

## Smith, Julia JTST:EX

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**From:** Galbraith, David J CSCD:EX  
**Sent:** Wednesday, January 16, 2013 3:11 PM  
**To:** Fast, Don CSCD:EX  
**Cc:** Croome, Susan E BCFC:EX  
**Subject:** India Film Awards event  
**Attachments:** 20130116150701.pdf

Don,  
Attached is a two pager on the India Film Awards Event that will be announced by PCC next Tuesday. Not sure if you knew about it, but its what BC lined up after the other event fell thru. This is a much more comprehensive proposal, with a stronger partner with a lot more benefits to BC from marketing, B2B, etc etc. Susan has been in the loop on it with Burinder at the PO. One thing i'm asking Susan to follow up on is a film and digital media tradeshow that is planned by JTST to occur in March.

David Galbraith  
Assistant Deputy Minister  
Arts, Culture, Gaming Grants and Sport

Ministry of Community, Sport and Cultural Development  
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**From:** [David.Galbraith@gov.bc.ca](mailto:David.Galbraith@gov.bc.ca) [mailto:David.Galbraith@gov.bc.ca]  
**Sent:** Wednesday, January 16, 2013 3:07 PM  
**To:** Galbraith, David J CSCD:EX  
**Subject:**

## Update on Times of India Film Awards Event, April 3-5, 2013

### The Times Group:

9.5m

- Bennett Coleman and Company Ltd. (also known as the Times Group) is India's largest media conglomerate with presence across media segments - print, television, online, radio, outdoor, films and events.
- Zoom TV, part of the Times Group, became accessible to BC viewers in the summer 2012.
- It is owner and creator of some of India's most credible and recognised entertainment programs such as the *Filmfare Awards* (Oscars of India).
- The Times Group will hold the first Times of India Film Awards (TOIFA) in Vancouver in April 2013.

### Background:

- In November 2011, the Premier announced BC's intention to submit a bid to be the host venue for the 2013 International Indian Film Academy Awards event (produced by a company called Wizcraft).
- BC submitted a bid to Wizcraft in May 2012 but was rejected.
- In July 2012, the Times Group presented a proposal to BC on the Times of India Film Awards.
- Received Treasury Board approval for \$9.5 million to sponsor the Times Group, and \$1.5 million to fulfil BC's responsibilities (Global Business Forum; Open Act for the awards ceremony; BC commercial; promotional activities.)
- Contract signed (December 12, 2012):

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S13, S17

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### Key Messages:

- We identified India as a key market in The BC Jobs Plan over a year ago, and our work to take advantage of their rapidly growing middle class is just beginning.
- Hosting the Times of India Film Awards show is one piece of that strategy - a once-in-a-generation economic opportunity for British Columbia - and one that our government is not prepared to let pass us by.
- The millions we can expect to be injected into our economy make hosting the awards well worth the investment, but it's just a start.
- Our arrangement with the Times Group goes far beyond holding an awards show. As part of our agreement, we will also introduce new tourism packages as well as host an India-focused global business forum.
- The TOIFA is a catalyst for building awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade activities.
- Times Group is the largest media conglomerate in India. They reach over 90 million people a day, most in India. The future trade and tourism benefits of the kind of exposure they can offer are tremendous.
- We are also gaining the opportunity to have news, business, travel, and entertainment stories featuring BC in India's largest TV, print, radio and on-line advertising networks.

**Rollout:**

January 22/29	Announcement Press Conference in Vancouver & Mumbai
February 10	Tickets go on sale; travel trade activation
February – March	Global Voting of the Times of India Film Awards
March 4	Women's Forum / Fashion Fundraiser
March 12	Global Business Forum
Awards Weekend: April 3	Welcome at Vancouver Airport
Day One – April 4	Inaugural Press Conference & Media Briefings TOIFA Musical Extravaganza
Day Two – April 5	TOIFA Film Screenings TOIFA Technical Awards Night
Day Three – April 6	TOIFA Awards Presentation Ceremony
Post Event Promotion: May	Travelogue with a Celebrity Youth Icon

**Announcement News Conference:**

- Tuesday, January 22 in Vancouver, at 10 am for 30 minutes; January 29 in Mumbai
- Premier will speak at the Vancouver event; Ministers Bell, de Jong, and Bennett will attend.
- Participants from India include:
  - o Mr A P Parigi (Board of Directors of the Bennett Coleman Company Ltd.)
  - o Karan Johar- one of the leading filmmakers of the Hindi industry
  - o Chitrangada Singh- leading contemporary actress
- Dance performance will be provided by Shlamak Davar who owns a dance studio in North Vancouver and is the official choreographer for the TOIFA awards event.

