

Bharat Pavilion - 108, International Riviera

Agenda	
<u>Day 1: May 14, 2024 (Tuesday)</u>	
10:30 AM onwards	B2B Meetings
4:00 PM onwards	<p>Opening Film at Grand Lumiere</p> <p>Film: Le Deuxième Acte (The Second Act) Director: Quentin Dupieux Cast: Mr. Léa Seydoux, Vincent Lindon, and Louis Garrel Movie Duration: 76 Minutes Genre: Comedy</p> <p>About the Film</p> <p>Florence wants to introduce David, the man she is madly in love with, to her father. But David is not attracted to her and wants to throw her into the arms of his friend Willy. The characters meet in a restaurant in the middle of nowhere.</p> <p><i>(By invitation)</i></p>
<u>Day 2: May 15, 2024 (Wednesday)</u>	

<p>10:00 AM - 11:00 AM</p>	<p><u>Inauguration of the Bharat Pavilion</u></p> <p>Theme: ‘Create in Bharat’</p> <p>India is the largest film producing country in the world, with a workforce of over 3 million across the industries. India possesses immense potential in regard to creating content of the highest quality, which not only reflects India’s culture and the Indian way of life, but also projects India’s soft power.</p> <p>Ribbon Cutting (10:00 AM - 10:10 AM)</p> <p>Moderation and Welcome by Ms. Munmun Bhattacharya, Senior Anchor and Correspondent, DD India</p> <p>Address by Ms. Tholoana Rose Ncheke, Chairperson, National Film and Video Foundation, South Africa (10:15 AM - 10:20 AM)</p> <p>Address by Mr. Christian Jeune, Director of Films Department, Deputy General Delegate, Cannes Film Festival (10:20 AM - 10:25 AM)</p> <p>Launch of Film Guide & Film on ‘India’s Cinematic Journey’ (10:25 AM - 10:35 AM)</p> <p><i>Keynote Address by Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India (10:35 AM - 10:45 AM)</i></p> <p><i>Inaugural Address by H.E. Mr. Jawed Ashraf, Hon’ble Ambassador of India to the Republic of France and Principality of Monaco (10:45 AM - 10:55 AM)</i></p> <p>Felicitation by Mr. Ravi Kottarakara, Producer</p> <p><i>Presence on Dais:</i></p> <p>Mr. Richie Mehta, Filmmaker Ms. Urvashi Rautela, Actress</p>
<p>11:15 AM - 11:45 AM</p>	<p>Official opening of the India Booth at Marche du Film</p>

	<p>Ribbon cutting and address by H.E. Mr. Jawed Ashraf, Ambassador of India to France, in the presence of Mr. Sanjay Jaju, Secretary, Ministry of I&B, Government of India, and other notable delegates in attendance.</p> <p>Introduction to States Introduction to Market Participants</p>
<p>12:00 PM - 1:00 PM</p>	<p>Abundant Incentives and Seamless Facilitations - Come, Create in India</p> <p><i>Venue: Main Stage, Marché du Film, Riviera</i></p> <p>Focus on incentives being offered, co-production opportunities with India, and a case study of a successful international co-production with India to be presented. A discussion would also take place about the post-production facilities currently available in India. Overall, the focus will be to promote India's soft power through cinema.</p> <p><i>Introduction by: Ms. Munmun Bhattacharya, Senior Anchor and Correspondent, DD India (12:00 PM - 12:05 PM)</i></p> <p>Opening Film by OSD Films (12:05 PM - 12:10 PM)</p> <p><i>Opening Remarks and Moderation: Ms. Anupama Chopra, Film Critic (12:10 PM - 12:15 PM)</i></p> <p>Panel Discussion (12:15 PM - 12:45 PM)</p> <ol style="list-style-type: none"> 1. Shri. Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India 2. Mr. Richie Mehta, Filmmaker 3. Ms. Bich-Quan Tran, Film Producer (Schirkoa) <p>QnA: 12:45 PM - 12:55 PM</p>

