



**BUILDING TRADE LINKS
GATEWAY ASIA AND THE INDIAN FILM INDUSTRY
WEDNESDAY 29TH SEPTEMBER 2010**

**Darwin Room, Brunel University
Uxbridge, UB8 3PH**

Gateway Asia: Overall Workshop Aims:

- Transfer knowledge from various trade professionals;
- Allow businesses to understand how International trade can improve their performance;
- Engage SMEs that will benefit from Coaching and Mentoring and Trade Delegations/Fairs;

Indian Film Industry: Workshop Aims:

- Highlight the business opportunities for UK film companies in India;
- Highlight the business opportunities for Indian film companies in the UK to market their products and services;
- Contribute to the development of the Gateway Asia Indian Film and Entertainment Network;
- Develop a pipeline and case load of SMEs looking for business opportunities in India and other markets;
- Contribute to the development of the London Creative Industries;

Format

The Seminar will provide an opportunity for interaction as well as exchanging information and knowledge through:

- Input by Professionals;
- Case Studies;
- Question and Answer;
- Networking;
- Arranging Mentoring and B2B Meetings.

Target Groups

- Individuals, SMEs, Colleges, Universities, with little or no experience of servicing the UK Film Industry;
- Film production companies;
- Film agencies;
- Actors, Producers, Script Writers, Animators;
- Companies with post production services (Editing);

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Programme

- 5.30 pm **Registration**
- 6.05 pm **Welcome and Introduction**
Ash Verma, Chairman and CEO Gateway Asia
- 6.10 pm **Gateway Asia and Overview of India**
Ash Verma
Gateway Asia Programme and Services
The India Growth Story
- 6.30 pm **Indian and UK Film Industry**
Parminder Vir OBE, PVL Media Consultants
Overview
Opportunities and Challenges
- 6.45 pm **Case Studies**
Two Companies from UK and India
- 7.30 pm **Open Forum Q&A with Panel**
Ash Verma
- 7.45 pm **Next Steps**
Ash Verma
- 8.00 pm **Buffet and Networking**
- 10.00 pm **End**

Gateway Asia

Gateway Asia is an innovative and free business to business programme that aims to help small and medium enterprise (SME's) across London, particularly west London and south London, and the wider Heathrow areas, to access new market and business opportunities, especially in India and China. Gateway Asia has been developed by West London Business, Gateway Business Consultants Limited and Croydon Economic Development Company. The project is part-financed by the European Union and is administered by the London Development Agency. For further information please see: www.gateway-asia.co.uk

Ash Verma, Chairman and CEO Gateway Asia

A “**social entrepreneur**” and businessman, with over thirty six years of experience in various aspects of British Government policy, funding and programmes, especially those relating to: private/public sector initiatives; inner cities regeneration; economic development; enterprise and entrepreneurship in and around airport related economies; overseas trade; equal opportunities and corporate social responsibility.

His passion **to bring business and communities together** is longstanding. Ash was born in Jalandhar Punjab, India and is included in the first ever publication of the Asian Power 100 in September 2005 and again in September 2007 as one of a select number of key influencers in Asian affairs in the UK for his overall contribution to regeneration, entrepreneurship and economic development. He is also featured in the Asian Who's Who.

Ash has successfully held a wide range of leadership and senior positions as CEO during the past twenty five years and is presently Chairman of **Gateway Business Consultants Limited, (GBC)** and Chairman and CEO of **Gateway Asia Limited**. GBC is a not for profit, social enterprise company which delivers various business support, enterprise and entrepreneurship initiatives funded by the private and public sectors. These include **Gateway Asia, Actor Prepares UK and Europe** and **E-Innovate**

Ash is a Fellow of the Royal Society of Arts; Member of the Chartered Institute of Personnel Development; Corporation Member of the Ealing, Hammersmith and West London College; a Charter Member of The Indus Entrepreneurs (TiE) UK; Board Director of West London Business; and Board Director of Ealing and Hillingdon Education Business Partnership.

Parminder Vir OBE, Director PVL Media Consultants

With over 20 years of work in the media, creative and cultural industries, Parminder brings considerable expertise and experience in international film production and media finance. She is an award-winning film and television producer, who has worked for the BBC, ITV, Channel Four and major international channels.

Parminder is currently Director of PVL Media Consultants, focussing on emerging markets, media and creative industries. PVL has worked with many industry leaders including Pyramedia, Omnicom Media Group, Goldsmiths University of London, Microsoft, MTVUK, ITV, Royal Shakespeare Company, Spectrum Value Partners and Ingenious Media.

She is a member of Asia Task Force, a government advisory group in UK with the overall aim of boosting trade and investment between the UK and high-growth and emerging markets in Asia, Chaired by the Secretary of State for Business, Innovation and Skills, Vince Cable. A Board Director and Charter Member of The Indus Entrepreneur (TiE UK). She has served as non-executive director of the Department for Culture, Media and Sport (2006-2010); board director of the UK Film Council (1999-2005), and a founder board director of UK India Business Council (2004-2009). She was as the Business Ambassador for the Creative Industries to the London Development Agency and Executive Producer and Diversity Adviser at Carlton Television (1996-2004).

Parminder was awarded an honorary degree of Master of Arts, in recognition for her contributions to International film industry by the Academic Board of the University for the Creative Arts in 2010. Her other honours include an OBE for her services to the Broadcasting and Film industry in June 2002, the Asian Women of Achievement Award for Media in May 2001, the Media and Arts Award at the Asian Jewel awards in July 2003 and the Windrush Diversity Award in 1999. www.parmindervir.com