**India Outreach Strategy:****Primary Objectives:**

1. Raise BC's profile with Indian corporate community and Indian government:
  - Opened two new offices in India (Chandigarh and Mumbai) with sector-specific business development professionals
  - Expanded Bangalore office
  - Host Global Business Forum in March 2012
  - Host venue for the Times of India Film Awards
2. Strategically align BC's competitive advantages with opportunities in India with a focus on key sectors of: Mining & Energy, Forestry, Technology, Tourism, Education, Transportation, Agrifood

**UPCOMING EVENTS**

- Bangalore India Bio – Bangalore
- A significant life sciences event with a large BC delegation led by JTST: February 4
- Aero India 2013 – Yelahanka
- India's premier aerospace exhibition with a BC delegation led by JTST: February 6
- India Wood Show - Delhi
- A major forestry exposition with a BC forest industry delegation led by FI: February 23
- FICCI Frames - Mumbai
- A film and digital media tradeshow with a BC delegation led by JTST: March 12
- International Petroleum Technology Conference – Delhi
- BC's Indian trade and investment to promote BC's energy sector: March 26

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**From:** Croome, Susan E BCFC:EX  
**Sent:** Wednesday, January 16, 2013 4:33 PM  
**To:** Galbraith, David J CSCD:EX  
**Subject:** Times of India Event - JTST Film and Digital Media trade show in India

Just spoke with Michael Nicholas who is heading up the Business Summit for the Times of India event. The Digital Media Trade show, scheduled to take place in Mumbai on March 12<sup>th</sup> has been cancelled. Costs were escalating.

They will however still be attending the FIICI Frames film and digital media trade show in Mumbai March 12-14. JTST does this every year and the BCFC sends along collateral materials for the booth. Will connect with the Vancouver person that organizes the event to make sure that we are well represented.

Am working with Michael and Barinder Bhular, in the Premier's office, on some ideas for us to participate in the Vancouver events as their schedule becomes takes shape. S.

Susan Croome  
British Columbia Film Commissioner  
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**Smith, Julia JTST:EX**

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**From:** Mason, Clare JTST:EX  
**Sent:** Tuesday, January 29, 2013 2:53 PM  
**Subject:** The Province of British Columbia Invites You to the BC-India Global Business Forum 2013  
**Attachments:** BC-India Forum invitation\_4749\_06.pdf

Hello

I've been asked to forward the attached invitation for the BC-India Global Business Forum 2013; please feel free to share this with your colleagues.

If you have any questions or need more information, please contact [BCIndia@boardoftrade.com](mailto:BCIndia@boardoftrade.com) or 604.640.5478 (Hindi and Punjabi speakers available), or visit <http://www.boardoftrade.com/events/bcindia.aspx>



*Christy Clark*

Honourable Christy Clark  
Premier  
Province of British Columbia

On March 11&12, join British Columbia Premier Christy Clark along with business and government leaders from India and BC for a close look at our growing trade relationship with India. BC companies can learn how to take advantage of the many emerging export and investment opportunities. The BC-India Global Business Forum will feature expert speakers, insightful panels and networking receptions.

#### NETWORKING RECEPTION

Monday, March 11, 2013 • 5:00pm – 7:00pm  
Pan Pacific Vancouver Hotel (Lobby Atrium)  
999 Canada Place, Vancouver, BC

#### BC-INDIA GLOBAL BUSINESS FORUM 2013

Tuesday, March 12, 2013 • 7:30 am – 3:30 pm  
Vancouver Convention Centre (East)  
999 Canada Place, Vancouver, BC



Register Now at [www.boardoftrade.com/bcindia](http://www.boardoftrade.com/bcindia)



## AGENDA

Tuesday, March 12, 2013

7:30 AM	Registration Opens & Breakfast Served
8:30 AM	Welcome & Opening Remarks
8:45 AM	Panel 1: This is India: The Opportunity is Now
10:00 AM	Networking Break
10:30 AM	Keynote: Honourable Christy Clark, Premier of British Columbia
11:00 AM	Panel 2: Doing Business Between BC & India: A Trade & Investment Roadmap
12:15 PM	Reception-style Luncheon
2:00 PM	Panel 3: Canada-India Case Studies: Opportunities to Succeed
3:30 PM	Post Session Networking

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FOR QUESTIONS OR MORE INFORMATION PLEASE CONTACT:

**BCIndia@BoardofTrade.com or 604.640.5478**

(Hindi & Punjabi Speakers Available)

Register Now at [www.boardoftrade.com/bcindia](http://www.boardoftrade.com/bcindia)