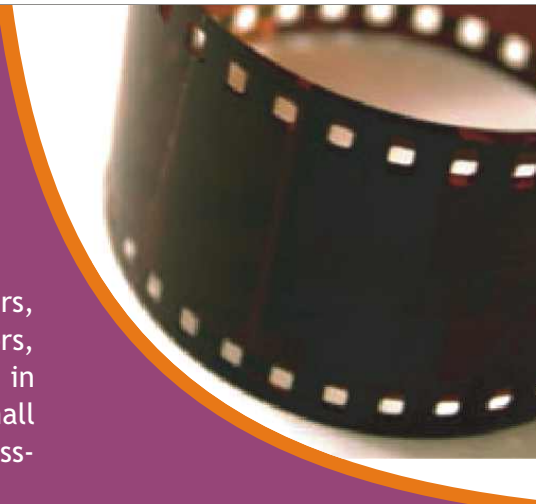


IPCSI International Punjabi Chamber for Service Industry

IPCSI represents a cross section of NRI professionals, experts, entrepreneurs, visionaries, businessmen, scholars, educationists, writers and authors, besides trade, commercial, educational and cultural organisations in countries where they are settled and the domestic corporate which shall serve as a conduit for promoting the Service Industry and overall cross-cultural relations.

Objectives :

- To link Non-Resident Indians, particularly of Punjabi origin with their motherland culturally & emotionally.
- To harness the rich financial, scientific, technical and entrepreneurial resources of the NRIs for developing Service Industry related projects and infrastructure in Northern India for employment generation, having a multiplier effect on the economy.
- To carry out research on NRI contribution for India's economic and social development & to their adopted countries.
- To help the Indian Corporate set up Service Industry related projects overseas and develop collaborations/partnerships/alliances with their counterparts in other countries.
- To assist/encourage joint research in Service Industry segments by scholars, academicians, HR practitioners and others in India and overseas.
- To provide consultancy and also prepare Project/Feasibility Reports for setting up Service Industry related ventures in Northern India.
- To organise annual Conventions/Conferences/Conclaves of Non-Resident Indians and Domestic Corporate for promoting mutual business & social interests .
- To promote NRI visits to Northern India and help offer customized packages especially for religious and pilgrimage sites.
- To honour NRIs for their outstanding contribution to the Service Industry.
- To compile & maintain a DataBank of NRIs, especially of Punjabi origin for possible use by domestic Corporate, educationists and others for possible collaborations/partnerships with their counterparts abroad.
- To facilitate NRIs during their visits to their motherland.
- To organize student exchange programmes between children of NRIs and Indian students forging stronger emotional and cultural ties.



iCSI
International Chamber for Service Industry
Empowering Service Industry

International Summit Investment Opportunities for Infrastructure Development by **Creating Media-Entertainment & Film Industry Hub in Punjab**

with Domestic Corporate, NRI / Foreign Direct Investors
Saturday, the 22nd April 2006 at Mumbai, India

Deliberations on

- Building Infrastructure for Media - Entertainment & Film City
- Setting up Film & Television Production Studios in Punjab
- Financing & Insurance of Media & Entertainment Projects
- Setting up Multiplexes
- Providing facilities for Film Production, Distribution, Exhibition & Events
- Studios for Animations and SFX Technology
- Identifying areas for collaboration and joint ventures with transfer and outsourcing
- Setting up Theme Parks Entertainment Units
- Setting up Hotels & Resort for Film Crew and Visitors
- Cinematic Tourism
- Human Capital Development for Industry



International Chamber for Service Industry
Empowering Service Industry

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Event Planning & Management by

ITFT-Chandigarh
Institute of Tourism &
Future Management Trends
www.itftindia.com

 **Centre for Media
& Entertainment Studies**
of ITFT-Group, Chandigarh
www.cmes.in

For further information contact:

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Think India-Think Punjab
Domestic-NRI Connect

Welcome to Media & Entertainment Industry

The Media & Entertainment Industry in India is one of the fastest growing sectors of the economy. It is riding on the economic growth and rising income levels that India has been experiencing over the past few years; a trend which is expected to consolidate and increase in the coming years. The industry also grows faster than the nominal gross domestic product growth (GDP) during all phases of economic activity due to income elasticity wherein when the incomes rise, proportionately more resources get spent on leisure and entertainment and less on necessities.

Summit: Introduction

Punjab is known as the land of exciting opportunities with landscape which pulsates with prosperity valour and romance. It is also a land of people of indefatigable courage and bravery, of matchless industry and perseverance and of exemplary adaptability and catholicity with rich culture and heritage. The values propounded by our sages and Gurus have greatly enriched the moral and ethical values of the people of Punjab. These also represent the confident spirit of modern India and are a source of strength and inspiration to the countrymen in general and the Punjabis in particular.