<p>2:30 PM - 3:00 PM</p>	<p>Fireside Chat with</p> <p>Mr. Ashok Amritraj, Chairman and CEO, Hyde Park Entertainment</p> <p>Moderated by:</p> <p>Dr. Bhuvan Lall, Filmmaker and Entrepreneur</p>
<p>3:00 PM - 4:30 PM</p>	<p>Film Festival Session</p> <p>Collaborating Globally for the Greater Good of Cinema</p> <p>Every festival is a confluence of cinematic excellence in many diverse dimensions. Films, no doubt, occupy the prime position at every festival. But there are also many related realms organizing congenial ambience for film viewing, attracting professional talent, enabling free exchange of ideas, ensuring long terms environmental sustainability, and many others. This roundtable brings together some of the best minds from across the world to articulate their best practices in the above mentioned areas and to suggest how they can be adapted by other festivals for the greater good of cinema in their regions.</p> <p>Moderator: Mr. Pankaj Saxena, Artistic Director, IFFI</p> <p>Panelists:</p> <p>Ms. Anita Lee, Chief Programming Officer, Toronto International Film Festival Mr. Cristiane Guzzi, Executive Producer of São Paulo International Film Festival Mr. Ingrid Jean-Baptiste, Co-Founder and Artistic Director, Chelsea Film Festival Mr. Jongsuk Thomas Nam, Programmer, Bucheon International Fantastic Film Festival Mr. Patrick Van Hauwaert, Organizer, Razor Reel Flanders Film Festival Mr. William Pfiffer, Executive Producer and Co-Founder, Globalgate Entertainment Ms. Lola Legros, International Promotion Manager, Paris Region</p>
<p>4:45 PM - 5:45 PM</p>	<p>Session on Federal and State policies regarding film production</p> <p>Discussion on Center-State Incentives and EODB</p>

	<p>Moderator: Mr. Sanjay Ram, Director and Producer</p> <p>Shri Sanjay Jaju, Ministry of Information and Broadcasting, Government of India Goa Maharashtra Jammu & Kashmir Karnataka</p>
5:45 PM - 6:00 PM	<p>Showcase Showreel of the film - The Demon Hunter - Taiwanese Film</p> <p>Director: Mr. Chen Mei-Juin Cast: Mr. Arjan Bajwa, Mr. JC Lin, Ms. Regina Lei, Mr. Jack Kao, and Mr. Harry Chan DoP: Mr. Tony Cheung</p>
6:00 PM onwards	<p>Networking Evening (Producers' Evening) At Terrace (By Invitation/Registration)</p> <p><i>(Hosted By Diageo)</i></p>
<u>Day 3: May 16, 2024 (Thursday)</u>	
10:30 AM - 11:30 AM	<p>Co-Producing with India: Roundtable with International Film Commissions</p> <p>Co-productions have become increasingly common in the film industry due to their potential to combine resources, expertise, and creative talent from multiple countries, resulting in diverse and culturally rich content. This roundtable will serve as a valuable platform for fostering collaboration, sharing expertise, and building partnerships to promote co-productions between India and other regions in the global film industry.</p> <p>Moderator: Mr. Samir Sarkar, Producer, Magic Hour Films</p> <p>Panelists:</p> <p>Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India Ms. Maria Giuseppina Troccoli, Commissioner, Roma Lazio Film Commission Ms. Christina Priarone, President, Italian Film Commission Ms. Annie Murray, Chief Executive Officer, New Zealand Film Commission Mr. Sigmund Elias Holm, Commissioner, Western Norway Film Commission Mr. Ruriko Sekine, Secretary General, Japan Film Commission Mr. Remi Bergues, Managing Director, Film Paris Region Mr. Jeremy Redler, President, Film Paris Region Mr. Anupam Sharma, Producer and Chair, AIFC Mr. Nalin Kumar Pandya, Filmmaker</p>

