

**Friday September 13, 2013**

## **Film Festival good for Fiji economy**

Fiji's Attorney General Aiyaz Sayed-Khaiyum has commended the Fiji National University-organised Film Festival while launching the annual extravaganza last Friday, saying it is important not only for the Film industry but for Fiji's economy as a whole.

Addressing around 300 people gathered for the launch of the 2013 Film Festival at Village Six Cinemas, Mr Sayed-Khaiyum outlined the multiplier effect that film production potentially has on the Fijian economy. "The movie industry or the production of movies generally at a conservative level has a multiplying factor of about two and a half times. So every dollar spent by a production company for making a movie can multiply itself by two and half times.

"What it essentially means it that it provides over a short period of time, a massive injection into the economy. And that injection into the economy means jobs, means more demand for our goods and services but also at the same time from a long term perspective, which is why this film festival is very very important is it develops a group of Fijians who will be specialized in film making," said Mr Sayed-Khaiyum.

Apart from the fact that the film festival adds to the overall tourism branding of Fiji, it also creates an interest among youths, students and the younger generation about film making.

"Hopefully it will create new directors, new producers, camera persons, make-up artists, wardrobe specialists and hopefully all that can subsume into a film industry in Fiji."

Mr Sayed-Khaiyum thanked FNU for coming up with the Film Festival initiative and for organizing it in a very professional and coordinated manner.

He also gave the assurance that the Ministry of Tourism will work with FNU to promote the Fiji Film Festival.

Fiji National University is partnering with Film Fiji and the Indian High Commission, supported by Damodar Brother Ltd, to host the extravaganza this week.

Indian High Commissioner, His Excellency Shri Vinod Kumar said the Festival will showcase the high quality of films produced by locals and students.

"With the 200 entries submitted this year, the quality of films is of its best and we hope we will appreciate it during the week-long festival," said Mr Kumar.

Fiji National University Vice Chancellor, Dr Ganesh Chand said it is FNU's intention to ensure this event becomes part of the annual Fijian calendar.

"It is vital that all organisations involved in film making and production get together so that we can publicise this as an attraction for at least one week, which will not only benefit the tourism industry but also the airline industry, catering industry as well as provide opportunities for film lovers from across the world to come to Fiji and spend the week viewing the films we have made," Dr Chand said.

Film Fiji Acting Chairperson, Shaenaz Voss said the Festival is a launching pad for many budding film makers.

**"This is a platform for local participants and film makers to showcase their talents.**

“This is the first time we have come together as partners with the Fiji National University to also screen the films for the Kula Film Awards,” she said.

More than 200 movie entries were received for screening including 48 film submissions for the Kula Film Awards.

The Film Festival ends this Saturday, September 21, coinciding with the annual Kula Film Awards.

For more information please contact Communications Office on 3393110.