

## FICCI Frames gives opportunity to explore co-prod with foreign partners

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FICCI Frames 2010 that has been inaugurated today in Mumbai, is being attended by over 150 foreign delegates and they are expected to work towards exploring co-production opportunities with Indian film makers.



Around 50 delegates from Netherlands would be having business meetings with Indian content-providing companies. Netherlands is known for its TV formats and the delegates are expected

to hold meetings with 90 companies. Around 10 delegates from Turkey would be participating in the event.

In the past two years, several Hollywood Studios have tied up with Indian film-makers and despite not tasting success in India, foreign film-makers are attracted by the demographics and spending propensity of the Indian consumer.

Columbia TriStar Motion Pictures had started the trend by co-producing Saawariya with Sanjay Leela Bhansali Films. Warner Brothers took it forward by co-producing Chandni Chowk To China with Rohan Sippy. Joining the league was The Walt Disney Company, that inked a joint venture with Yash Raj Films for the animation film, Roadside Romeo.

FICCI-Frames this year would be attended by James Nicholas Giampulos, Chairman & CEO, FoxFilmed Entertainment and Louise Sams, Executive VP and General Counsel, Turner Broadcasting System Inc and President, Turner Broadcasting System International. There would be 40 participants from the US, while 20 industry honchos would be visiting from the UK And, 20 delegates each from both Japan and Germany at the three-day event.

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