

## FICCI signs MoU with City of Toronto to facilitate Indo Canadian Co-productions

**TORONTO, 11 September 2015:** The City of Toronto and the Federation of Indian Chambers of Commerce and Industry(**FICCI**) has signed a Memorandum of Understanding (MOU) to engage in mutual co-operation and advance their common interests in the creative screen industries in Toronto and India. **Mayor John Tory, Mr. Akhilesh Mishra**, the Consul General of India in Toronto and **Dr. Ashish Kulkarni**, Chairman, FICCI-Animation, Visual Effects, Gaming & Comics Forum signed the document.

"This agreement will help Toronto to access and collaborate with the Indian film industry, the largest producer of films in the world," said **Mayor John Tory**. "This agreement will stimulate economic trade and investment in both countries. Toronto's film industry does better each and every year - this will help us continue that trend and keep us on top," he added.

"I would like to applaud the visionary and dynamic leadership of Mayor John Tory, Councillor Thompson and Zaib Shaikh, the City's Film Commissioner and Director of Entertainment Industries, for their efforts to initiate the MOU with the Federation of Indian Chambers of Commerce and Industry for co-operation in the fields of film, television, visual effects and gaming," said **Mr. Akhilesh Mishra**.

"This is a significant development in the spirit of the India-Canada audio-visual co-production agreement signed in February 2014. I believe the MOU signed today will catalyze co-operation not only between our film industries, but also strengthen ties of culture, tourism and friendship between peoples of India and Canada," added **Dr. Ashish Kulkarni**.

The creative screen industries include location and studio production, post-production, visual effects, animation and interactive/digital media. Toronto is the first municipality in Canada to sign an agreement stemming from an audio-visual, co-production treaty established in 2014 between the governments of India and Canada.

The agreement's main purpose is to foster business partnerships, linkages and exchanges that will act as a catalyst for new investment and knowledge sharing opportunities. Both parties have also agreed to provide assistance or any facilities necessary for trade missions, summits, seminars, festivals and other similar activities.

FICCI has taken a 20 member delegation from Film, Animation, and Visual Effects industry to Toronto, Canada from 8<sup>th</sup>-13<sup>th</sup> September 2015 to promote audio-visual co-production activities between India and Canada post signing of co-production treaty between the two countries. This is the first such delegation from India after signing of the co-production agreement.

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**FICCI MEDIA DIVISION**