

Leduc, Danine CSCD:EX

From: Sit, Vera JTST:EX
Sent: Tuesday, June 12, 2012 9:55 AM
To: 'Peter Leitch'
Cc: Croome, Susan E BCFC:EX
Subject: RE: Meeting with the film industry to discuss IIFA 2013

Let's try morning of the 20th, say 9 to 11 am?

Would you set up the meeting and could we meet at your office?

Many thanks.

Regards,

Vera Sit
Executive Director
Ministry of Jobs, Tourism and Innovation
New Tel: 250-356-5823

From: Peter Leitch [<mailto:PeterL@nsstudios.ca>]
Sent: Tuesday, June 12, 2012 9:06 AM
To: Sit, Vera JTI:EX
Cc: Croome, Susan E BCFC:EX
Subject: RE: Meeting with the film industry to discuss IIFA 2013

Hi Vera: I am not available on Friday but the morning of the 20th, all day on the 26th or morning of the 27th work for me.

Peter

From: Sit, Vera JTI:EX [<mailto:Vera.Sit@gov.bc.ca>]
Sent: June-12-12 8:45 AM
To: Peter Leitch
Cc: Croome, Susan E BCFC:EX
Subject: RE: Meeting with the film industry to discuss IIFA 2013

Hello Peter,

Have you had a chance to check in with your other film industry contacts to see if we can meet to discuss IIFA 2013?

I hope to hear back from you soon. Thank you.

Regards,

Vera Sit
Executive Director
Ministry of Jobs, Tourism and Innovation
New Tel: 250-356-5823

From: Sit, Vera JTI:EX
Sent: Friday, June 1, 2012 2:32 PM
To: 'peterl@nsstudios.ca'
Cc: Mackay, Grant JTI:EX; LeBlond, Ray JTI:EX; Croome, Susan E BCFC:EX
Subject: Meeting with the film industry to discuss IIFA 2013

Hello Peter,

Thank you for agreeing to help me organize a meeting with the key players in the film industry to discuss how as partners we can put forward a competitive bid to bring IIFA 2013 to BC.

Attached please find the bid brochure that the province has put together. The proposed IIFA Weekend agenda will give you an idea of the types of activities that typically occurs during an IIFA Event.

S22

S22

May I propose that we meet with the film industry group in the morning of June 15? I am available to meet on other dates too, except for the afternoon of June 15 and all day June 18.

If you don't mind, we could meet at your office as I understand that parking is more convenient there than in downtown, and that the film industry group is quite familiar and comfortable meeting at your office.

Proposed Meeting Agenda:

| |
|---|
| Meeting Objective: To Identify Ways the Film Industry Group Can Contribute to Strengthen BC's Bid to Host IIFA 2013 |
|---|

| | |
|---|-------------------------------------|
| 1. Welcome | Grant Mackay (ADM Tourism Division) |
| 2. Status Update of BC's Bid | Vera Sit |
| 3. Discussion: Ideas to Strengthen BC's Bid | All |
| 4. Next Steps | Grant / Vera |

I look forward to meeting you.

<< File: IIFA 2013 BC BidBrochure.pdf >>

Regards,

Vera Sit

Executive Director

Ministry of Jobs, Tourism and Innovation

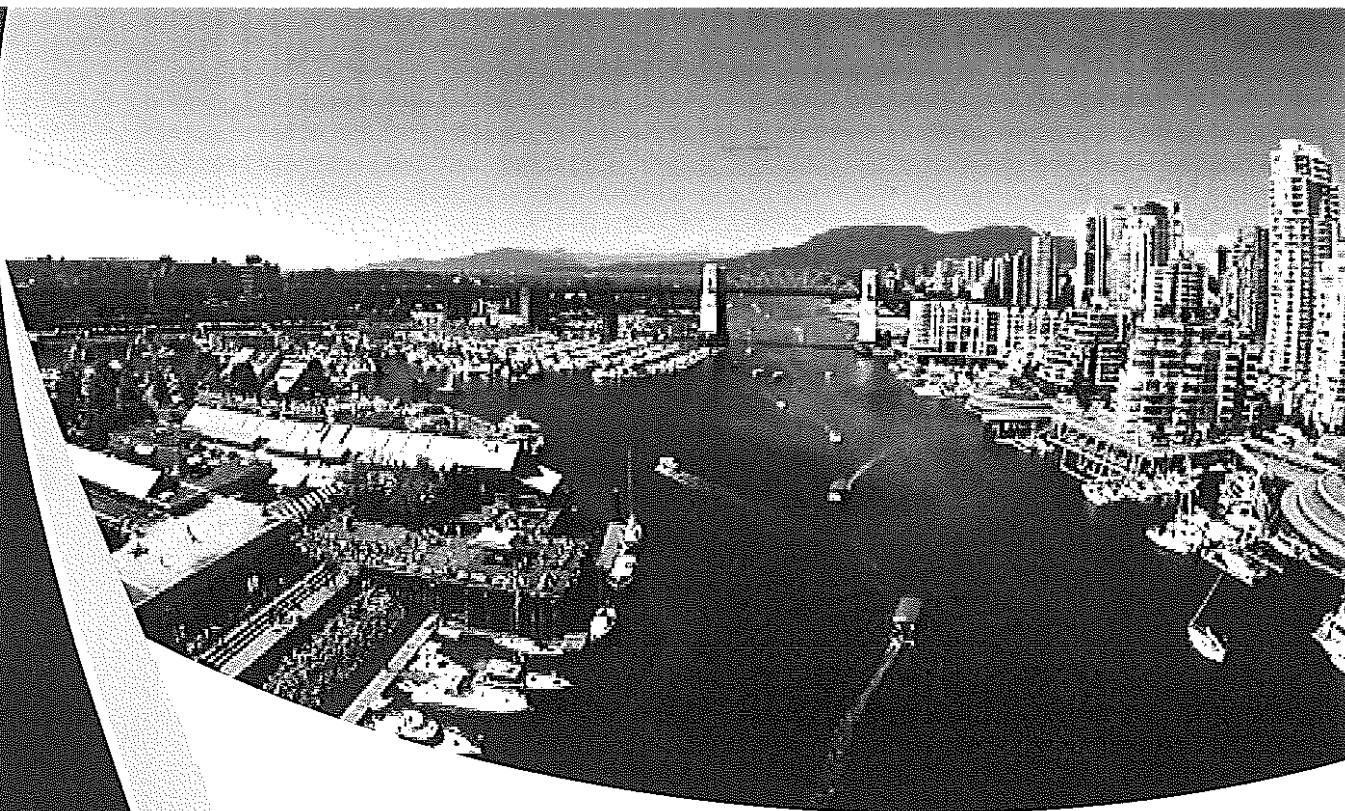
New Tel: 250-356-5823

VANCOUVER WELCOMES THE
2013 INTERNATIONAL INDIAN FILM ACADEMY
WEEKEND AND AWARDS
JUNE 21 - 23, 2013

CONNECTING THE WORLD

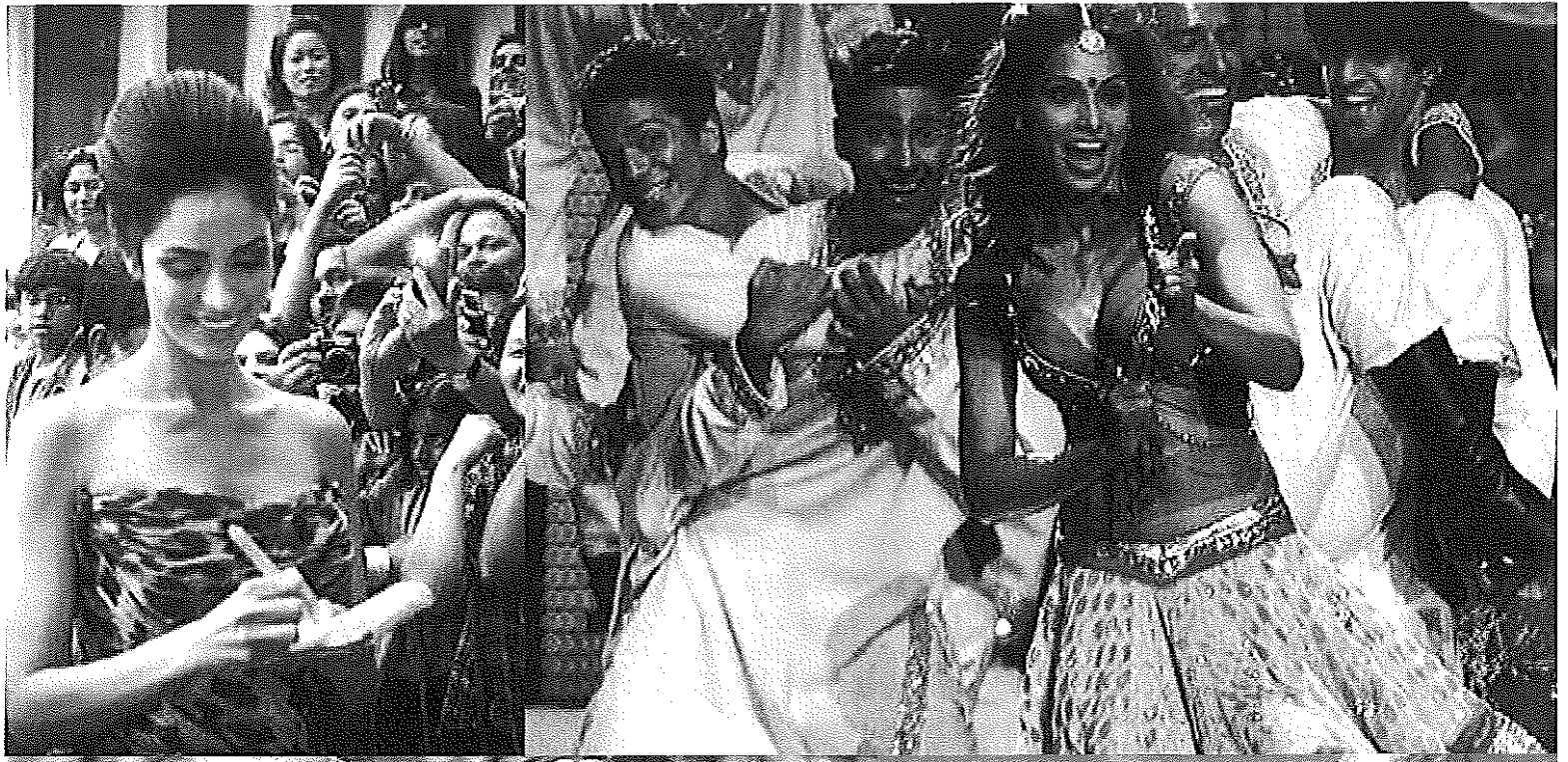


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MESSAGE FROM PREMIER CHRISTY CLARK



As Premier of the Province of British Columbia, I am very pleased to express my support for the province's bid for the 2013 International Indian Film Awards.

India is an incredible country with strong ties to British Columbia, and our Indian community plays a very important role in the social fabric of our province. British Columbia's cultural diversity is a key factor in our accomplishments and that is why we are excited and honoured to submit this bid.

