

Cameron Bailey, Artistic Director of Toronto International Film Festival (TIFF) and Michael Werner, Film & Media Strategic Consultant conducted an engaging discussion on the immense opportunities offered by Asian Independent cinema in the *Knowledge Series* on Day 2 of Film Bazaar at IFFI

Film and Advertising veteran Prahlad Kakkar turns the spotlight on the exotic Lakshadweep while 12 films from the *Film Bazaar Recommends* section were showcased and the Open Pitch generated an astounding 121 meetings

Goa, 22nd November 2017: The second day of the **Film Bazaar at the International Film Festival (IFFI)** continued with great fervor with the celebration of the indie cinema movement. *Celebrating the Asian Indie* looked at the scope of promotion and monetization of Indie films through sales agents, who play a critical role in choosing, acquiring, promoting and cultivating business opportunities for such films. The session was a conversation between the much-acclaimed Cameron Bailey, Film Critic and Artistic Director, Toronto International Film Festival (TIFF) and Michael Werner, Former Partner of Fortissimo Films and a reputed Film and Media Strategic Consultant. It was also a celebration of Michael's glorious career of 20 years as a World Sales Agent with great insights on Indian, Asian and World Cinema. Cameron Bailey brought in his perspective on the subject given his significant contribution in reaching out to Asian Content and Asian filmmakers in his role as the Artistic Director of the Toronto International Film Festival (TIFF).

Cameron Bailey remarked that he was glad to be back at the Bazaar and it was heartening to see producers, buyers and sellers working together to ensure that the world gets to see some great Indian films. Similarly, Michael Werner said that he was looking forward to discovering some great Indian independent films at the Bazaar.

The State Film Office of Lakshadweep showcased the exotic locales and incentives offered to filmmakers wanting to shoot their film in this pristine state. Shri Farooq Khan, Hon'ble Administrator, Union Territory of Lakshadweep was joined by celebrated ad filmmaker Prahlad Kakkar who started Lacadives – the scuba diving school in Lakshadweep. The discussion centered around the administration's efforts to make the Union Territory an ideal filming destination while impressing on the industry the need to keep the fragile ecology of the archipelago and the unique social sentiments in mind.

Speaking on the occasion, Mr. Farooq Khan, Hon'ble Administrator, said he was delighted to be a part of the Film Bazaar and was thankful for this opportunity to address filmmakers. He also opined that the association with IFFI and Film Bazaar was an ideal place to not only highlight the islands underwater studios but also welcome filmmakers to come and have a firsthand look of Lakshadweep's exotic locales. Prahlad Kakkar spoke of Lakshadweep's immense potential to be an ideal filming destination, while requesting filmmakers to be sensitive to the ecology of the Islands as well as to the cultural ecosystem of the local communities.

The Knowledge Series had the first part of the Film Bazaar Recommends (FBR) Pitch where 12 FBR Films showcased their clips and trailers followed by a pitch by each filmmaker. This session was packed by industry executives wherein each project was well received. The Film Bazaar Recommends section of the Viewing Room plays a crucial role in promoting films that are seeking Gap Financing, World Sales Distribution, Buyers and other business opportunities.

The Viewing Room had 60 viewers today wherein 161 individual films out of 200 films were viewed, thus showing an interest across all films in the catalogue.

The Work-in-Progress Lab at Film Bazaar had a screening of Ma'ama by Dominic Sangma for the mentors. This was followed by a feedback session in which the filmmaker was given the views of the mentors.

The Open Pitch generated a lot of excitement with 121 meetings between filmmakers and potential collaborators on the first day while 167 meetings took place today. The second part of the Screenwriters Pitch enjoyed a full house again today. Writers met with a lot of industry professionals in structured group and one on one meetings.

About Film Bazaar

Film Bazaar is the largest South Asian film market. It encourages creative and financial collaboration between the South Asian and International film communities.

Created and organized by the National Film Development Corporation (NFDC), Film Bazaar has evolved into South Asia's global film market from its humble beginnings in 2007. Every edition witnesses increased national and international participation. Over the years, films such as The Lunchbox, Margarita With A Straw, Chauthi Koot, Qissa, Ship of Theseus, Titli, Court, Anhe Ghode Da Daan, Miss Lovely, Dum Lagake Haisha, Liar's Dice and Thithi have been through one or more programmes of the Bazaar.

Over the course of five days, Film Bazaar becomes the converging point for film buyers and sellers from all over the world. The focus is on discovering, supporting and showcasing South Asian content and talent in filmmaking, production and distribution. The Bazaar also facilitates the sales of world cinema in the South Asian region.

Film Bazaar is held every year at the Marriott Resort, Goa, India, between 20th and 24th November 2017. This year it is under the banner of the International Film Festival of India.