

## Round table interaction between Indian & Chinese Entertainment Industry



**New Delhi, June 18<sup>th</sup>, 2013;** Federation of Indian Chambers of Commerce and Industry (FICCI) organized a round table interaction between the select group of policy makers and stake holders in Chinese film sector and the Indian film industry today at Federation House, Tansen Marg, New Delhi. The ten member visiting delegation from China headed by Mr. Zhang Hongsen, Director General, and Film Bureau of SAPPRFT discussed with the stake holders of Indian film industry on various issues of collaboration and cooperation for their mutual benefits.

Initiating the discussion, Mr. Atul Shunglu, Asst. Secretary General, FICCI said that China has been the difficult terrain for the Indian films to move in despite having huge market for Indian films there as reflected in the success of *Three Idiots* released in China some years back. He hoped that the discussions in this round table would be helpful in building stronger ties and greater understanding between the two countries in the field of films and television.

Addressing the august gathering, Mr. Zhang Hongsen, Director General, and Film Bureau of SAPPRFT expressed that China has big interest in the Indian film market. Impressed with the size of the Indian box office and overwhelmed with the fact that almost 90 per cent of the box office collection come from domestic films, he expressed his interest to learn from the Bollywood their secret behind this achievement.

Sketching the broad picture of Chinese film industry, he said that the 108 years old Chinese film Industry produced 745 feature films and this number adds up to 879 if documentaries and animated films are included. With 15000 screens, 95 per cent of which are digital, Chinese film industry generated 2.8 billion USD on the box office last year with 50:50 ratio of home produced and foreign films. It has shown the growth rate of 35 per cent last year and expected to touch 3 billion USD figure by the end of this year.

Chinese delegation was keen to understand the production process and business model of Bollywood and ready to collaborate and cooperate with the Indian film industry. It was discussed that Sino-Indian collaboration in the field of film industry is very less as compared to Sino-US, Sino-Korea, and Sino-Japan. So, there is a need to explore the opportunities and potential to enhance Sino-Indian collaboration.

The Chinese delegation was wondering how Indian film industry is managed to release over 1000 films per year with only 9000 screens. Mr. Kapil Agarwal, MD, UFO Movies said that it has become possible with the digital distribution of films through satellites.

The Indian film industry raised the quota issue which is creating problem for Indian films to enter into the Chinese market. China has a quota system of allowing foreign films to enter into its market. Every year, Chinese authorities decide the number of foreign films to be imported into the Chinese market. The problem with the system is that most of quota is eaten up by the Hollywood films leaving no space for Indian films to get accommodated. This results into the major roadblock for the Indian films to enter into the Chinese market despite having popularity there.

Mr. Han Sanping, Chairman, China Film Group Corporation raised the question why Hollywood movies are taking larger proportion in the Indian film market as compared to Chinese films. Replying to this, one of the participants from Indian film industry said that there are two basic reasons for this. First is that there is no tradition of watching films in India with subtitles. So there should be good dubbing infrastructure to get the foreign films inroads into India. Secondly, there is very less awareness about Chinese films in India. Here comes the role of Cultural Consulates to promote the foreign films. Whenever Chinese films are promoted by the Chinese cultural consulates, they have done good business in India. The Chinese side accepted the suggestion of promoting Chinese films in India through their cultural consulates.

To initiate the mutual collaboration in the field of film distribution between Indian and Chinese industries, Mr. Avtar Panesar, Vice President-International Affairs, Yashraj Films offered Mr. Han Sanping, Chairman, China Film Group Corporation for mutual distribution of each other's films in Chinese and Indian markets respectively. Mr. Han agreed to work on this idea.

Mr. Han invited the Indian film fraternity to China to co-produce films which is the best way to collaborate and make money together.