With our proven track record of hosting the Vancouver 2010 Olympic and Paralympic Winter Games, where we had an estimated audience of over 3.5 billion domestic and international visitors and viewers, we can provide a destination that offers new infrastructure, world-class hospitality and customer service, and a safe and welcoming environment. BC companies are well-positioned to provide the services and skills to help make the International Indian Film Awards a huge success. For many years, British Columbia has been, and continues to be today, an ideal location for Bollywood film production. We have a wealth of suppliers and experts in event hosting, business development and tourism – all high priorities for an event such as this.

British Columbia is an incredibly beautiful place. Our sophisticated cities, diverse cultures and spectacular scenery will all provide the perfect backdrop for the awards and result in lasting memories for all those who attend. I encourage you to select British Columbia as the ideal location to showcase the 2013 International Indian Film Awards, and experience British Columbia's natural beauty and hospitality for yourselves.

We welcome the opportunity to host the 2013 International Indian Film Academy Weekend and Awards, and celebrate the 100 year anniversary of Indian Cinema. As partners, the International Indian Film Academy and British Columbia will use the IIFA event to promote the connectivity of people around the world, through film, music, arts, culture and trade.

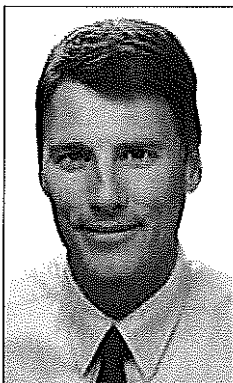
Thank you for your consideration.



The Honourable Christy Clark
Premier of British Columbia



MESSAGE FROM THE CITY OF VANCOUVER, OFFICE OF THE MAYOR



On behalf of the City of Vancouver, I am pleased to express our support of the bid to host the 2013 IIFA Awards.

The City of Vancouver is one of the most diverse and welcoming cities in North America with a long track record of successfully convening international events that draw people from around the world.

Our experience as host city of the Vancouver 2010 Olympic and Paralympic Winter Games means we are uniquely positioned to host the IIFA Awards. We have a wide range of venues and facilities, a world-class hospitality sector and many experienced industry professionals who will help ensure the event is a success.

The Indian film industry has immense global appeal and I am proud that Vancouver has, for generations, been home to a large number of people from the South Asian diaspora. Vancouver has, not only, been featured in a number of Bollywood films, we are also home to a great many passionate India cinema fans who would no doubt be extremely enthusiastic to have the IIFA Awards in our city.

I look forward to the opportunity for Vancouver to host the 2013 IIFA Awards.

Yours truly,

A stylized handwritten signature in dark ink, appearing to read 'Gregor'.

Gregor Robertson
MAYOR



MESSAGE FROM THE CITY OF SURREY, OFFICE OF THE MAYOR



On behalf of Surrey City Council, I would like to express our support for the Province of British Columbia's bid to host to the IIFA Awards for 2013 in the Metro Vancouver region.

The City of Surrey is excited to partner with the Province in order to accommodate the needs of the 2013 IIFA Awards, to ensure it is a resounding success. The IIFA Awards presents a unique opportunity to promote cultural diversity within Surrey, as it celebrates the key accomplishments of individuals from the "Bollywood" film industry. Surrey is home to a large South Asian community, which would be proud to have this event come and enrich the lives of all our residents.

Surrey has a wide range of facilities and amenities that would help fulfill the various operational and logistical needs of the IIFA Awards. A variety of high-profile events are held annually in Surrey, for audiences of all sizes. These award-winning events are accompanied by a variety of high calibre musical acts and cultural performances of many types. Surrey's annual Canada Day Celebration, held at the Cloverdale Millennium Amphitheatre, is the largest in Western Canada, attracting over 100,000 people each year. BC's largest multicultural celebration, the Surrey Fusion Festival, attracts over 90,000 people annually and includes a number of different pavilions and venues. Our City also played a part in facilitating the multi-faceted operations of the Vancouver 2010 Olympic and Paralympic Winter Games by hosting an official Olympic Live Celebration Site, which attracted approximately 300,000 spectators over the 13-day event. Should the Province's bid for the 2013 IIFA Awards be successful, I am confident the City of Surrey will be able to fully assist in facilitating a spectacular event.

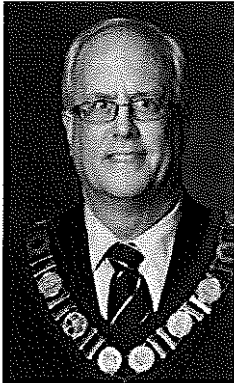
I look forward with anticipation to hearing of the decision made by the 2013 IIFA Awards organizing committee.

A handwritten signature in dark ink, appearing to read 'Dianne Watts'.

Dianne Watts
MAYOR



MESSAGE FROM THE CITY OF RICHMOND, OFFICE OF THE MAYOR



On behalf of the City of Richmond, I am pleased to submit this letter in support of the bid to attract the 2013 International Indian Film Academy Weekend and Awards.


As the gateway to British Columbia, Richmond is a natural setting for the gathering of business and travel professionals. The 2013 International Indian Film Academy Weekend and Awards would be of great benefit to Richmond's tourism and hospitality sectors.

I am confident that the City has the quality services and attractions to ensure your event will be a huge success, as proven by our success as a Venue City for the Vancouver 2010 Olympic and Paralympic Winter Games, along with hosting numerous other cultural, business, and sporting events. In addition, the City of Richmond has connections to talent, facilities and industry; making our City an ideal choice to join in hosting the 2013 International Indian Film Academy Weekend and Awards.

Our community certainly recognizes and embraces a variety of ethnicity and cultures. It is what makes our City unique and dynamic; contributing to the vibrancy of our community. As Mayor of the City of Richmond, I take pride in the remarkable multicultural community within our City, and believe that it creates mutual respect and generates understanding of the different values and traditions that make up a diverse cultural heritage.

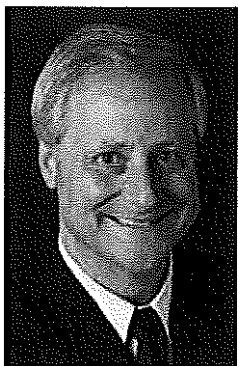
Please accept this letter in support of the bid to host the 2013 International Indian Film Academy Weekend and Awards.

Yours truly,


Malcolm D. Brodie
MAYOR



MESSAGE FROM TOURISM VANCOUVER



Tourism Vancouver is delighted to support the bid to host the International Indian Film Academy, IIFA Weekend and Awards 2013. Ranked the "Best City in the Americas" year after year by *Condé Nast Traveler* magazine, Vancouver is also one of North America's top 10 meeting destinations. Events hosted in our city boast an average 10% higher delegate draw than the previous conference.

Vancouver is Canada's Pacific gem, a clean, safe and vibrant cosmopolitan city nestled between the Pacific Ocean and the beautiful North Shore Mountains. Located in the heart of our dynamic city is the newly expanded Vancouver Convention Centre, an award-winning facility with a dedicated team that creates extraordinary and inspiring event experiences. Everything is accessible from the convention centre – 13,000 hotel rooms within walking distance and three connecting hotel properties, as well as an exciting variety of restaurants, shops and cultural attractions.

Having had the distinction of hosting the highly successful Vancouver 2010 Olympic and Paralympics Winter Games, we have all the crucial elements necessary to host a world-class international event. With our spectacular location, state-of-the-art facilities and expertise, we are confident we will make your event one of the most successful and memorable conferences ever for your organization.

Vancouver is the proud home of a very vibrant and strong Indian community. We value diversity, and consider it a source of our strength. Vancouver would be honoured to host the International Indian Film Academy in 2013.

Sincerely,

A handwritten signature in dark ink that reads "Rick Antonson". The signature is fluid and cursive, with the first name "Rick" being more prominent.

Rick Antonson

President, CEO Tourism Vancouver



MESSAGE FROM THE VANCOUVER BOARD OF TRADE



On behalf of the many members of The Vancouver Board of Trade, I am pleased to express our support of the bid to host the 2013 International Indian Film Academy Weekend and Awards in Vancouver. The members of The Vancouver Board of Trade represent a remarkable multicultural community living and working in the Greater Vancouver area and on their behalf we would like to encourage you to actively engage in the process of bringing this event to our city.

The economic and cultural impacts to the City of Vancouver and outlying communities brought by the 2013 International Indian Film Academy Weekend and Awards will be far-reaching, benefiting many businesses and strengthening Vancouver's position as a world class events location.

Please accept this letter as our show of support for this major event being showcased in Vancouver.

Yours truly,

A stylized, handwritten signature in black ink.

Iain S. Black

President and Chief Executive Officer





MESSAGE FROM THE SURREY BOARD OF TRADE



The Surrey Board of Trade is pleased to submit this letter in support of the bid to attract the 2013 International Indian Film Academy Weekend and Awards.

Twenty-nine percent of Surrey's population of 464,000 is of South Asian descent. I know, from this population in addition to the multicultural population that we are so proud of, that IIFA in Vancouver-Surrey will be a significant success. Vancouver-Surrey is a rising market for Bollywood products/services. The Indian Film Industry can grow in Vancouver-Surrey, on the strength of buzz generated by local Bollywood fans. The

Surrey Board of Trade represents 3,600 business contacts. It advocates at all levels of government, provides networking opportunities, international trade services, cost saving, marketing and business education. We work behind the scenes for business to improve our economic climate and to serve the needs of business.

IIFA will not only enhance the economic climate – create jobs/industries – in the short term, but would be an instigator for long-term industry and job creation. We are very hopeful and want to see IIFA in Vancouver-Surrey – in British Columbia, Canada.

The Surrey Board of Trade has made public statements of our enthusiasm and commitment to making IIFA a success from its Awards Program, to its Business Industry events and supporting cultural programs.

I look forward to hearing about the success of your bid to bring the 2013 International Indian Film Academy Weekend and Awards to British Columbia!

