anurag Kashyap's critically acclaimed feature film *Dev.D* went on to garner her the Filmfare Award for Best Female Actor in a Supporting role. She has earlier performed in David Hare's *The Blue Room*, Mariavaux's *La Dispute* (Edinburgh Fringe Festival 2004), and a devised play *The Ride of the Wild Hunt* in the UK.

3:00 PM  
3:45 PM

**Presentation by The Global Film Initiative - Granting, Acquisition and Distribution**

***Angelica Dongallo, Acquisitions & Granting, The Global Film Initiative***

The Global Film Initiative is a U.S. based funder, distributor and exhibitor of independent films from Africa, Asia, Central & Eastern Europe, Latin America and the Middle East. Founded in 2002 to promote arts and education through the language of cinema, each year the Initiative awards numerous grants to filmmakers from





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around the world, and distributes the critically acclaimed Global Lens film series in the U.S. and Canada.

4:00 PM  
5:30 PM

### **Working the Markets**

Patrick Frater of Film Business Asia in conversation with Michael J. Werner of Fortissimo.

Knowing how to attend and network at film markets is critical. It is important that filmmakers are adequately prepared for film markets just like a sales agent would. This means researching, contacting the right buyers, to setting up meetings, to creating presentation materials etc., for films both at the pre-sale stage and completed film stage. The objective of this session is to understand how to leverage a film market and what it takes to succeed in the Marketplace - from pre-sale financing to distributing finished 'product' or films.

#### ***Patrick Frater, CEO, Film Business Asia***

Patrick Frater is the CEO of Film Business Asia, a next-generation film trade publication, with a reach across the Asia-Pacific region. With a background in business journalism, consulting and festival programming, FBA's founders have amassed a huge quantity of data and contacts that will now be presented and rendered intelligent online.

#### ***Michael J. Werner, Chairman, Fortissimo Films***

Michael J. Werner is the Chairman of Fortissimo Films. With offices based in Amsterdam, Hong Kong, London and New York, the Company currently represents nearly 300 films. The catalogue features a range of works by celebrated directors comprising Wong Kar Wai, Jim Jarmusch, Iwai Shunji, Tsai Ming-Liang, Tian Zhuangzhuang and many other acclaimed filmmakers. Approximately 20 films per year are added to the line-up. Recent films include Kevin Macdonald's *Marley* and Taiwanese box office hit *Warriors of the Rainbow: Seediq Bale*, directed by Wei Te-sheng and produced by John Woo.

## **SATURDAY, 26<sup>TH</sup> NOVEMBER 2011**

10:30 AM  
11:30 AM

### **Locations in Madhya Pradesh**

Madhya Pradesh, often called the *Heart of India*, is a state in central India and is endowed with natural beauty and a majestic landscape. An excellent destination for shooting films!





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***Pallab Bose, Excellency Time Entertainment***

Pallab Bose, will make a presentation on the diverse locations of Madhya Pradesh for film shoots and also spell out the facilities and benefits provided to filmmakers for shooting a film in Madhya Pradesh. This presentation will be made on behalf of Madhya Pradesh Tourism.

12:00 NOON  
1:00 PM

**Item Numbers – the *Oomph* factor of Indian Cinema**

You might love them. You might hate them. But, you cannot deny the popularity of *item songs* that rise above the script and make an impact on their own. *Mehbooba Mehbooba, Chaiyya Chaiyya, Munni Badnam Hui and Sheila Ki Jawani* all scorched the big screen and raised the mercury for audiences. This session celebrates a genre that entertains all Indians across socio-economic classes.

Rajeev Masand speaks to Farah Khan on this phenomenon.

***Rajeev Masand, Film Critic, CNN-IBN***

Rajeev Masand is an eminent film critic and entertainment editor for CNN-IBN. He hosts and produces *Now Showing* and *To Catch a Star* both weekly shows on CNN-IBN. In addition he is now the host of a new show, *Rajeev Masand Ki Pasand*, on IBN 7.

***Farah Khan, Choreographer | Film Director***

A vibrant and prolific film director (*Main Hoon Na, Om Shanti Om* and *Tees Maar Khan*) and one of India's most accomplished choreographers, her big canvas films have innovated on the song and dance format to create a certain unique style that makes for the films' key connect.

3:00 PM  
4:00 PM

**Co-producing with Israel**

A presentation from Israel Film Fund on co-producing with Israel. The Israel Film Fund encourages co-productions with International partners who are welcome to apply and submit projects with an Israeli producer.

***Katriel Schory, Executive Director, Israel Film Fund***

The Israel Film Fund was established in 1979 with the aim of supporting the production and enhancing the quality of Israeli feature films. The Fund's goal is to enable the best stories and scripts to be realized and to create the opportunities and the conditions for the most talented Israeli filmmakers to bring their vision and talent





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to the Screen.

4:15 PM  
5:30 PM

### **Presentation of Projects from the Primexchange Co-production Workshop**

Primexchange is a co-production workshop for Indian and European film producers implemented and organized by Primehouse in cooperation with NFDC and supported by MEDIA Mundus, the European Commission's new international co-operation programme in the audiovisual industry between Europe and professionals of non-European countries.

#### ***Frank Stehling, CEO, Primehouse,***

Primehouse focuses on project development and packaging of classic and interactive formats. They provide script consulting and project evaluation as well as financial and marketing support. Primehouse represents the connection between film, television and games/interactive media.

## **SUNDAY, 27<sup>TH</sup> NOVEMBER 2011**

10:30 AM  
11:30 AM

### **Co-producing with Poland**

A presentation from Polish Film Institute on co-producing with Poland. The Polish Film Institute encourages co-productions with International partners who are welcome to apply and submit projects in line with its scheme on co-productions.

#### ***Izabela Kiszka, Head of International Relations, Polish Film Institute***

The Polish Film Institute, supports artists at different stages of development, production of feature, documentary and animated films, popularization of the film culture, promotion of Polish films abroad, film publicity, distribution and vocational training. For the last three years the Institute has supported the works of not only Polish but also international talents including Peter Greenaway, Volker Schlöndorff, Ken Loach, David Lynch, Petr Zelenka and Agnieszka Holland.

#### ***Rafał Orlicki, CEO, Krakow Film Commission***

The main area of interest of the Krakow Film Commission is producer support during film productions. This takes the form of giving the maximum possible assistance when dealing with administration; this would include ensuring that all the required permits are obtained, and that the production has the full cooperation of the local







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authorities, as well as access to public locations within the entire region.

***Stefan Laudyn, Director, Warsaw International Film Festival***

The Warsaw Film Festival (WFF) began from a modest though ambitious student event to a genuine film festival with a programme of premieres. The WFF differs from other festivals in its programme, just as Warsaw differs from other cities. In 2009, the Warsaw Film Festival became one of 14 events recognized by the International Federation of Film Producers Associations ([www.fiapf.org](http://www.fiapf.org)) as international film festivals - next to Cannes, Venice, Berlin, Locarno, San Sebastian, Karlovy Vary, Tokyo, Moscow, Mar del Plata, Montreal, Shanghai, Cairo, and Goa.



