

Sit, Vera JTST:EX

From: Priyanka Singh [priyanka.singh1@timesgroup.com]
Sent: Wednesday, July 24, 2013 5:07 AM
To: Sit, Vera JTST:EX
Subject: Re: Quesiton: Bollywood film in BC

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Vera,

We managed to get in touch with s13, s17 this week regarding the film to be shot in BC.

s13, s17 is currently working on a prior project which would take another 4 months to complete. The production planning for the said BC Project would get underway soon after this project wraps up, which is when they would be able to share specific details. The Producer had done a recce in BC during TOIFA and would look at shooting the film in first quarter of 2014 in BC.

Regards,

Priyanka Singh

On 2013-07-16 17:47, Priyanka Singh wrote:

Hi Vera,

I would check on this for you and revert at earliest.

Regards,

Priyanka Singh

On 2013-07-15 21:51, Sit, Vera JTST:EX wrote:

Hello Priyanka,

Can you give me an update on the Bollywood film in BC commitment?

s13

Any timeline that we can share?

How about size and scale of the film production?

Thanks.

Regards,

Vera Sit

Executive Director, Strategic Initiatives

Economic Development Division

Ministry of Jobs, Tourism, and Skills Training

Tel: 250-387-6061

Disclaimer :-----

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British Columbia/Indian Film Executives Program

April 5, 2013 1:00 to 3:30pm

To welcome Indian filmmakers to Vancouver for the Times of India Film Awards (TOIFA), a program has been created to that will introduce them to the local film industry and provide an opportunity to find out more about the benefits of working with British Columbia.

British Columbia's busy screen based professionals will have an opportunity to meet potential new partners from India's thriving screen industry.

The event will be held in beautiful downtown Vancouver at the Pan Pacific Hotel, Oceanview 5.

1:00 PM – Buffet Lunch

1:45 PM - Overview of the British Columbia Film Industry Ministry

1:50 PM Sector Introductions (5 min “podium” presentations) Working with B.C.

- **Film Tax Incentives:** Bob Wong, Creative BC
- **Tax refunds on International Distribution:** Jimmy Mitchell, Advantage BC
- **Production:** Liz Shorten, Canadian Media Production Association
- **Post Production:** Suzanne Thompson, Deluxe Vancouver
- **Locations:** Bob Wong, Creative BC
- **Original Composers:** Ari Wise, President & CEO, Core Music Agency

2:40 pm – Networking Session

3:00 pm – Panel Discussion – Working with South Asia

Moderated by Telefilm Canada's John Dippong, this panel welcomes the South Asian filmmaking dignitaries to the stage for a conversation exclusive to an invite-only selection of BC Screen Based Professionals looking to find partnerships.

Pages 4 through 6 redacted for the following reasons:

s13

2013/2014 Estimates Note Advice to the Minister

Ministry: Ministry of Jobs, Tourism and Skills Training and
Minister Responsible for Labour
Minister Responsible: Honourable Shirley Bond

Title: *Attract Bollywood Productions to B.C.*

Revised: July 10, 2013

Issue: Platform Commitment – Build on efforts to attract Bollywood productions to British Columbia through initiatives like the Times of India Film Awards.

Recommended Response:

- British Columbia's recent hosting of the Times of India Film Awards was a tremendous success for both the show and for B.C.
- From a jobs & economic perspective:
 - 6,000 direct and indirect employees were hired to stage TOIFA events.
 - 24 local B.C. corporations were contracted to provide services ranging from media relations, logistics, catering, printing and security.
 - And 3,000 hotel room nights were booked.
- The event also provided a huge boost for B.C. tourism, resulting in over \$6.8 million of travel media coverage of B.C. in Indian print publications.
- Already our international strategy is paying off – exports of goods to India and India-related tourism are both on the rise. We will continue to build upon our success with the aim of strengthening our cultural and economic ties with India.
- Ministry staff will work with Creative BC and engage with industry to explore the opportunities and best avenues for bringing more Bollywood productions to B.C.

Background/Status:

- [See Times of India Film Awards (TOIFA) Estimates Note – attached]
- With 900 films produced annually (about double Hollywood's output), Bollywood is the world's most prolific cinema factory. Entertainment production in Bollywood is one of the fastest growing sectors in the country, providing employment to more than 175,000 people and growing at a rate of 11.2% per year
- While a number of Bollywood producers reside in B.C., Bollywood productions have not been a focus for the local industry

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2013/2014 Estimates Note

Advice to the Minister

Ministry: Ministry of Jobs, Tourism and Skills Training and
Minister Responsible for Labour
Minister Responsible: Honourable Shirley Bond

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- Canada is currently negotiating a co-production treaty with India. This treaty will be useful in encouraging production activity between Canadian and Indian producers.
- Additional research will be required to determine the best opportunities for B.C. and the most appropriate path for capitalizing on those opportunities.