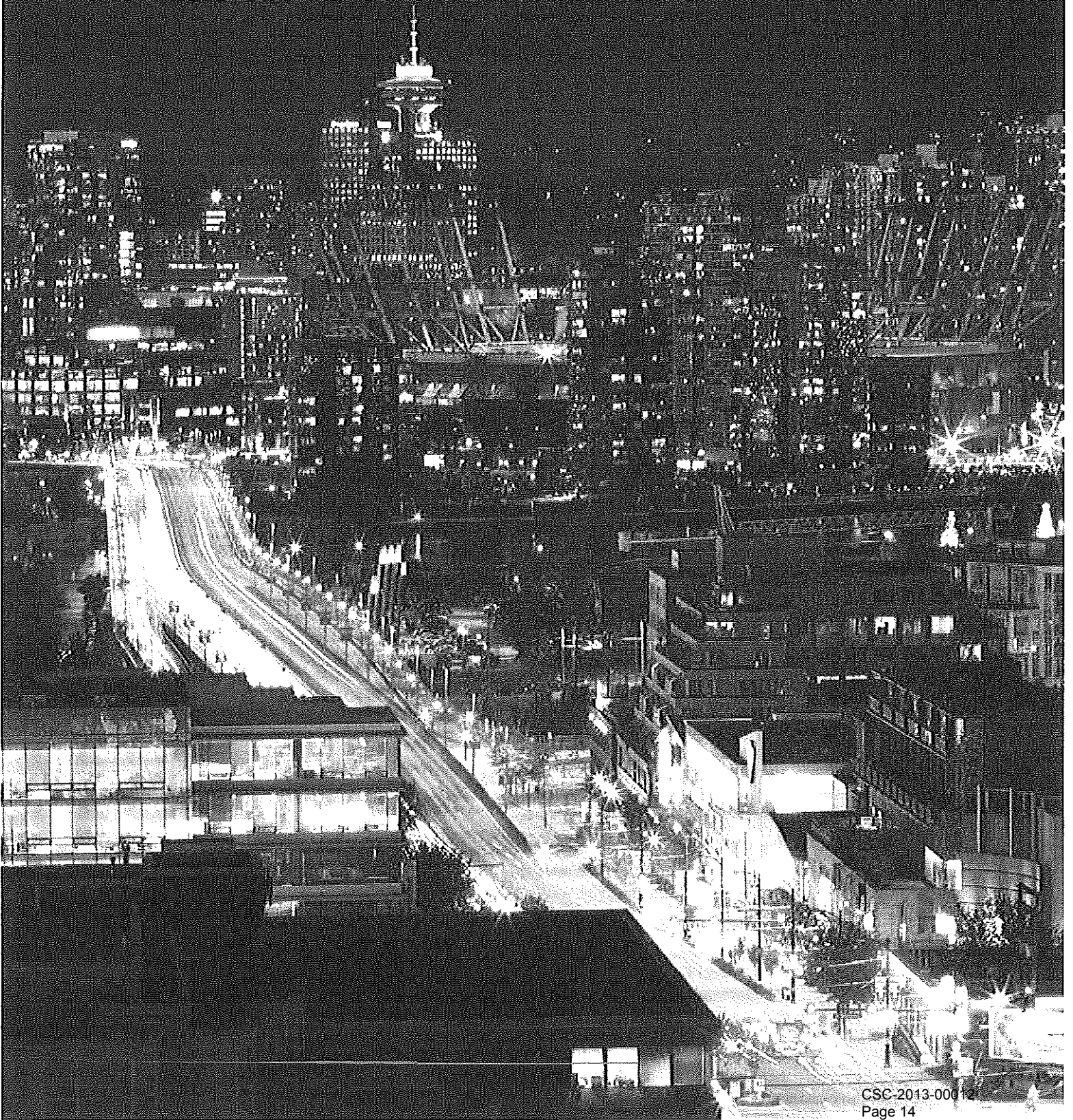
Sincerely,

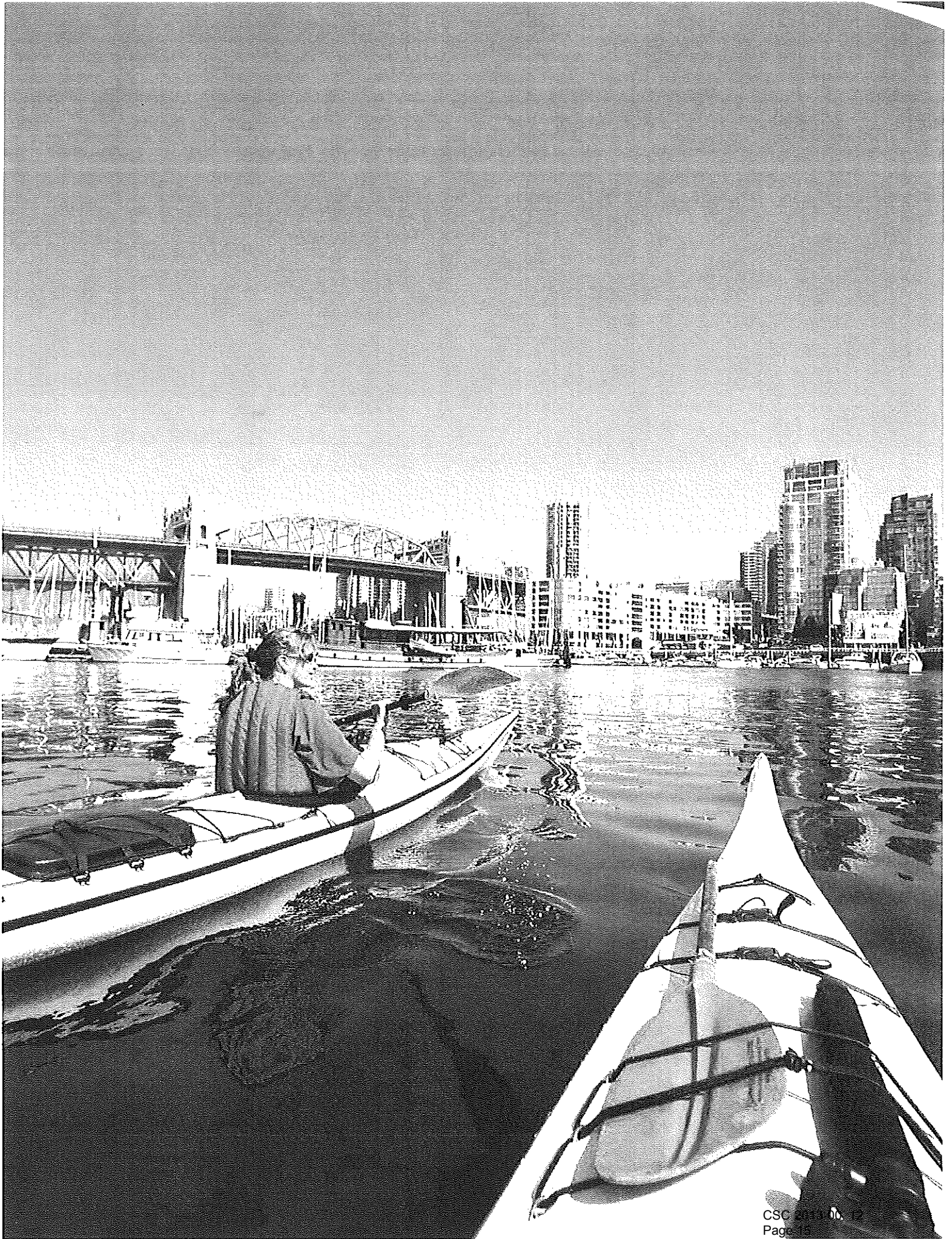


Anita Patil Huberman
CEO, Surrey Board of Trade



IIFA AND BRITISH COLUMBIA: CONNECTING THE WORLD







SUPER, NATURAL[®] BRITISH COLUMBIA

British Columbia is a land of amazing diversity where the vibrancy of the cities complements the majesty of the mountains. Cosmopolitan centres with eclectic entertainment and international cuisine can be discovered next to endless beaches and sparkling lakes.

Nestled between the Pacific Ocean on the west and the magnificent Rocky Mountains on the east, British Columbia is Canada's westernmost province. Majestic mountains, sparkling ocean, rainforests and beautiful foliage year-round make Vancouver a stunning city that is consistently rated the most liveable in the world. Combine the natural beauty with outstanding meeting facilities, museums, shopping, dining and cultural events, and Vancouver is a destination that draws big numbers.

British Columbia enjoys natural beauty, culturally diverse neighbourhoods, an amazing arts and cultural scene and a passion for the sports and

the great outdoors. The legacy of the Vancouver 2010 Olympic and Paralympic Winter Games is cities with new infrastructure, an even higher level of hospitality and customer service, a tremendously skilled workforce and, most importantly, a destination that is safe, exciting and welcoming to everyone.

British Columbia is committed to sustainability and supporting renewable resources. One of the world's top green cities, Vancouver is a leader in the use of renewable energy sources, and the goal is to be the greenest city in the world by 2020.





VANCOUVER, BRITISH COLUMBIA — GATEWAY TO EXCITEMENT

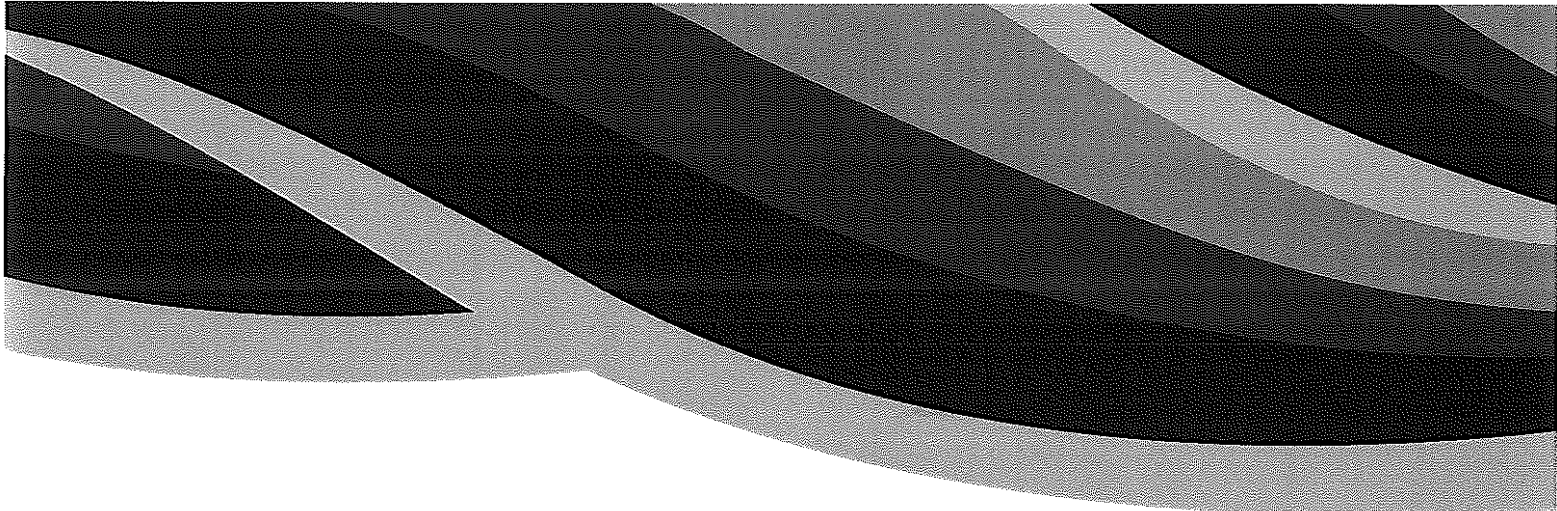
Vancouver is a stunning multi-cultural jewel on the Pacific Ocean bordered by snow-capped mountains and consistently ranked one of the most liveable cities in the world.

This cosmopolitan city teems with urban culture. As the recent host of the Vancouver 2010 Olympic and Paralympic Winter Games, Vancouver offers the best of city life – gourmet cuisine, world-class shopping and live entertainment – all within minutes of scenic ocean kayaking or a relaxing round of golf on championship greens.

British Columbia is Canada's most ethnically diverse province as demonstrated by the city of Vancouver where the population is just over two million of which 43% have a first language other than English. The population of downtown Vancouver is 578,000 comprised of over 200 different ethnic origins. Multiculturalism is threaded throughout the region through the restaurants, festivals, and unique neighbourhoods that make up the Greater Vancouver area.