<p>11:45 AM - 1:00 PM</p>	<p>India: The Complete Filming Destination (Event with Screen International)</p> <p>India has all the right ingredients to become a major filming destination and attract major productions. The best of locations, highly capable and trained technicians, state-of-the-art equipment, and now the best in class incentives. What is the government doing to attract big international productions? How is the Indian industry seeing it, and how are the international producers looking at it?</p> <p>Moderator: Mr. Michael Rosser, Editor, Screen International</p> <p>Panelists:</p> <p>Shri. Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India Ms. Sandhya Suri, Producer, Santosh Mr Alan Mc Alex, Line Producer, <i>Santosh & Sister Midnight</i> Ms Katharina Suckale, Bombay Berlin Productions Mr Jonathan Olsberg, Olsberg SPI</p>
<p>2:00 PM - 2:15 PM</p>	<p>Karnataka State Session</p>
<p>2:30 PM - 3:15 PM</p>	<p>The Magic of Authentic Storytelling: Power of Creators</p> <p>In today's digital landscape, the role of influencers has evolved beyond mere content creators to becoming powerful catalysts for change, shaping opinions, and driving action. However, the success of an influencer extends far beyond the number of followers they accumulate. It's about striking the delicate balance between reach, engagement, and impact—the three pillars of the influence equation.</p> <p>Moderator: Ms. Mehak Kasbekar, Vice-President and Editor-in-chief, BRUT Media</p> <p>Panelists:</p> <p>Mr. Sharan Hegde Mr. Ankush Bahuguna Mr. Sanjyot Keer Mr. Vishnu Kaushal</p>
<p>3:15 PM - 4:00 PM</p>	<p>Followers to Films: The Crossover Journey</p> <p>This panel discussion will delve into the importance of embracing diversity within influencer culture, exploring ways to amplify underrepresented voices, challenge stereotypes, and foster a more inclusive online community. Join us as we embark on a</p>

	<p>journey to break the mold and champion authenticity, equity, and empowerment in the influencer space.</p> <p>Moderator: Ms. Mehak Kasbekar, Vice-President and Editor-in-chief, BRUT Media</p> <p>Panelists:</p> <p>Mr. Ayush Mehra Ms. RJ Karishma Mr. Viraj Ghelani</p>
4:00 PM - 5:00 PM	B2B Meetings
5:00 PM - 6:00 PM	B2B meetings
6:00 PM onwards	<p>Networking Evening at India Pavilion (Media Evening)</p> <p>(Hosted by Bacardi)</p>
7:30 PM onwards	<p>“Bharat Parv” (India Day) Celebrations</p> <p><i>Venue: Croisette Room, Hotel Le Majestic</i></p> <p><i>Introduction by Ms. Munmun Bhattacharya, Senior Anchor and Correspondent, DD India (8:00 PM - 8:05 PM)</i></p> <p>Launch of IFFI Poster and IFFI Trailer Launch of WAVES ‘Save The Date’ Poster and WAVES Trailer (8:05 PM - 8:15 PM)</p> <p><i>Address by Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India (8:15 PM - 8:20 PM)</i></p> <p><i>Address by H.E. Mr. Jawed Ashraf, Ambassador of India to France and Principality of Monaco (8:20 PM - 8.25 PM)</i></p> <p><i>Introducing Sa Re Ga Ma (Musical Evening and Launch of Album) (8:25 PM - 9:00 PM)</i></p> <p>Singers: Mr. Shaan Mukherjee, Mr. Mahi, Ms. Pragati Nagpal, and Mr. Arjun Tanwar</p> <p style="text-align: right;">(By invitation)</p>
<u>Day 4: May 17, 2024 (Friday)</u>	