B.C.'s India Tourism & Trade Efforts

- India has always been a Priority Market for B.C., but the focus and emphasis has increased significantly over the last 6 months. There has been a significant increase in BC's interest and involvement with India.
- The BC-India Global Business Forum was held in Vancouver on March 12, 2013.
 - Attended by over 450 business leaders (including over 50 attendees from India), the Forum kick-started numerous conversations on building B.C.-India business relations.
- The increased profile has set a solid base for B.C.'s expanded trade and investment presence in India. The B.C. trade and investment presence in India has tripled from one office (Bangalore) and 4 managers to three offices (with the addition of Mumbai & Chandigarh) and 12 managers, covering an expanded range of sectors.
 - B.C. now has the most comprehensive trade/investment network of any Canadian province in India.
 - We are leveraging the increased profile of B.C. and the strong cultural and social ties between BC and India.
- India is now a top-10 source country for tourists to B.C.
 - 2012 saw a 7% increase in B.C. arrivals from India as compared to 2011.
- B.C.'s entry into the Indian market is well timed – many industries are still in the formative stages with a growing demand for international partners.

B.C.-India Trade Statistics

- B.C. exports to India were up 60% from 2011 to 2012 (\$201m to \$322m).
- Total BC-India bilateral trade in 2012 was up 25% to \$616 million.
 - The first time B.C.-India bilateral trade broke the \$600 million mark.

2013/2014 Estimates Note Advice to the Minister

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- B.C.'s share of total Canadian exports to India nearly doubled from 2011 to 2012 (from 8% up to 14%).
- Mineral exports (Coal & Copper) from B.C. to India doubled from 2011 to 2012.

Attachment: Estimates Note – Times of India Film Awards 2013

Contact:
A/Assistant Deputy Minister Kaaren Lewis Tourism & Small Business Division (250) 952-0367

Bhat, Asha JTST:EX

From: Ramirez, Edwina D. JTST:EX
Sent: Wednesday, July 31, 2013 1:40 PM
To: Bhat, Asha JTST:EX; Nicholas, Michael JTST:EX
Subject: RE: Bollywood film in BC

Hi Asha:

The team in India have been in contact with s13, s17 . In June, they were informed that the project will be on hold.

Edwina

From: Bhat, Asha JTST:EX
Sent: Wednesday, July 31, 2013 1:11 PM
To: Nicholas, Michael JTST:EX; Ramirez, Edwina D. JTST:EX
Subject: Bollywood film in BC

Hi both - here's the email trail I mentioned earlier re the Bollywood shoot in BC...
cheers!

a.

Asha Bhat
Film Policy & Creative BC
s17

Begin forwarded message:

From: "Sit, Vera JTST:EX" <Vera.Sit@gov.bc.ca>
Date: 24 July, 2013 8:30:32 AM PDT
To: "Bhat, Asha JTST:EX" <Asha.Bhat@gov.bc.ca>
Subject: FW: Quesiton: Bollywood film in BC

Hello Asha,

Please see below for latest information about making a bollywood movie in BC.

Regards,

Vera Sit
Executive Director, Strategic Initiatives
Economic Development Division
Ministry of Jobs, Tourism, and Skills Training
Tel: 250-387-6061

From: Priyanka Singh [mailto:priyanka.singh1@timesgroup.com]
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**Govt. of British Columbia, Canada
(Trade and Invest British Columbia & AdvantageBC)**

&

Indo Canadian Business Chamber (ICBC)

requests the pleasure of your company to a Seminar on

British Columbia:

A Creative Media & Entertainment Partner for India

on Wednesday, 13 November 2013

from 2.30 PM – 4.30 PM

at The Library, Four Seasons Hotel, 114, Dr. E. Moses Road, Worli, Mumbai

RSVP

Ms. Trupti Khadye

T: +91 (22) 4922 4600

M: +91 99206 77370

E: tkhadye@britishcolumbia.ca

By Invitation Only
JTI-2014-00041



Seminar on
**Canada & British Columbia:
A Creative Media & Entertainment Partner for India**