Approximately 20% of the entire Indian community in Canada resides in the Vancouver area. The highest concentrations of Indo-Canadians are found in Vancouver, Surrey, Burnaby, Richmond, Abbotsford and Delta. The city of Surrey has over 107,000 South Asians, comprising almost one-third of the city's population. South Vancouver also has a particularly high concentration of Indian residents, shops and restaurants and is home to the Punjabi Market. Indo-Canadians living in Vancouver represent the diverse backgrounds of India including Gujarati, Ramil, Kannadiagas, Malayalees, Bengali, Urdu, Sindhi, Hindu and Sikh.

International access is seamless with the Vancouver International Airport (YVR) serving more than 18 million passengers annually. It is a hub for North American air travel and a premier



gateway to the Asia-Pacific region offering extensive air access to 129 destinations (more than 100 of which are non-stop). YVR was voted #1 Airport in North America by a survey of 7.8 million passengers of 95 nationalities; it is located 30 minutes south of Vancouver's city centre, and is among the most modern and efficient airports in the world.

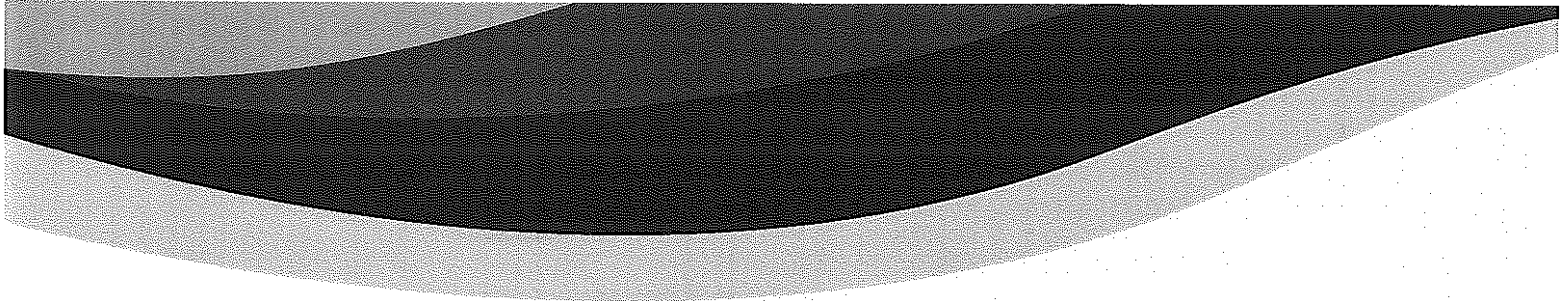
The film industry contributes over \$1 billion annually to the economy of BC and employs almost 50,000 people. Vancouver is the second largest television production centre in North America after Los Angeles.

A number of Canadian **television networks** broadcast programming featuring Indo-Canadian

culture. One prominent multicultural/multi-religious channel, Vision TV, presents a non-stop marathon of Indo-Canadian shows on Saturdays. These television shows often highlight Indo-Canadian events in Canada, and also show events from India.

In addition, there are many other networks that showcase Bollywood shows, sitcoms, TV dramas and game shows, as well as local Indo-Canadian content and Indian content from India; these include Omni Television, CityTV, Shaw Multicultural Channel and Vision Television. There are numerous radio stations, such as Red FM and RJ 1200, that represent Indo-Canadian culture, as well as newspapers like The Asian Star and The Punjabi Star.





DOWNTOWN VANCOUVER — PURE ENERGY

Discover why Vancouver is consistently ranked one of the “Top Cities in the Americas” by *Conde Nast Traveler* in its annual Reader’s Choice Awards.

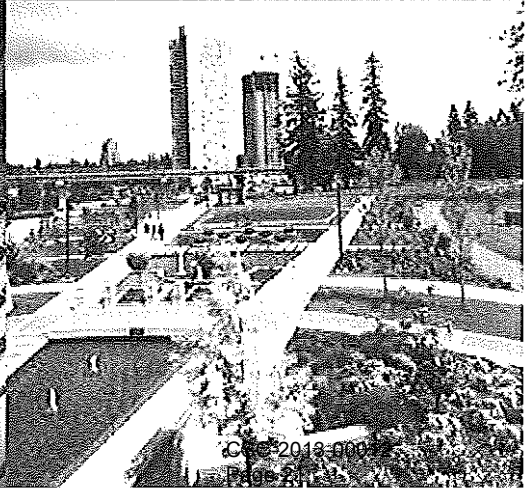
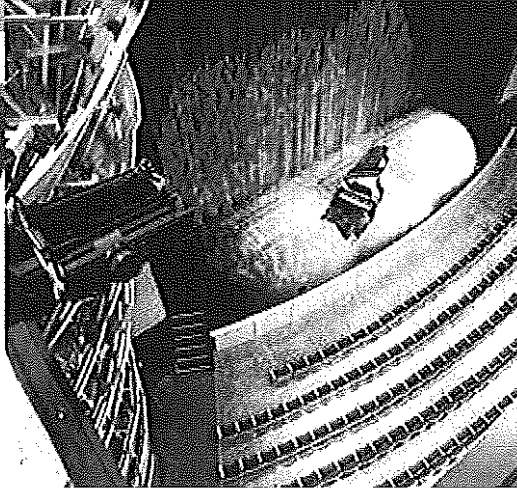
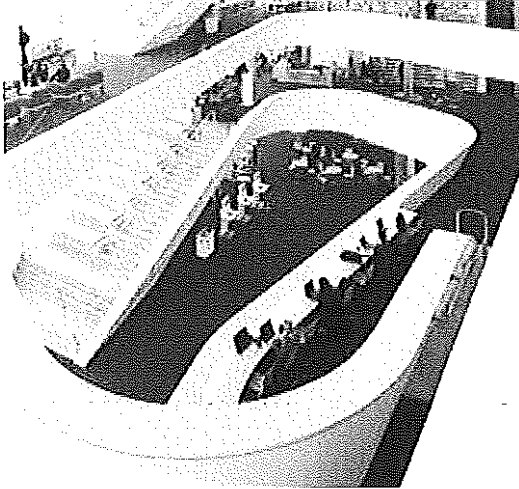
The city’s ambience and cultural scene – from theatre, music and dance to the visual arts – reflect Vancouver’s vibrant mix of cultures and lively outdoor spirit.

Granville Street is the original epicentre for Vancouver’s nightlife, its heart and soul. The surrounding mountains and ocean may be the city’s spectacular frame but Granville Street is its vibrant, urban pulse. From speakeasy pubs to retro lounges to late night pizza by the slice – Granville Street has it all. Known as Vancouver’s first entertainment district, it is home to some of the coolest bars, hottest dance clubs and ultra-hip hang outs.

Shopping districts like Robson Street, Yaletown and South Granville are home to chic clothiers, high-end furniture stores and renowned restaurants.


Vancouver is renowned for its restaurants and promises memorable culinary experiences in unique locales: on a mountain, in a park, overlooking the ocean, on a wharf, in elegant splendour or in a neighbourhood pub. Succulent seafood and West Coast cuisine are the city’s trademark, but acclaimed restaurants such as Cioppino’s and Vij’s bring chic dining to new levels, while authentic ethnic cuisine from India, China and Thailand lend international flavours and culture to the city.







SURREY, BRITISH COLUMBIA — A TRUE 21ST CENTURY CITY

 Situated 35 minutes southeast of Vancouver and directly north of the US border, Surrey with a population of 470,000 is among Canada's fastest-growing cities due to abundant greenery and urban amenities.

From beautiful parks to endless shopping, from art galleries and museums to golf courses and spectator sports like hockey and rodeos, British Columbia's second-largest city is a multicultural 21st century destination. It's full of young families with active lifestyles and diverse ethnic backgrounds.

The arrival of the SkyTrain rapid transit link in the 1990s, along with widespread immigration, made Surrey the desirable city it is today.

Shop for Indian clothing, jewellery, and food in Surrey's "Punjabi Market" district, or attend the large Vaisakhi celebrations every April. The Surrey Fusion Festival in July has approximately 60 pavilions that showcase the culture and entertainment of everywhere from China to Mexico.

Surrey is home to more than 600 parks and greenbelts. Bear Creek Park hosts the Surrey Arts Centre, with rotating exhibitions featuring local and international artists. There's also the Bell Centre for Performing Arts for dance performances and concerts. Talented and award winning stars like Harbhajan Mann, Jazz B and Kamal Heer all got their start in Surrey, and still maintain deep roots here.

UNIQUE VENUES

Having recently hosted the Vancouver 2010 Olympic and Paralympic Winter Games, Metro Vancouver knows how to throw a party.

Older neighbourhoods are bustling with new energy and trendy new districts keep the party going long into the night. From dance clubs to intimate bars, live music venues to brewpubs. Yaletown, the former downtown warehouse district, is now the epicentre of the city's most sophisticated nightlife scene. Trendy bars and exclusive clubs cater to a well-dressed clientele out to see and be seen. Think of Granville Street as Vancouver's equivalent of the Vegas Strip: a neon-lit drag, packed with people, energy, live music venues and plenty of bars and clubs that stay open until the wee hours.

Vancouver's oldest neighbourhood, Gastown has been reborn in recent years as a home for edgy and adventurous new bars. After dark, its cobblestone

streets and Victorian buildings fill with revellers in search of atmospheric venues, progressive menus and inventive cocktails. The scene is subdued and stylish, with an emphasis on refined indulgence.

Putting on high-impact events is serious business in Vancouver and throughout the province. British Columbia has extensive experience in producing world-class events, from major concerts and festivals to world championship sports. All aspects of event design and management are well represented in Vancouver, including a secret ingredient: dedicated, hard-working volunteers that help make events truly memorable. This is in addition to the many distinct venues that can accommodate any kind of event, including IIFA's famous dinners and parties:

Queen Elizabeth Theatre
Hamilton at Dunsmuir, Vancouver
Capacity: 2,781 theatre

BC Place
777 Pacific Blvd., Vancouver
Seating Capacity: 59,841

Orpheum Theatre
Smithe at Seymour Street, Vancouver
Capacity: 2,688

Stanley Park Pavilion
Capacity: 1,200 Dining or 1,000 with tents
1,000 Reception with tents