<p>10:15 AM - 11:00 AM</p>	<p>Cinematic Synergy: Exploring Bi-lateral Film Co-productions between India and Spain</p> <p>This session could focus on the burgeoning partnership between the Indian and Spanish film industries through co-productions.</p> <p>This session aims to kick start the co-production process between India and Spain for the announcement of a project.</p> <p>Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India Mr. Bobby Bedi, Indian Filmmaker Ms. Anna Saura, Film Producer Mr. Juan Manuel, General Secretary, Spain Film Commission Mr. Guillermo Rodriguez Martin, Director, Casa De La India</p>
<p>11:00 AM - 11:30 AM</p>	<p>Revisiting Manthan at Cannes Classics 2024</p> <p>The founder and director of the Film Heritage Foundation will discuss with Secretary, I&B, Mr. Sanjay Jaju, the journey undertaken to restore the classic film by Shyam Benegal, along with Davide Pozzi, director of L'immagine Ritrovata. Additionally, Dr. Jayen Mehta and Ms. Nirmala Kurien, will talk about the role Amul played in bringing Manthan back to the big screen and also how the cooperative society was deeply involved in the production of the film in a way unprecedented in the history of Indian cinema.</p> <p>Moderator: Mr. Shivendra Singh Dungarpur, Founder-Director, Film Heritage Foundation</p> <p>Panelists:</p> <p>Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting Dr. Jayen Mehta, Managing Director, Amul Ms. Nirmala Kurien, Daughter of Dr. Verghese Kurien</p>
<p>11:30 AM- 1:30 PM</p>	<p>Speed Dating - Indian and British Producers in association with British Film Institute</p>
<p>1:00 PM - 2:00 PM</p>	<p>Lunch Time</p>
<p>2:30 PM - 2:45 PM</p>	<p>Trailer Launch - Bunnyhood</p> <p>Director: Ms. Mansi Maheshwari</p>
<p>3:00 PM - 3:15 PM</p>	<p>Trailer Launch - “Sunflowers were the first ones to know”</p> <p>Director: Mr. Chidananda Naik</p>

3:30 PM - 4:30 PM	<p>Cracking the Code: Understanding the Dynamics for Film Distribution Success</p> <p>Through insightful discussions and real-world examples, industry experts will dissect the evolving landscape of film marketing, exploring the interplay between traditional distribution channels, digital platforms, and audience preferences. Attendees will gain invaluable insights into effective marketing tactics, audience segmentation strategies, and the role of innovative partnerships in maximizing the reach and impact of film promotions. This session promises to equip filmmakers, distributors, and industry professionals with the knowledge and tools needed to navigate the complexities of film marketing and elevate their projects to new heights of success on both domestic and international stages.</p> <p>Moderator: Mr Arfi Lamba, Producer, Bombay Berlin Film Productions</p> <p>Panelists:</p> <p>Ms. Celine Loop, Co-Founder, The Storiculture Company Belgium & India Mr Awadhesh Kumar, AK Studios LLC, USA Mr. Manuel Attali, Co-Founder, ED Distribution, France Mr. Murtuza Kagalwala, Managing Partner, Shemaroo Contentino Media LLP, India Mr. Vincent Paul, Co-Founder, Carlotta Films, France</p>
4:45 PM to 5:30 PM	<p>The India Advantage in Global VFX and Animation</p> <p>India offers a unique opportunity to access the combination of talent and technology to produce global stories. The Government of India has made this a “champion sector” for services, start ups, and coproduction.</p> <p>Moderator: Mr. Biren Ghose, Chair, CII AVGC and Immersive Media Forum, and Managing Director - Asia Pacific, Global Executive Committee Member, Technicolor Group</p> <p>Panelists:</p> <p>Shri Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, Government of India Mr. Bobby Bedi, Founder, Contentflow Studios Mr. Gilles Gaillard, Media Entrepreneur and Founder of N9NE Studio and Mirettes.io Mr. Andrew Baker, Producer, Cantilever Media</p>
5:30 PM - 5:45 PM	<p>Poster Launch - Kathakaar</p> <p>Producer: Mr. Siddharth Sibal</p>

