



Government of India
Ministry of Commerce & Industry
Department of Commerce



Confederation of Indian Industry

4th edition of
GLOBAL EXHIBITION ON SERVICES (GES) 2018
Sessions on Media & Entertainment:
India's Entertainment Industry - A Global Powerhouse
15-18 May, 2018

Suggested Programme

17 MAY (Thursday)

1045- 1130 hrs Inaugural: India's Entertainment Industry - A Global Powerhouse

This panel brings together senior executives from media, entertainment and technology services to look at the future and hear from leaders of the emerging creative services content world wide

**Welcome Remarks &
Theme Address**

Mr Sudhanshu Vats
Chairman, CII National Committee on Media & Entertainment and
Group CEO, Viacom 18 Media Pvt. Ltd

Special Address

Shri Sudhanshu Pandey
Joint Secretary
Ministry of Commerce and
Industry

Mr Girish Chandra Aron
Director, Films
Minister of Information & Broadcasting

Address

Mr Karan Bajaj
Senior Vice President & General Manager, South Asia
Discovery Communications

Mr Sabbas Joseph
Founder & Director, Wizcraft



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1130- 1215 hrs Second Session: Challenges & opportunities for the Indian M&E Industry - wish list and road map

What is important, crucial and critical for the Industry to grow to the potential of the 100 Billion Dollar mark and beyond, we explore some of key issues from Piracy and Legislation, how can the Government help in creating a conducive eco-system for growth in this sector, the panel explore the key requirement from the Industry, a wish list of sorts and also looks at the Government's perspective of the sectors contribution to economic growth and Development. The Potential of enabling wide scale job creation and economic opportunity given the scale and potential of the Indian Media and Entertainment industry makes this a key panel,

Mr Ramesh Sippy

Indian film director and producer

Ms Kranti Gada

COO, Shemaroo Entertainment Limited

Mr Tarun Katial

CEO, BIG FM

Ms Ambika Khurana

Director, Public Policy, Netflix

Mr Lohita Sujith

Director, Corporate Communications
Motion Picture Association, India

Moderated By

Mr Arjun Pandey

Award winning Documentary film maker, Founder
Delhipedia, Investor in Digital Platforms & content and
Media Advisor



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1215- 1300 hrs **Thought Leadership: Global Media & Digital Success Stories**

This session brings in short presentations and success stories of 10 minutes each by global leaders. Curated by the M&E team of CII to bring focus on how careful brand building, leveraging media and digital can drive disproportionate growth for Indian players too.

Thought Leadership: Global Media & Digital Success Stories

Akshai Sarin, award winning Creative & Impact Entrepreneur and Managing Director of ttogether.in – India’s premier disruptive x content x culture marketing agency, sets the stage for this captivating session.

Branding Canada’s Future Prime Minister

Mo Dhaliwal, founder of boutique branding firm Skyrocket and better known as the man behind Jagmeet Singh’s stunning jolt into Canada’s political landscape, sheds light on the power of media and digital. He will share key insights on how a dedicated strategy and ground-game drove home Singh’s key identity marker, “With Love and Courage” and how their unique approach can drive exponential growth in India.

How We Brought Legends Like Coldplay and Adele To The World

Robbie Dunn, Managing Director of Miloco Studios talks about their 30 year journey starting as a single London studio to the worlds greatest directory of quality recording studios - including some in Bollywood. He will share their story of growth into a 360-degree company offering many other services, all aligned to the core studio business and insights for Indian audio-visual services players.

Identify, Track and Monetize Your Content Everywhere!

Jay Winship, former Managing Director of Siemens Korea and current COO of global media conglomerate GoDigital inc, (Cinq Music, AdShare, ContentBridge Systems) will share valuable insights on the power of digital content. Also, how at AdShare they envision the India story by addressing primary problems in the media industry: Sales, Distribution, Marketing and Engagement.

Developing and leading projects in the animation media field

John Hernandez Delgado, Director, Founder, Art Director, ZincoTools, has been working in different organizations from small business, animation studios, to top leading broadcasters in Colombia, India and the US.