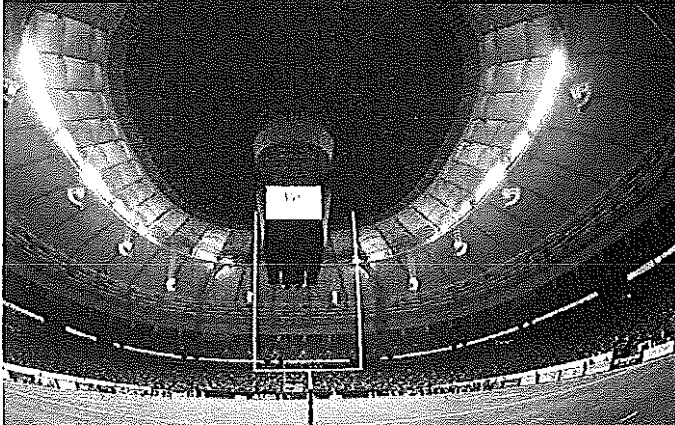
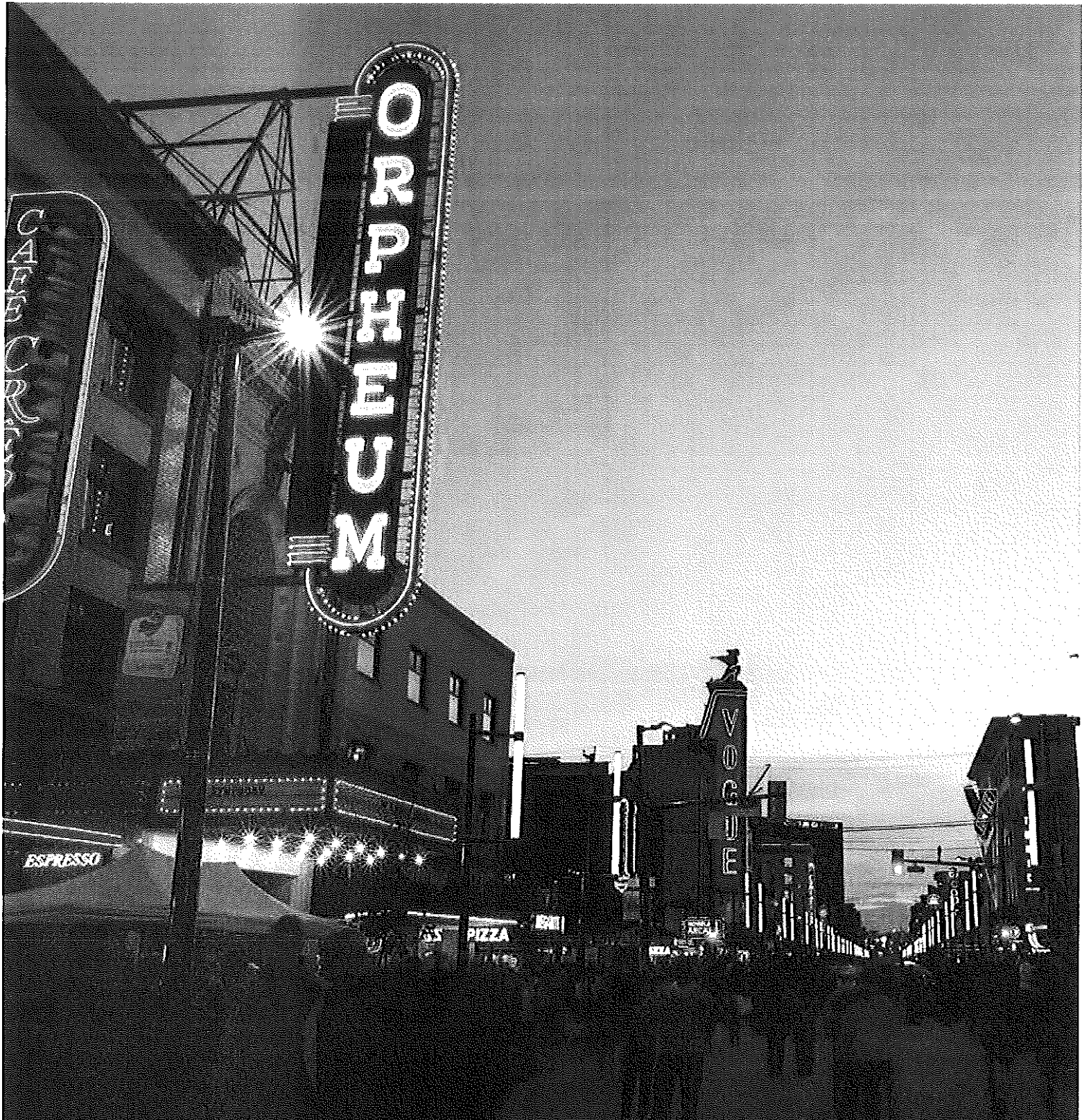
Centre for Performing Arts
777 Homer Street, Vancouver
Capacity: 1,836 on 3 levels

Grouse Mountain, Peak of Vancouver
North Vancouver
Capacity: 1,000 dining with tents
1,000 reception with tents

Rogers Arena
Capacity: 1,000 Dining; 500 Reception
Seating Capacity: 5,000 – 20,000

Pacific Coliseum
2901 East Hastings Street, Vancouver
Capacity: up to 17,500





THE
Centre


IN VANCOUVER
FOR PERFORMING ARTS

CSG 01-05-012
Page



CREATIVITY THRIVES IN BC

British Columbia has more than 600 digital media companies, which employ about 16,000 people and generate \$2.3 billion in annual sales, and live music, theatre and dance thrives in BC.

reater Vancouver accounts for more than 60 per cent of the digital media companies in the province.

Digital media companies currently operate in five areas: interactive design; digital entertainment and games; digital film, animation and special effects; mobile content and applications including games; and E-learning.

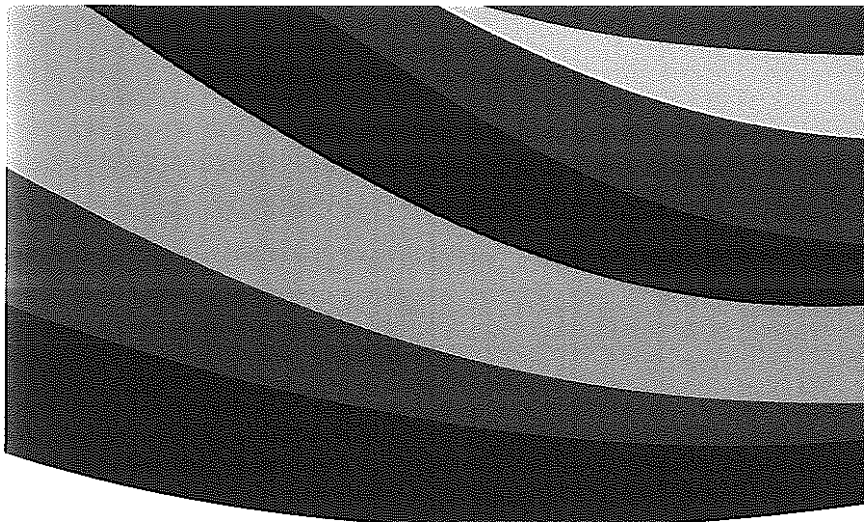
As a measure of British Columbia's commitment to the sector, the World Centre of Digital Media was established in Vancouver — it is a collaboration between the British Columbia Institute of Technology (BCIT), Emily Carr University of Art and Design, Simon Fraser University (SFU) and the University of British Columbia (UBC). The World Centre for Digital Media will be one of a small number of specialized graduate programs in North America that teach advanced topics in the business and creative management of digital media. It aims to create a digital media hub in Vancouver that will drive growth, competitiveness and innovation in the sector from coast to coast.

Vancouver is packed with creative and original minds, and digital media companies cite access to a vast talent pool as a top reason for doing business in Vancouver. A tolerant and welcoming attitude towards other cultures, ethnicities and lifestyles draws talented individuals and globally-oriented companies to Vancouver from all over the world.

Vancouver is geographically positioned to leverage relationships with L.A.'s entertainment hub, software centres in Seattle and Redmond, Washington, and strong markets for services in Asia.

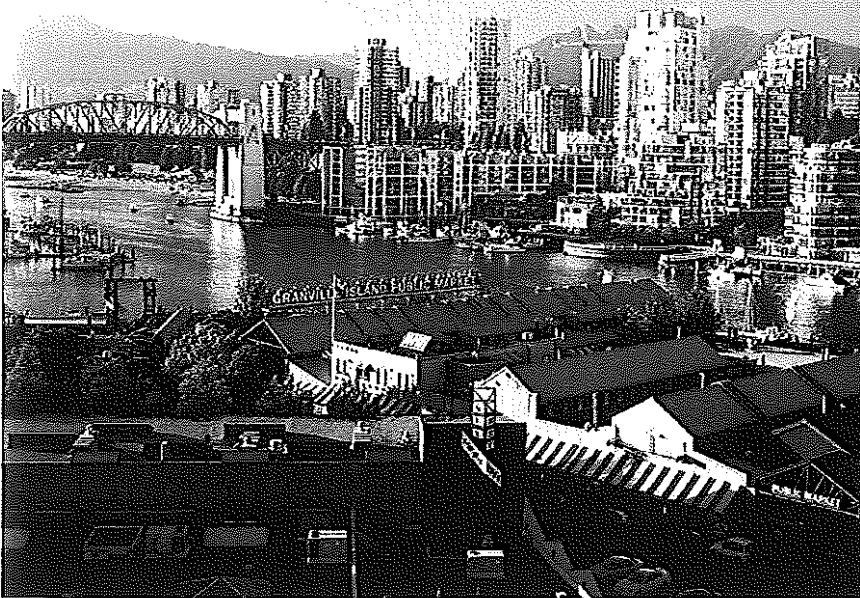
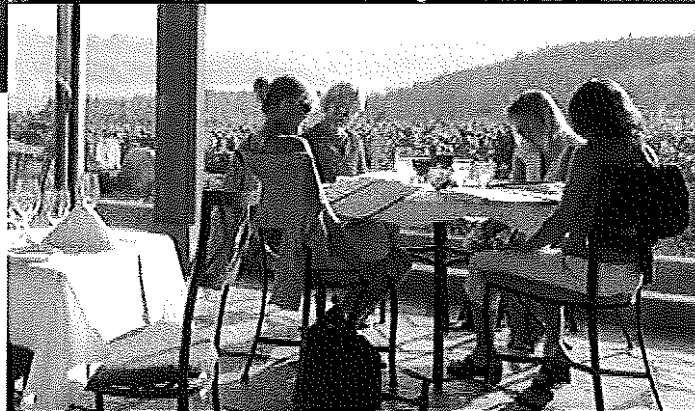
The Vancouver International Digital Festival is an annual event for creative professionals working in digital media, and has been held for the last four years in Vancouver. The event includes an international business partnering forum, industry parties, digital entertainment screenings, conference sessions on the latest trends and markets for digital media, and educational workshops for creators, designers, and producers in games, mobile, animation, film, and interactive design.






Other film-related festivals are the Vancouver Film Festival, Indie Music Video Festival, Vancouver Jewish Film Festival, DOXA Documentary Film Festival, and Vancouver Queer Film Festival.

With more than 32 professional groups, a major international theatre festival (The Fringe), two outdoor theatrical events (Bard on the Beach and Theatre Under The Stars) and more than 21 venues, theatre is a major cultural activity in Vancouver. There are also a number of local theatre companies that put on a variety of plays and musical productions, including classic and contemporary productions. Vancouver's dance scene is one of Canada's best with regular performances by Ballet British Columbia and more than 25 other professional local dance troupes.



IIFA WORLD FILM PREMIERE AND IIFA FILM FESTIVAL

Celebrating 100 Years of Indian Cinema

 On April 21, 1913, Dadasaheb Phalke's film Raja Harishchandra was shown at the Olympia Theatre in Bombay and the world received a very special gift – the birth of indigenous Indian cinema. Since then, India has become the largest producers of movies in the world, creating iconic stars such as Dilip Kumar and Amitabh Bachchan (named by BBC as Star of the Century). Now commonly referred to as "Bollywood", the industry has reached the century mark and grows in influence every year.

While many tributes and celebrations of the 100th anniversary continue to occur in India, IIFA 2013 in Vancouver presents a unique opportunity to showcase Indian cinema to new audiences.