6:00 PM onwards	<p>Networking cocktail evening at Indian pavilion (Film Festival Day)</p> <p>(Hosted by Kamala Mills, Sa Re Ga Ma & Bacardi)</p>
<u>Day 5: May 18, 2024 (Saturday)</u>	
10:00 AM – 12:00 PM	Spain-India Co-Production B2B Meetings
12:00 PM - 12:30 PM	<p>State Session: Goa</p> <p>Ms. Ankita Mishra (IAS), Chief Executive Officer, ESG</p>
12:30 PM - 12:45 PM	<p>Trailer Launch - Aadrika</p> <p>Director: Abhijit Aadhya</p>
2:00 PM - 2:30 PM	B2B Meetings
2:30 PM - 3:00 PM	<p>State Session: Maharashtra</p> <p><i>Audio Visual Presentation of Dadasaheb Phalke Film City & Maharashtra as a Filming Destination with Single Window Facility & Initiative of Three Marathi Films in Marche du Film.</i></p> <p>Presentation by:</p> <p>Mrs. Swati Mhase-Patil, (IAS) Managing Director, Filmcity Maharashtra Mr. Manouj Kadamh, Filmmaker and Coordinator</p>
3:00 PM - 3:30 PM	<p>Celebrating Marathi Cinema</p> <p>The session celebrates the unique cultural heritage and artistic achievements of Maharashtra's film industry. This session explores the evolution of Marathi cinema, its impact on Indian cinema as a whole, and the contributions of visionary filmmakers, actors, and technicians. Through screenings, panel discussions, and interactive sessions, participants gain insights into the creative process, challenges, and future directions of Marathi cinema, reaffirming its position as a dynamic and influential force in the world of film.</p> <p>Panelists:</p> <p>Mr. Manoj Shinde, Filmmaker (Valli) Mr. Shashi Khandare, Filmmaker (Gypsy) Mr. Shrikant Bhide, Filmmaker (Bhera)</p>

	Mr. Jabbar Patel , Renowned Filmmaker
3:30 PM - 4:30 PM	<p>Session on Indian Film Festivals</p> <p>"Indian Film Festivals" showcases the vibrant tapestry of Indian cinema, celebrating its diversity, creativity, and cultural richness. From the iconic International Film Festival of India (IFFI) in Goa to regional festivals like Mumbai Film Festival (MAMI) and Kolkata International Film Festival (KIFF), these events serve as platforms for emerging and established filmmakers to showcase their work, engage in dialogue, and foster industry connections. Featuring a wide array of genres, languages, and themes, Indian film festivals offer audiences an immersive experience into the dynamic world of Indian cinema, while also promoting cross-cultural exchange and appreciation of cinematic artistry.</p> <p>Moderator: Mr. Pankaj Saxena, Artistic Director, IFFI</p> <p>Panelists:</p> <p>Dr. Jabbar Patel, Pune International Film Festival Mr. Sadhu Kokila, Bengaluru International Film Festival Mr. Saravana Prasad, Founder & Festival Director, Innovative International Film Festival Mr. Jitendra Mishra, Director, Smile International Film Festival for Children & Youth</p>
4:45 PM - 5:15 PM	<p>Children's Films and Festivals. A global perspective.</p> <p>Moderator: Jitendra Mishra, INDIA, Acclaimed Filmmaker, Festival Director SIFFCY.</p> <p>Panelists:</p> <p>Mr Mikk Granström, ESTONIA, CEO Tallinn Black Night Film Festival, Head of Just Film Festival Ms Marta Kraus, POLAND, Film Commissioner Mr Michael Harbauer, GERMANY, Founder, Director 29th Schlingel International film festival Ms. Nora Lacos, HUNGARY, Acclaimed Filmmaker, Festival Director CINEMIRA. Mr Daniel Lundquist, SWEDEN, Senior Programmer, BUFF Malmo</p>
5:15 PM - 6:00 PM	B2B Meetings
6:00 PM onwards	<p>Networking cocktail evening at Indian pavilion (Film Commissions)</p> <p>(Hosted by Bacardi)</p>
Day 6: May 19, 2024 (Sunday)	