Wednesday 13 November 2013

The Library, Four Seasons Hotel, 114, Dr. E. Moses Road, Worli, Mumbai

Agenda

- | | |
|-----------------------|--|
| 2:30 ~ 2:45 pm | Guests Arrival (Refreshments/ Tea / Coffee) |
| 2:45 ~ 2:50 pm | Welcome Remarks and Introduction
<i>Mr. Madhur Aggarwal, Head - Investments (India), Govt of British Columbia, Canada</i> |
| 2:50 ~ 3:20 pm | Canadian Media & Entertainment Industry
<i>Mr. Jimmy Mitchell, VP – Advantage BC</i> <ul style="list-style-type: none">- Canadian Media & Entertainment Industry: An Overview- Opportunities for Indian Media & Entertainment Organizations- Business and Taxation Incentives for Indian Organizations in B.C. |
| 3:20 ~ 3:35 pm | Kleos Entertainment Group
<i>Ms. Gayathiri Batra, Chairperson</i> <ul style="list-style-type: none">- Business Opportunities and Scope for International Expansion by Indian Media & Entertainment Organization |
| 3:35 ~ 3:45 pm | Indo Canadian Business Chamber (ICBC)
<i>Mr. Jamshed Mistry, Board Member and Chair – Legal Services</i> <ul style="list-style-type: none">- The Experience and Process of establishing presence in Canada |
| 3:45 ~ 4:00 pm | Q&A |
| 4:00 ~ 4:30 pm | Refreshments/ Tea/ Coffee & B2B Networking |





Canada & British Columbia – A Creative Hub for Media & Entertainment Industry

a) Ideal Location

- Strategic location on Canada's west coast leverages relationships with the entertainment hub in Los Angeles, technology centers in Seattle and key markets in Europe and Asia.

b) Thriving Creative Nexus

- British Columbia is globally recognized as a creative hotbed with annual growth projects at 11% for next five years.
- Home to world leaders across the converging digital media spectrum - interactive design, digital entertainment and games, film and television, animation and visual effects, mobile content and applications, and e-learning.
- More than 1100 digital media and wireless companies of international repute, employing 22,000 people and generate \$3.3 bn in annual sales.
- Million Sq Ft of Studio Space with local crew base of over 30,000 professionals providing services at the level offered in Hollywood.
- In 2011, 281 film & television productions were completed in British Columbia with local spending of over \$1.18 mn.

c) Top Talent

- With its cosmopolitan diversity, collaborative atmosphere and attractive lifestyle, Vancouver is home to some of the industry's best storytellers, artists, engineers and producers.

d) Business Advantages - British Columbia 's business climate is good for the bottom line,

- One of the lowest corporate tax rates in the G7.
- No provincial payroll taxes or corporate capital tax.
- Lowest personal income tax in Canada for individuals earning up to \$122,000.
- Tax credits and incentives for creative industries.

e) Strong Finance & Industry Support

- British Columbia has a solid commitment to providing a competitive environment for digital media companies.
- Accelerated access to Capital and Investors Funding programs.
- Industry-led associations work hand-in-hand with government to provide a wide range of supports.





Contact Details

Advantage BC

Mr. Jimmy Mitchell

Vice President

Advantage BC

P: +1 6045581007

E: jmitchell@advantagebc.ca

A: Three Bentall Centre, 595 Burrard Street, Vancouver, BC V7X 1C4, Canada

Govt of British Columbia (India Office)

Mr. Madhur Aggarwal

Head Investment, India

Trade and Invest British Columbia

Ministry of International Trade

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M: +91 99100 17345

E: maggarwal@britishcolumbia.ca

A: A Wing, 12th Floor, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Mumbai 400013

Ms. Shailaja Vora

Lead Media & Entertainment, India

Trade and Invest British Columbia

Ministry of International Trade

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Indo Canadian Business Chamber

Mr. Jamshed Mistry

Board Member and Chair Legal Services

Indo Canadian Business Chamber

M: +91 9820862842

E: jamshedmistry@gmail.com

A: Mumbai, India



Tourism and Small Business Division

(Ministry of Jobs, Tourism and Skills Training)

PROJECT SUMMARY

Project ID: 2
Project Type: Priority Project
Attention Level: Primary Responsibility
Project Status: In Progress
DASHBOARD: Green

Project Title:	Attract Bollywood Productions
Project Manager:	Asha Bhat, Director
Contact Phone:	(250) 952-0305
Contact Email:	Asha.Bhat@gov.bc.ca
Executive Primary Responsibility:	Asha Bhat, Director
Branch Lead:	Film Policy & Creative BC Branch
Ministry Lead:	Ministry of Jobs, Tourism and Skills Training
Ministry Linkage(s):	Ministry of International Trade

Timing and Status:

Ministry staff are working with Creative BC and the Ministry of International Trade to engage industry to explore the opportunities and best avenues for attracting Bollywood productions to B.C.

s13, s17

ADM/DM Speaking Notes:

Director is meeting regularly with Michael Nicholas (Director, India and South East Asia) and Edwina Ramirez (Senior Manager, India/SE Asia and also responsible for the film and digital files) at the Ministry of International Trade, Richard Brownsey at Creative BC, and Howard Donaldson at DigiBC.