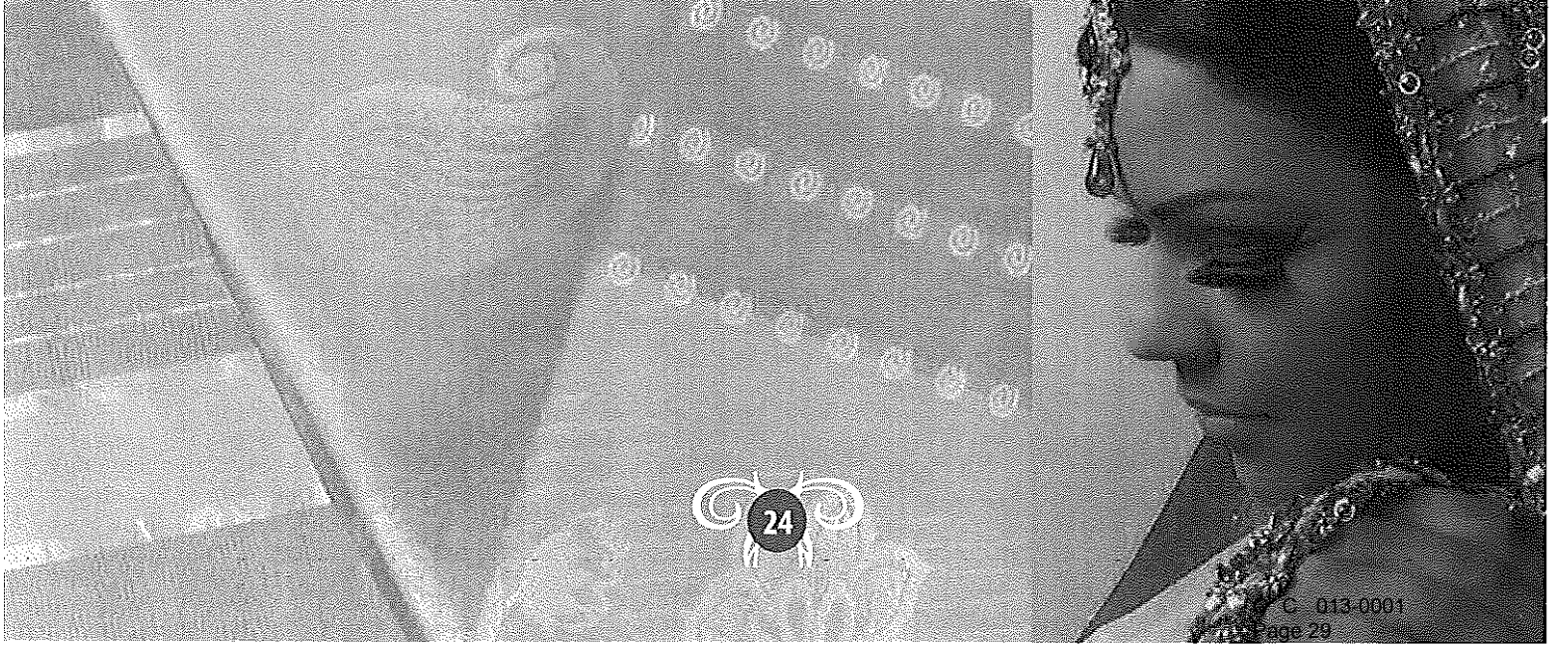
British Columbia is one of the most active film centres in the world. In fact, British Columbia is the third largest production centre for film and television in the world, after Los Angeles and New York City, with over 246 motion picture projects

and \$1.5 billion dollars spent on production in 2010 alone. Vancouver is known as "Hollywood North" for its role as a production centre for US feature films shot in British Columbia.

Celebrating the distinct role film can play in showcasing cultures and fostering understanding, the 2013 IIFA World Film Premiere will recognize 100 years of Indian Cinema and could take place at any number of Vancouver's diverse venues from the Orpheum Theatre to the Centre in Vancouver for the Performing Arts. The recently upgraded BC Place was the venue for the Opening and Closing ceremonies for the 2010 Olympic Winter Games. Additional IIFA Film Festival screenings could take place in the multiplex Scotiabank Theatre in downtown Vancouver as well as in other cinemas throughout Metro Vancouver, ensuring the richness of Indian film reaches audiences both familiar and new to this vibrant and creative style of movie-making.










IIFA FILM WORKSHOP

Celebrating the creative process of making movies in India and in Canada, the IIFA Film Workshop could be held at various venues in downtown Vancouver close to the proposed IIFA Film Festival host ScotiaBank Theatre, including the Vancity Theatre, the Art Institute of Vancouver, the Vancouver Film School, Emily Carr University of Art & Design on Granville Island and the newly opened Nat and Flora Bosa Centre for Film and Animation in North Vancouver.

IIFA FILM EXCHANGE

The IIFA Film Exchange will provide opportunities for Indian film and television producers and other entertainment and software product companies to meet face-to-face with leaders in the global film and entertainment industries. Film creators will have the chance to explore and negotiate with international film buyers, distributors and exhibitors enhancing their opportunities in the global market place.

IIFA ROCKS MUSIC + FASHION EXTRAVAGANZA

 The Vancouver fashion scene is booming. Vancouver is home to several internationally acclaimed local designers, as well as design-forward events such as Vancouver Fashion Week, Vancouver Eco Fashion Week and the Vancouver Men's Fashion Week.

Add to this any combination of acts that represent British Columbia's thriving music scene, and the stage is set for an extravaganza in the truest sense of the word. To ensure an IIFA music and fashion mash-up achieves its epic potential, a great venue such as Rogers Arena or the Pacific Coliseum is a must.

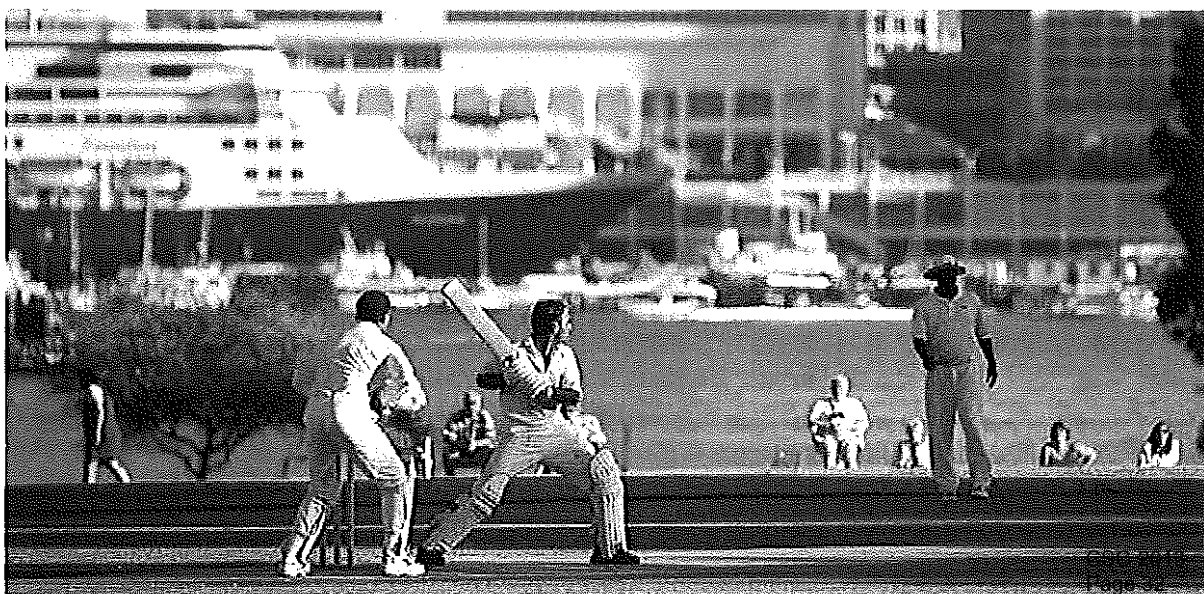
IIFA CHARITY CRICKET MATCH

It is proposed to arrange a charity cricket match at the cricket field in Stanley Park, and donate the proceeds to Free The Children.

Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Canada, Free The Children has a proven track record of success. The organization has received the World's Children's Prize for the Rights of the Child (also known as the Children's Nobel Prize), the Human Rights Award from the World Association of

Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network.


Free The Children is committed to domestic programming because it believes that young people will change the world once they're free from the notion that they're powerless to make a difference. Young people everywhere have a right to be free from poverty, thirst, exploitation and disease. Through holistic and sustainable international development programs in India, the program helps to remove barriers to enable youth and their families to exercise those very freedoms.