10:00 AM - 10:15 AM	B2B Meetings
10:30 AM - 12:30 PM	Co-production Meetings with India and Australia Producers
12:30 PM - 1:00 PM	B2B meetings
2:00 PM - 2:45 PM	<p>Celebrating Indian History on the Global Platform</p> <p>Central to the discussion will be the role of "Kannappa" in bridging this gap and bringing an Indian narrative to the forefront of global cinema. Vishnu will elaborate on the film's mission to entertain and enlighten audiences worldwide about the richness and diversity of Indian history and culture.</p>
2:45 PM - 3:15 PM	<p>Impact of Digital Content on Films</p> <p>Moderator: Mr. Vinay Pillai</p> <p>Panelists:</p> <p>Mr. Viraj Ghelani Mr. Ayush Mehra</p>
3:15 PM - 3:30 PM	<p>Trailer Launch - Mercy</p> <p>Co-Producer: Mr. Neeraj Vasudeva</p>
3:30 PM - 4:00 PM	State Session: Jammu and Kashmir
4:00 PM - 4:15 PM	<p>Poster Launch - Putul</p> <p>Director: Ms. Indira Dhar Mukherjee</p>
4:15 PM - 4:30 PM	Trailer Launch - Attempt One
4:30 PM - 5:00 PM	<p>Trailer unveiling of the Documentary - "Headhunting to Beatboxing"</p> <p>Mr. A R Rahman Director: Mr. Rohit Gupta Mr. Theja Meru Mr. Abu Mehta</p>
5:00 PM - 6:30 PM	Session with IMPPA (5:00 PM - 6:30 PM)
6:30 PM onwards	Networking cocktail evening at Indian pavilion (Distributors/Artists) (Hosted by IMPPA)
Day 7: May 20, 2024 (Monday)	

10:30 AM – 2:30 PM	B2B Meetings
2:30 PM - 2:45 PM	Trailer Launch - Savie Actor :- Divya Khosla Kumar Producer :- Tseries, Divya Khosla Kumar and Bhushan Kumar
2:45 PM - 3:00 PM	Trailer Launch - “HARNA” a Gujarati Feature Film starring Pratik Gandhi and Brinda Trivedi Producer: Mr Taha Budussha
3:00 PM – 5:00 PM	Speed Dating Session with New Zealand Film Commission
5:00 PM - 5:30 PM	
5:30 PM - 6:00 PM	Trailer and Poster Launch - Paro Producer: Ms. Trupti Bhoir, Executive Producer: Ms. Priya Samanth
6:00 PM onwards	Networking evening (hosted by GIFT and Jannat Movies)
Day 8: May 21, 2024 (Monday)	
10:30 AM – 2:30 PM	B2B Meetings
2:30 PM – 2:45 PM	Trailer and Poster Launch - WWW - World Without Water Director: Mr. Manoj Panday; Producer: Mr. Manoj Pandya & Mr. Sonu Bansal Produced by: Great India Film Television (Gift) and Jannat Movies
3:00 PM - 3:30 PM	Trailer Launch - Woodcutter-Gos Kota Manuh Producers: Ms. JV Manisha Bajaj and Mr. Tarsem Antil
3:30 PM - 3:45 PM	Poster Launch - Goodbye Guruji Director: Ms. Aimee Barua

4:30 PM - 5:00 PM	Fireside Chat Session with Ms. Aditi Rao Hydari
5:30 PM – 6:00 PM	Fireside Chat Session with Mr. Santosh Sivan
6:00 PM onwards	Networking Evening <i>(Hosted by Anginieux)</i>
<u>Day 9: May 22, 2024 (Tuesday)</u>	
10:30 AM – 3:30 PM	B2B Meetings
3:30 PM - 4:00 PM	First Look Launch & Announcement - Love in Vietnam Director: Mr. Rahhat Kaazmi Starcast: Ms. Shantanu Maheshwari, Ms. Avneet Kaur (Vietnamese actress) Producer: Mr. Omung Kumar, Captain Rahul Bali and Mr. Rahat kazmi Co-producers: Mr. Tariq Khan, Mr. Zeba Sajid and Mr. Abhishek Ankur
4:00 PM - 4:15 PM	Trailer Launch - The Zebras Director: Mr. Aneek Choudhari
4:15 PM - 4:30 PM	Trailer Launch - Nanda Master'nka Chatasali Director: Mr. Pranab Aich, Abhaya Pati, Tabish Kh
4:30 PM - 4:45 PM	Poster Launch - Camp Decent Dhrumal Shah
5:00 PM - 5:15 PM	Trailer Launch -
6:00 PM onwards	
<u>Day 10: May 23, 2024 (Wednesday)</u>	
10:30 AM – 6:00 PM	B2B Meetings
Day 11 – 24th May 2024	

10:30 AM – 6:00 PM	B2B Meetings
Day 12 – 25th May 2024	
10:30 AM – 6:00 PM	B2B Meetings