Leads from the two ministries met in person in September to firm commitments for this deliverable and Richard Brownsey, CEO of Creative BC, was engaged on this initiative in late September. Other opportunities to support this initiative, though MIT's regular business lines, have also been scoped. A key deliverable has already been met with an event in India on November 13, 2013.

The next meeting on this initiative is set for November 19, 2013, between JTSTL, MIT and DigiBC to determine a stakeholder invitation list and event date for a possible BC event.

RESULTS:

An event was held in Mumbai, India on November 13, 2013 by MIT, which is the first win for this commitment. The event, "British Columbia: A Creative Media & Entertainment Partner for India" was a great success, bringing together 20 entertainment industry leads from the Bollywood sector to a seminar hosted by MIT regarding opportunities in BC. The session included Jimmy Mitchell, VP of Advantage BC, Jamshed Mistry, Chair of the Indo Canadian Business Chamber (ICBC), and

Last modified ~~Monday, March 03, 2014~~ **Wednesday, November 20, 2013, 12:29 PM** ~~12:50 PM~~

For questions related to updating this document, please contact Brooke Somers at (250) 387-8469 or Brooke.Somers@gov.bc.ca.

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Field

Ga athiri Batra, Chair erson of Kleos Entertainment Group.

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ADM/DM/MINISTER Key Decisions Required:

s13, s17

s13, s17

Commitment(s):

BC Jobs Plan Platform Commitment

Build on efforts to attract Bollywood productions to British Columbia through initiatives like the Times of India Film Awards (JTST G78).

Project Description:

Project Background:

s13, s17

s13, s17

The deliverables for this commitment are therefore being shaped into two types of opportunities:

1. Picking up on TOIFA coverage to attract Bollywood focused businesses to BC.

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Field

Three possible opportunities exist to attract Indian entertainment companies to BC. MIT is working with the company leads to secure interest.

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2.

s13, s17

A BC seminar in Mumbai on November 13, 2013 already engaged Bollywood representatives, with great results, on entertainment and media business opportunities in BC

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Policy Considerations:

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Canada is currently negotiating a co-production treaty with India, and aim to have the treaty in place by late 2013 or early 2014. This treaty will be useful in encouraging production activities between Canadian and Indian producers.

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Legislation Considerations:

None

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Page 19

Field

Fiscal Considerations:

TBD

Risks and Mitigating Strategies:

(Complete for each risk factor identified.)

Risk Description <i>(Describe a risk factor that may have negative impacts on the ability to deliver the project.)</i>	Forecasted Impact <i>(Identify any estimated incremental cost associated with the risk factor.)</i>	Likelihood of Occurrence <i>(Almost Certain, Likely, Possible, Unlikely, Rare)</i>	Mitigation Strategy <i>(Describe the strategy/plan to manage the risk.)</i>	Implications <i>(Identify the main groups of impacted clients and any other implications associated with the risks/mitigation strategies.)</i>

Major Deliverables/Milestones:

<i>Fiscal Year:</i>	<i>Target Date:</i>	<i>Description:</i>	<i>Date Delivered: [YYYY MM DD]</i>
2013/14	s13, s17	s13, s17	



Digital Media Opportunities in India

You are invited to attend a breakfast seminar
with a special guest speaker from Mumbai by video link:

Ashish S Kulkarni, CEO, Reliance Animation

Ashish Kulkarni set up a world-class animation studios in India for Reliance Group and has successfully completed and marketed several animation films for studios in Hollywood over the last nine years. Ashish is the creator and producer of the magnum opus animated feature film "Krishna Aur Kans" and the award-winning 'Little Krishna', the first high-end 3D TV Series out of Reliance Animation. Reliance Animation is a division of Reliance Entertainment, which also owns 50% of DreamWorks Studios.