RELATIONS THROUGH TRADE AND INVESTMENT

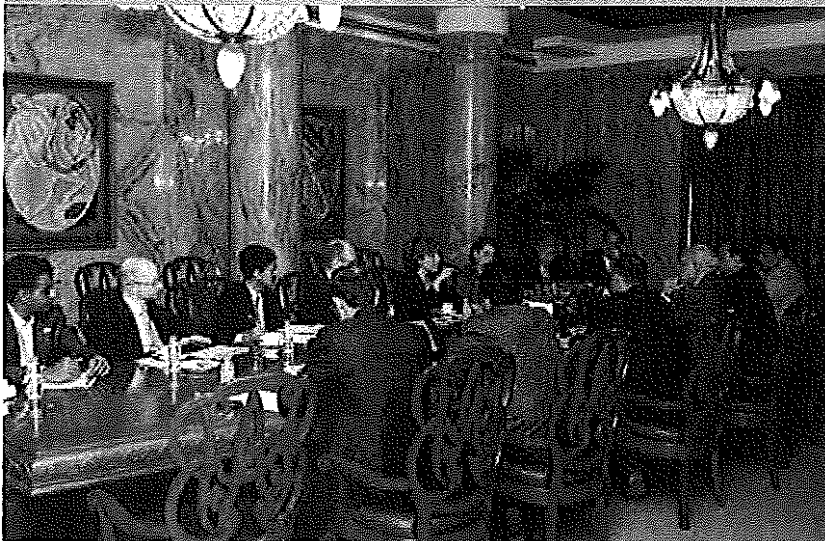
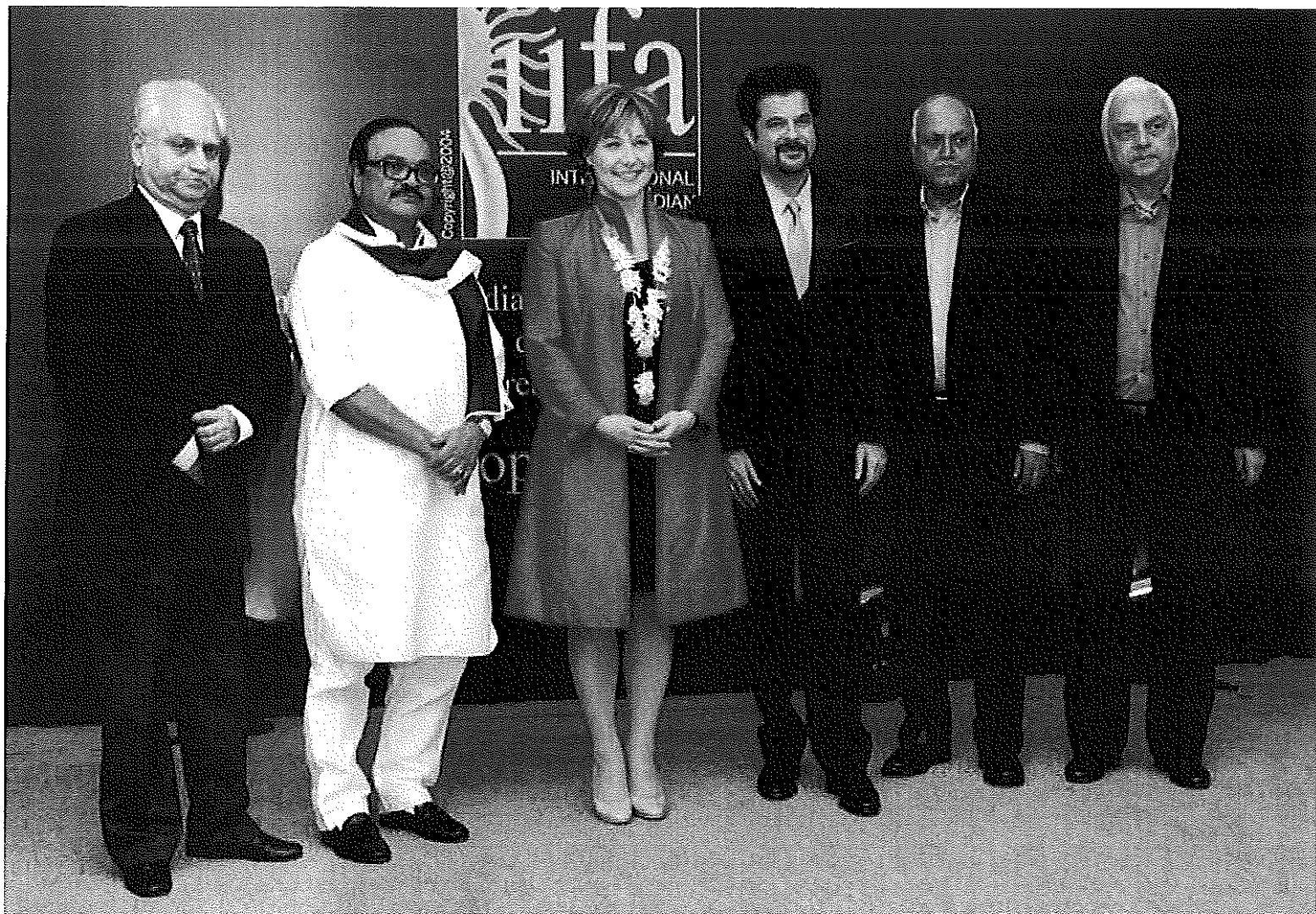
With a strong commitment by the BC government to enhance relations within the Asia Pacific region, the BC-India trade and investment relationship has begun to flourish. Plans are already underway to expand the Province's presence within India by increasing the number of trade and investment staff and opening offices in major Indian cities, such as Mumbai.

 This expansion comes after Premier Christy Clark's successful trade mission to the country in November 2011, where she travelled to five different cities, meeting with key business leaders, attending events and promoting British Columbia as a preferred destination for Indian investment.

The Province's growing relationship with India has caught the attention of BC-based companies, who are becoming aware of the vast opportunities available for them within the country. With support from the trade and investment team of the BC Government, companies have been eager

to participate in trade missions, seminars and large-scale Indian trade shows in order to gain a foothold into the market.

Business and political leaders in India are also beginning to notice British Columbia as a resource-rich region ideally positioned as a hub for activities in North America. Recent visits by officials from the Indian Ministry of Mines, executives from the TATA Group, and Former President Abdul Kalam showcase a heightened interest in what British Columbia has to offer the Indian subcontinent.







FICCI – IIFA GLOBAL BUSINESS FORUM

The FICCI-IIFA Global Business Forum will be arranged in partnership with the Canada India Business Council, Vancouver Board of Trade, Vancouver Economic Council, and the Surrey Board of Trade.

Vancouver and Surrey have a number of excellent venues suitable for exchanging ideas, conducting international business, and networking: the Vancouver Convention Centre located on the waterfront of downtown Vancouver or one of the four convention hotels – the Fairmont Hotel Vancouver, Sheraton Vancouver Wall Center, Westin Bayshore and Hyatt Regency Vancouver, in addition to the Bell Centre for Performing Arts in Surrey.

INTERNATIONAL PRESS RELATIONS

The Vancouver 2010 Olympic and Paralympic Winter Games was the biggest event to occur in the history of Vancouver, with more than a quarter of a million visitors and 10,800 media in the city during Games time. Furthermore, the Games had an estimated 3.5 billion world-wide television viewers, and approximately 24,000 hours of TV coverage worldwide. This event clearly demonstrated that Vancouver has the capability and willingness to host the IIFA Weekend, and run a Media Centre covering all participating media.

PROPOSED IIFA WEEKEND ITINERARY

DAY 1 Thursday

| EVENT | TIME | VENUE LOCATION | VENUE CAPACITY |
|--|-------------------|--|---|
| Airport Welcome | | Vancouver International Airport | Multi-capacity |
| FICCI – IIFA Global Business Forum | 8:00 AM – 4:00 PM | Vancouver Convention Centre Fairmont Hotel Vancouver Hyatt Regency Vancouver Westin Bayshore Sheraton Vancouver Wall Center Bell Centre, Surrey | 72 meeting rooms/466,500 sq ft 1,500 seats 1,650 seats 2,000 seats 1,265 seats 1,052 seats |
| IIFA Weekend Press Conference** | 10:00 AM | Vancouver Convention Centre | 72 meeting rooms/466,500 sq ft |
| Business Dinner to Close Global Business Forum** | 5:30 PM – 7:00 PM | Teahouse in Stanley Park Seasons in the Park* Blue Water Café* | 70 seated 80 seated 130 seated |
| IIFA World Premiere | 8:00 PM | BC Place | 59,841 seats |

DAY 2 Friday

| EVENT | TIME | VENUE LOCATION | VENUE CAPACITY |
|---|-------------------|--|--|
| Airport Welcome | | Vancouver International Airport | Multi-capacity |
| Media Briefings | 10:00 AM | Vancouver Convention Centre | 72 meeting rooms/466,500 sq ft |
| IIFA Workshop** | 8:30 AM – 4:00 PM | Vancity Theatre Art Institute of Vancouver* Vancouver Film School* Nat and Flora Bosa Centre for Film and Animation/Capilano College* Emily Carr University of Art & Design* | 170 seated Various rooms Various rooms Various rooms Various rooms |
| IIFA FILM Festival | | Scotiabank Theatre Strawberry Hill Cinemas | |
| IIFA Film Exchange** | | Vancouver Convention Centre | 72 meeting rooms/466,500 sq ft |
| IIFA Dinners and Parties | | 100 restaurants Commodore Ball Room Five Sixty Gossip | 900 guests 1,200 guests 940 guests |
| Industry Familiarization Tours** | | Vancouver Film Studios Lion's Gate Studios | |
| IIFA Rocks Music + Fashion Extravaganza | | Rogers Arena Pacific Colliseum* | 14,000 seats |
| Post Show Party | | Vancouver Convention Centre Rogers Arena | 72 meeting rooms/466,500 sq ft 14,000 seats |
| Weekend with the Stars** | | Grouse Mountain Stanley Park English Bay Granville Island Whistler | |

PROPOSED IIFA WEEKEND ITINERARY

DAY 3 Saturday

| EVENT | TIME | VENUE/LOCATION | VENUE CAPACITY |
|--|----------|---|--|
| Airport Welcome | 10:00 AM | Vancouver International Airport | Multi-capacity |
| Media Briefings | | Vancouver Convention Centre | 72 meeting rooms/466,500 sq ft |
| IIFA FILM Festival | | Scotiabank Theatre Strawberry Hill Cinemas | |
| IIFA Dinners and Parties | | 100 restaurants Commodore Ball Room Five Sixty Gossip | 900 guests 1,200 guests 940 guests |
| Industry Familiarization Tours** | | Vancouver Film Studios Lion's Gate Studios | |
| Weekend with the Stars** | | Grouse Mountain Stanley Park Granville Island Whistler | |
| IIFA Awards • Green Carpet • Awards Ceremony • IIFA Grand Finale • Post Party Show | | BC Place Rogers Arena* Vancouver Convention Centre* | 59,841 seats 14,000 seats 72 meeting rooms/466,500 sq ft |

DAY 4 Sunday

| EVENT | TIME | VENUE LOCATION | VENUE CAPACITY |
|---|------|---|--------------------------|
| IIFA FILM Festival | | Scotiabank Theatre Strawberry Hill Cinemas | 500 people 500 people |
| Industry Familiarization Tours** | | Vancouver Film Studios Lion's Gate Studios | |
| Weekend with the Stars** | | Grouse Mountain Stanley Park Granville Island Whistler | |
| Airport Departure | | Vancouver International Airport | Multi-capacity |
| * Alternate venue ** Concurrent Events | | | |



MARKETING IIFA 2013

Vancouver has several public relations and marketing firms with specialized communications teams who bring a versatile range of communication methods together to provide cohesive, effective, and truly integrated marketing strategies. From media relations and advertising to online marketing, event management and a variety of creative services, Vancouver's PR and marketing firms can provide the expertise to market IIFA 2013.

 The Ministry of Jobs, Tourism and Innovation will be working in partnership with the Canadian Tourism Commission, Tourism Vancouver, the Vancouver Hotel Destination Association, Vancouver International Airport, airlines and tour operators to make the IIFA Weekend a success. Communities throughout Metro Vancouver and the province will also provide a warm welcome for this once-in-a-lifetime event, extending its profile in British Columbia, Canada and beyond.

Through this partnership, we will be marketing to the South Asia communities all over the world, and travel packages will be developed accordingly.

We will also look to the South Asian communities in Metro Vancouver to assist us in promoting the IIFA Weekend to friends and relatives worldwide. In North America our efforts will be focused on South Asian communities on the west coast of the United States, and Montreal, Toronto and Ottawa in Canada.

Special focus in Europe will be given to the United Kingdom.

Details to follow once Vancouver has been chosen as the destination for the 2013 IIFA Weekend and Awards.



A SPECIAL FRIENDSHIP

The foundation of India's deep relationship with British Columbia can be found in excerpts of a speech given by Premier Christy Clark as part of her recent trade mission to India in November 2011:

British Columbia has deep historical, cultural and business ties to India. For more than a century, people from India have been building our province, creating jobs and making our communities stronger. Today, those relationships help us do business across the Pacific.

The ocean between us weaves us together. It has brought us together for over a century. Our peoples and our perspective.

Canada has a history of immigration. For generations, people have come to our shores, they have laid down roots, and they have built a country.

We are reaching out, to the countries that made Canada what it is, and continuing our passion for discovery, here on your soil, with you.

Even though we are from different countries, we are not foreign to each other – people of Indian ancestry are woven into the fabric of our province, and they

have brought your culture with them and made it part of our identity.

Although I am here today seeking new investment for BC, this is not a one-way street. We have lots we want to share with India.