Punjab's landscape including its rural ambience besides being magnificent also provides a unique opportunity to savour its charms, fairs and festivals, customs and traditions, cuisine and handicrafts, rural sports, and other attractions.

Punjab offers immense opportunities for investment in media & entertainment, which is rated as the industry of the future. Punjab offers both cultural and heritage attractions with excellent infrastructure facilities.

Under the aegis of Punjab Govt., IPCSI (International Punjabi Chamber for Service Industry) which has planned this summit, has taken an initiative to bring prospective NRI and domestic investors, entrepreneurs and others on a common platform to explore possibility of investment in various segments of this sunrise industry. The aim of the summit is to highlight the strengths of Punjab with which it is endowed with and to develop it as media & entertainment hub for northern India and opportunities that are available for setting up media & entertainment related projects.

Participants

- Infrastructure Developers / Consultants
- NRI, FDI and VC
- Production, Film Studios & Media Houses
- Banks, Insurance & Financial Institutions
- Corporate Houses associated with Media & Entertainment Industry
- Multiplexes & Media Lounges
- Animation, SFX Studios & DTH (Direct-to-Home)
- Television, Radio & Music Channels
- Film & Television Publication Houses
- Advertising, PR & Event Mgt. organisations
- Hotels, Resorts and Fashion Designers & others related to Media & Entertainment Industry
- IT & Telecom organisations directly working for Media & Entertainment Industry
- Celebrity Management Houses
- Travel & Tourism organisations providing Travel & Hospitality Services to Film Crew

India's First World Punjabi Film Festival & Award

26th 27th September, 2006

As a part of the Think India- Think Punjab Agenda 2006, IPCSI (International Punjabi Chamber for Service Industry) in tandem with Govt of Punjab, Dept of NRI Affairs, would be organising *World Punjabi Film Festival & Award* on 26th- 27th September 2006 at Mohali, near Chandigarh, India.

On this occasion, there would be screening of Punjabi Films, Television Serials, deliberations on emerging trends in Media & Entertainment Industry and future vision

The vast development in the entertainment industry has thrown up many challenges for Punjab to convert these into opportunity that it results in the creation of employment for the educated Punjabi youth.

The latest block busters coming out of Bollywood have pronounced Punjabi themes and Punjabi music, targeted at the significant market of Punjab. If the professional standards of Punjabi film industry are raised, it can immediately become commercially viable because of the vast Punjabi Diaspora market and its purchasing power. The potential for Punjabi film has been demonstrated by the commercial success within India and abroad of some recently produced Punjabi films which have been commercial hits.

The opportunity for Punjabi films with levels of excellence of Hindi and South Indian films is therefore vast.

The aim of the Punjab Film Festival is to make use of the available ingredients to establish a world- class film industry in the State of Punjab.

The deliberations would also focus on why is the film industry has failed to

find roots in Punjab when in terms of talent, music and market the potential for the Punjabi film industry appears simply inexhaustible. What are the stumbling blocks that had been inhibiting the growth of entertainment industry in Punjab and what needs to be done in this regard. This issue would also be discussed on this occasion.

The Punjabi Film Festival coincides with the World Tourism Day (27th Sept) which is celebrated throughout the world to create awareness of the benefits that accrue from tourism promotion. As there is symbiotic relationship between entertainment and tourism industry, Tourism Boards in some countries turn to Bollywood to showcase their destinations. The event will also go a long way in promoting Punjab as cinematic tourism destination, as well.

There is now a growing trend among Tourism Boards in some foreign countries to turn to Bollywood to showcase their destinations. This in turn enhances outbound market. The word of mouth publicity plays a

On this occasion, illustrious persons who have made meritorious contribution to promoting Punjabi film industry would also be honoured.

Besides participating in Mumbai Summit

on Saturday, the 22nd April, 2006

Corporate shall have the option to Participate & Exhibit their Product/Services in

Think India-Think Punjab Expo & Investment Interface

Deliberations and Interactions

Investment Interface	London, UK	17th-19th May 2006
Investment Interface	Singapore	27th July 2006
Expo & Investment Interface	Australia	29th-31st July 2006
Investment Interface	New Zealand	1st-2nd August 2006
Expo	Bangkok, Thailand	3rd-4th August 2006

for connecting with NRIs/ Foreign Direct Investors for Marketing, Investments/Partnership

Further details will be made available during 22th April 2006 Summit at Mumbai