Friday, December 13, 2013 at 7:30 am – 9:30 am

Asia-Pacific Business Centre

Suite 288 - 800 Hornby Street (corner of Robson and Hornby)

Vancouver B.C. V6Z 2C5

Please RSVP by December 11, 2013 to Rajjun (rajjun.sahota@gov.bc.ca)

Questions please call or email: Edwina Ramirez, Senior Manager, India

604 775-2192 or edwina.ramirez@gov.bc.ca



Breakfast Seminar: Digital Media Opportunities in India

Friday, December 13, 2013

Program

7:30 am – 8:00 am	Registration & Light Breakfast Provided
8:00 am – 8:10 am	Welcome: BC Trade & Investment introduction of network and services in India Ms. Edwina Ramirez, Senior Manager Priority Markets: India, BC Government Trade & Investment Division
8:10 am – 8:20 am	Digital Media Market Overview Ms. Shailaja Vora, ICT, Digital Media Sector Manager, BC Trade & Investment Representative Office Mumbai (Video Conference)
8:20 am – 9:00 am	The Digital Media Market in India: Opportunities for BC Companies Presentation by Mr. Ashish S Kulkarni, CEO, Reliance Animation (Video Conference)
9:00 am – 9:30 am	Q & A
9:30 am	Event Concludes

MINISTRY OF JOBS, TOURISM AND SKILLS TRAINING
AND MINISTRY RESPONSIBLE FOR LABOUR
DECISION NOTE

Cliff #: 103108

Date: January 23, 2014

PREPARED FOR: Honourable Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour

ISSUE: Update on platform commitments for the film, TV and digital media files.
Mandate link | Item 10: Implement Film Industry commitments as outlined in *Strong Economy, Secure Tomorrow* including increased tax credits for post production and a new BC Film Commission office in California.

BACKGROUND:

In the platform document, *Strong Economy, Secure Tomorrow*, the Province made six commitments to the film, television and digital media industries that sought to establish an LA office; launch a one-stop digital ventures service; attract Bollywood productions; enhance tax credits; and ensure a national approach to tax credit programs.

DISCUSSION:

Progress has been made on each of these commitments, particularly those that fall under JTSTL for direct action:

Not Responsive

Pages 24 through 26 redacted for the following reasons:

not responsive

Not Responsive

3. BOLLYWOOD:

- Commitment: Build on efforts to attract Bollywood productions to British Columbia through initiatives like the Time of India Film Awards.
- Lead: JTSTL & MIT with Creative BC & DigiBC partnerships

Ministry staff are working with Creative BC and the Ministry of International Trade to engage industry to explore the opportunities and best avenues for attracting Bollywood productions to B.C.

s13, s16

1. Leveraging TOIFA coverage to attract Bollywood-focused businesses to BC.
 - Three possible opportunities exist to attract Indian entertainment companies to BC. MIT is working with the company leads to secure interest.
 -

s13

2. BC delegation to India to promote BC's digital media industry.

- **Mumbai Event (November 13, 2013)**

An event was held in Mumbai, India on November 13, 2013 by MIT, the first win for this commitment. The event, *British Columbia: a Creative Media & Entertainment Partner for India* was a great success, bringing together 20 entertainment industry leads from Bollywood for a seminar on BC opportunities.

The session included Jimmy Mitchell, VP of Advantage BC, Jamshed Mistry, Chair of the Indo Canadian Business Chamber (ICBC), and Gayathiri Batra, Chairperson of Kleos Entertainment Group. MIT staff in India are developing a final report on outcomes from this initiative.

- **Vancouver Event (December 13, 2013)**

A Bollywood-BC breakfast session was held on December 13, 2013 in Vancouver to pick up on the connections and successes from the Mumbai event. The session built

on BC's interest in exploring business opportunities in Bollywood's animation/VFX and video games sectors.

Leads from BC's animation, VFX and games sectors were invited; the guest list was developed in partnership by JTSTL, MIT, DigiBC, and Creative BC. MIT's India office secured Ashish Kulkarni, the CEO of Reliance Animation (a leading Indian animation company) to provide BC participants with an overview of India's animation and VFX industries (via video conference.)

The event was a success. Key connections were made with the Vancouver participants and participants indicated an interest in following up with meetings in India and Vancouver.

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A co-production treaty is also under negotiation federally between India and Canada,

s13

Status/Decision Point:

s13

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Not Responsive

Page 29 redacted for the following reason:

not responsive

Not Responsive

Approved / Not Approved	Date:
Comments:	

Contact: Kaaren Lewis, ADM, Tourism & Small Business
 Telephone: (office) 250 952-0517 / (cell) s17

Prepared by: Asha Bhat, Director, Film Policy/Creative Sector,
 Tourism & Small Business
 Telephone: (office) 250.952.0305 / (cell) s17

Reviewed by			
Dir: AB	ED:	ADM: KL	DM:

ADVICE TO MINISTER

**CONFIDENTIAL
ISSUES NOTE**

**Ministry of Jobs, Tourism and Skills Training
and Responsible for Labour**

Date: February 19, 2014

Minister Responsible: Hon. Shirley Bond

DRAFT

Film Industry Commitments

Pages 32 through 33 redacted for the following reasons:

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