WHY INDIA

In India, two thirds of your population is under the age of 35. Your middle class is already larger than Canada's entire population. And economists are saying that in less than 50 years, you will be the third largest economy in the world.

Clearly, there's a boom happening in India. I'm here to tell you that BC wants to help you grow.

As I said, BC has deep ties to India, but so far this year only 6% of Canada's exports to India came from BC.

In Surrey – the second largest and fastest growing city in BC – 28% of the population is South Asian. The South Asian community there has created jobs for thousands of people, and continues to build up our economy with their entrepreneurial spirit.



Clearly we can do a lot better – and the ties between our places in the world will help us do that.

As the people of India continue to prosper, they will look for a high quality of life, and that means demand for increased infrastructure and technology. As India urbanizes and enjoys more economic prosperity, BC will be ready and waiting to provide you with the exports to support your growth: forestry and mining products; water treatment; health delivery systems for rural areas; shale gas technology; and clean energy alternatives.

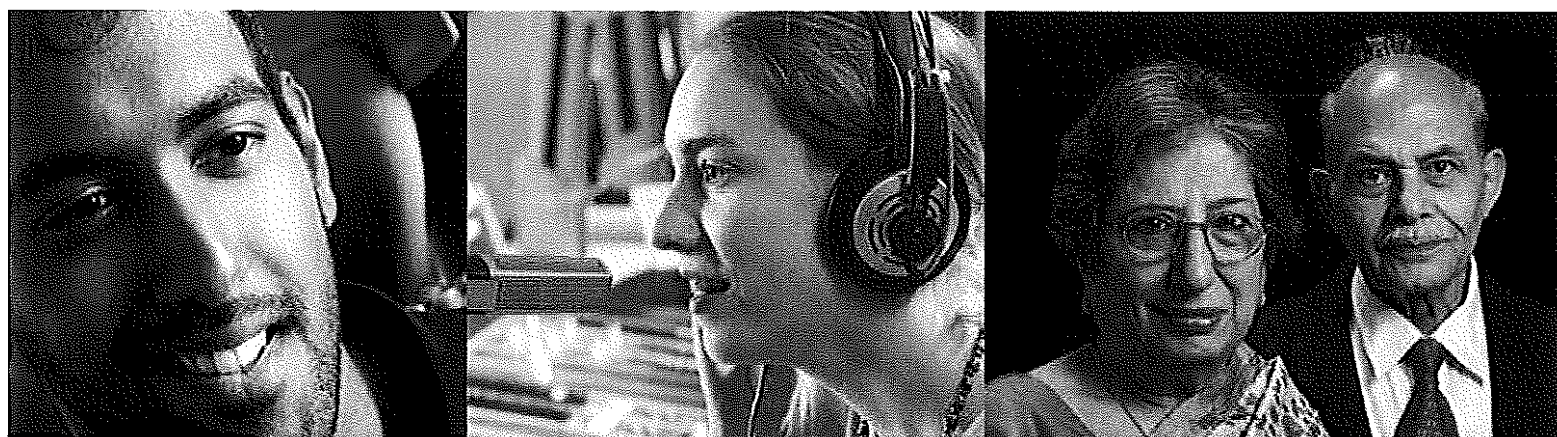
So I'm here tell you today, with full confidence, that no one is in a better position to support India's prosperity than BC.

The thing I have noticed most when traveling in India is how much we have in common. How at heart, our values are the same. How even though an ocean divides us, we find much common ground.

I know that we're here today to talk about business – but in the end, I believe the reason we care so much about business is because we want to care for our families. If you strengthen the economy, you strengthen families.

Above all, we're trying to look out for the people around us. That's what I call putting families first.

I care about families because its families that give children morals, a compass to guide them



through life. They give them a sense of character. They teach them about hard work, diligence and respect. The strength of our nations begins with the work that families do.

Families of Indian descent have helped shape British Columbia's identity, and they have set an example that has made our province stronger.

And we've been inspired by how each generation in Indian families play a crucial role – how they keep grandparents close to home to be caregivers and teachers for future generations.

What all of that comes back to is the idea that families need to provide for each other. And to do that, families need jobs.

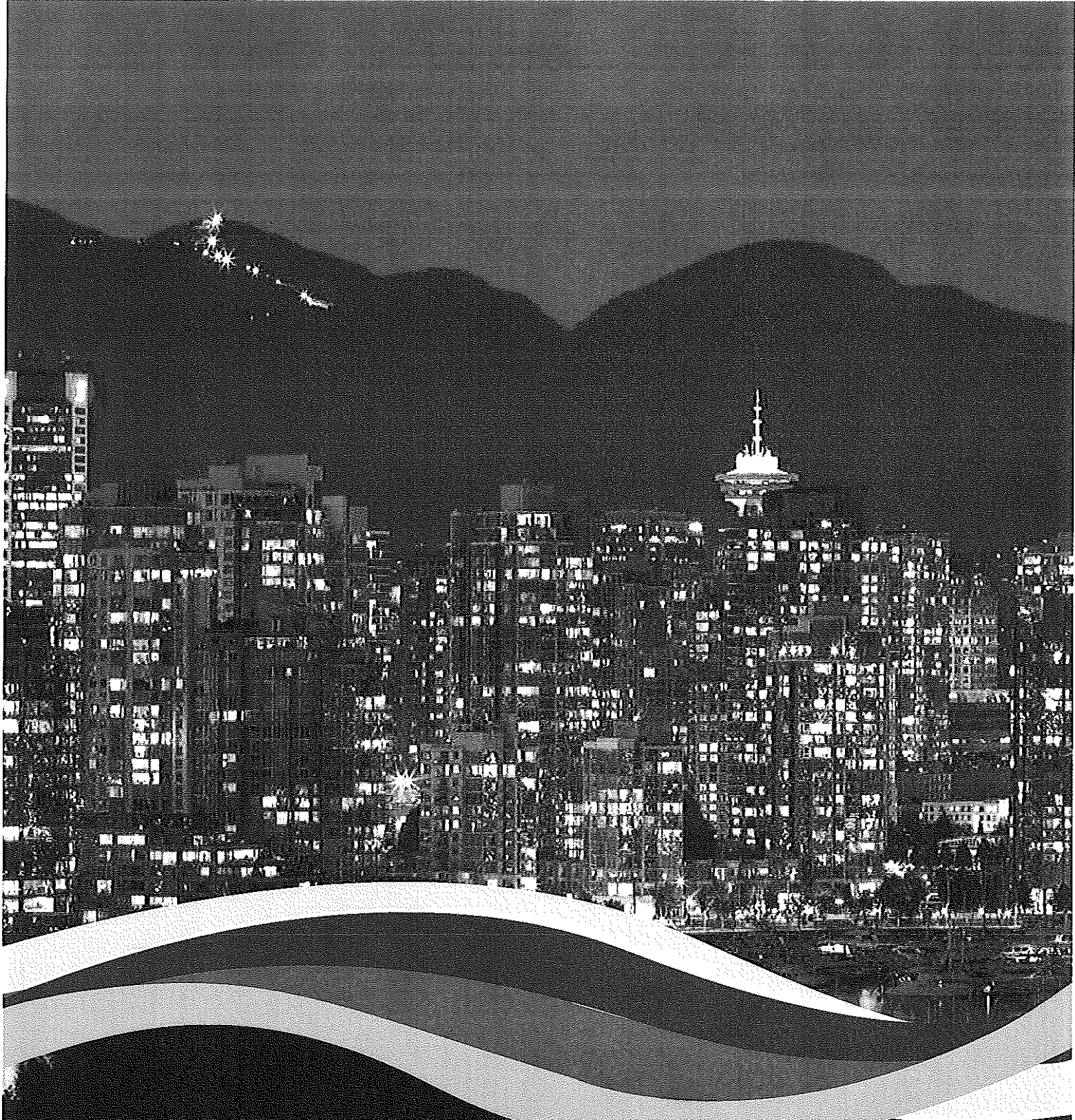
Families are the simple, most important element of any great country. It's a value that we share.

Right now, we have an incredible opportunity to do great things together – back home, I've been calling it a generational opportunity.

The advantages BC has to offer means we can be a great partner for India, and that partnership will allow us to prosper together.

This is our time. This is our moment. This is our chance to do great things together.





CONTACT

IIFA Vancouver 2013 Organizing Committee
c/o Ministry of Jobs, Tourism and Innovation
3rd Floor - 1803 Douglas Street
Victoria, BC
V8T 5C3

Van Ek, Christie CSCD:EX

From: Henning, Andrea CSCD:EX
Sent: Thursday, March 22, 2012 1:06 PM
To: Ross, Margo CSCD:EX; Wood, Gillian CSCD:EX; Galbraith, David J CSCD:EX; Van Ek, Christie CSCD:EX
Subject: Fw: Indian Film Academy Awards

FYI.

From: Whyte, Bruce CSCD:EX
Sent: Thursday, March 22, 2012 01:03 PM
To: Sit, Vera JTI:EX
Cc: Henning, Andrea CSCD:EX
Subject: RE: Indian Film Academy Awards

Hi Vera:

As per the phone message I left earlier, Andrea asked me to work with you on this.

S13

S13, S16

I'll report the results of our investigations asap.

Please advise if there is anything else I can do to be helpful.

cheers

Bruce Whyte, MA | Community Cultural Development Advisor |
Arts & Culture Branch | Ministry of Community, Sport and Cultural Development
Tel: 250 356 6967 | Fax: 250-387-4099

From: Henning, Andrea CSCD:EX
Sent: Wednesday, March 21, 2012 11:18 AM
To: Ross, Margo CSCD:EX; Wood, Gillian CSCD:EX
Cc: Van Ek, Christie CSCD:EX; Galbraith, David J CSCD:EX; Whyte, Bruce CSCD:EX; Croome, Susan E BCFC:EX
Subject: RE: Indian Film Academy Awards

Thanks Margo,

I will call Vera as requested by Christie...and I could have Bruce work with BCAC to determine what information we could give to Vera re: Feds unless Gillian has the information readily at hand.

Susan Croome was involved so I am copying her into the email as we will need to have information on the event .

S13

S13

A

From: Ross, Margo CSCD:EX
Sent: Wednesday, March 21, 2012 9:51 AM
To: Wood, Gillian CSCD:EX; Henning, Andrea CSCD:EX
Cc: Van Ek, Christie CSCD:EX; Galbraith, David J CSCD:EX
Subject: Indian Film Academy Awards

Gillian/Andrea – just received a call from Vera Sit from JTI.

S13

Dana Hayden has tagged Vera with developing the plan.

Vera was looking for:

1. Information on which communities in BC have significant Indian populations (I pointed her to BC Stats which has the Canadian census data).
2. Whether there might be any federal funding to help pay for the community festivals/celebrations – and if yes, what's the process for asking.

S22

so it

might be good if we connected with JTI to help develop the plan. Her contact information is below. I am forgetting who had the lead on these awards when they were first being considered.

Vera Sit

Executive Director, Strategic Initiatives

International Trade & Investment Attraction Division

Softwood Lumber

2-7358

Margo Ross

Executive Director, Sport Branch

Ministry of Community, Sport and Cultural Development

E-mail: margo.ross@gov.bc.ca

Tel 250 356-7168

Fax 250 356-2842

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