



FICCI ties up with Holland as partner country for FRAMES 2010

MUMBAI: FICCI has tied up with Holland as the partner country for its upcoming annual media and entertainment conference FRAMES 2010, which will be held in Mumbai from 16 - 18 March.

This partnership came about through the ME-India platform, which is a collaboration of 14 companies of the Dutch M&E industry and Dutch Ministry of Economic Affairs that focuses on stimulating and expanding the creative industry of Holland and India alike.

"ME-India calls for making efficient use of existing networks, developing new initiatives and creating a structural link between the two countries in creative audio-visual terms. The collective entry into FICCI FRAMES is an example of the activities ME-India organizes to reach her goals," said ME-India program co-coordinator and initiator Soeniel Sewnarain.

All of the participants of the ME-India delegation come from different backgrounds from the Dutch Media & Entertainment sector. They all see the possibilities India has to offer and they come to the FICCI FRAMES to expand their (already existing) network or to offer their products and services. The delegation includes personalities from the Dutch media and entertainment industry like film directors, Martin Lagestee, San Fu Mallha, Dutch actress Victoria Koblenko and Absolutely Independent CEO Patty Geneste.

FICCI will facilitate interaction of the Dutch delegation with Indian companies in their field of interest.

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