



FILMING IN

September 2017

THAILAND



**Boost for the
industry
Incentives
are here!**

A closer look into the new initiative

Celebrating success
Thailand
International
Film Destination
Festival

WELCOME BACK TO 'FILMING IN THAILAND'

'Filming in Thailand' is back bringing you regular news and updates. We hope you will find it useful and informative.

Since it's been a while since our last issue, may I start by outlining the role of the Thailand Film Office in the support, administration and promotion of international production in Thailand.

Firstly, we recognise the incredible work of the production service companies and production co-ordinators who provide the support for incoming productions. There are a large number of companies and co-ordinators in Thailand, catering to every budget level, nationality, and genre of production. A list of companies and individual 'fixers' is available on our website.

We want your experience dealing with a local service company to be as smooth and efficient as possible. So, all companies and individuals offering their services to international productions must register with the Thailand Film Office, must meet skill and experience requirements, and must attend annual briefings.

Secondly, the Thailand Film Office is responsible for issuing shooting permits.

All international productions are required to obtain a shooting permit. We have made great efforts over the last few years to streamline this process, and the vast majority of applications take less than two weeks to gain approval.

Thirdly, we promote Thailand as a place to bring international productions. We respond to email and phone enquiries, provide advice to interested producers and regularly attend international markets and location shows.

Finally, our new proud mission is to administer the new incentive measures. I am pleased to see that the measures are now fully operational, and that we are already attracting new productions to Thailand with the incentives. We'll bring you more news of these in future issues.

2017 has been a good year so far for the Thailand Film Office and for the production services industry. By July we had already welcomed 64 feature films to Thailand. While incoming productions from most regions are stable or growing, Thailand has become increasingly attractive to Chinese productions. 2017 has already seen more productions from China visiting Thailand than any other year before.



We hope to see you soon, either at one of the international events listed here, or in Thailand!

Worateera Suvarnsorn
Director – Thailand Film Office

INCENTIVE MEASURES UP AND RUNNING

At the Cannes Film Festival, 2016, the Deputy Prime Minister and the Minister of Tourism and Sports announced the introduction of Incentive Measures to support Thailand's international production service industry.

The Thailand Film Office accepted applications from the beginning of 2017, and productions have now been approved to receive the incentives. In our next issue, we will bring news of the productions that have already benefited from the incentive measures.

Incoming productions are not only a source of revenue, but also support growth in local skills and infrastructure, and, particularly in the case of Thailand, have created massive benefits to the tourism industry.

However, while Thailand has maintained and even strengthened its position as a hub of international production in South-East Asia, competition amongst

countries worldwide to attract production is now fierce.

Many productions now rely upon local incentives to bridge the gap between the investment raised and the budget requirements. Tax breaks, rebates and incentives are frequently an important element in the financial plan. Producers not only look for locations that offer the right visual elements, efficient crews, and strong infrastructure; they also look to maximise their production budget through local incentives.

Thailand's new incentive measures will ensure that the Kingdom maintains its competitiveness in the world market.

The full details of the incentive measures are available from the Thailand Film Office.



(L to R) Mr. Pongpanu Svetarundra - Permanent Secretary of Ministry of Tourism and Sports, Ms. Kobkarn Wattanavrangkul - Minister of Tourism and Sports, General Tanasak Patimapragorn - Deputy Prime Minister

THAILAND INCENTIVE MEASURES KEY POINTS

15-20%

Main Incentive, 15% of local spend

Additional Incentive 3%

Attained by using key Thai personnel (the full chart is available from the Thailand Film Office)

Additional Incentive 2%

Available for productions that are considered to offer particular benefits to Thai tourism.

- Qualifying productions must have a minimum local spend of 50 million Baht (approx. \$1.5m at August 2017 exchange rates)
- Maximum rebate available for any production – 75 million Baht (approx \$2.25m at August 2017 exchange rates)
- Applications are accepted in January, May and September.
- Productions must be approved under the normal procedures for obtaining a film permit prior to application.
- Applications will be considered and verified and a decision announced within 90 days.
- Payment will be made by money transfer to the applicant within 60 days of the audit of production accounts.

Regions for incoming productions to Thailand in 2017 to date:

10	TAIWAN	7 Productions
9	HONG KONG	21 Productions
8	AUSTRALIA	21 Productions
7	KOREA	39 Productions
6	U.S.A.	46 Productions
5	U.K.	48 Productions
4	CHINA	61 Productions
3	EUROPE	89 Productions
2	INDIA	104 Productions
1	JAPAN	110 Productions

Events where you can meet the Thailand Film Office - 2017 and 2018.

15th - 17th Oct. 2017	Link of Cine-Asia – Busan, South Korea
20th - 22nd Oct. 2017	AFCI Cineposium – Los Angeles, USA
24th - 26th Oct. 2017	TIFFCOM – Tokyo, Japan
1st - 8th Nov. 2017	American Film Market – Santa Monica, USA
7th - 10th Nov. 2017	Asian Side of the Doc – Bangkok, Thailand
5th - 6th Dec. 2017	Focus – London, UK
19th - 22nd Mar. 2018	Hong Kong Filmart – Hong Kong
4th - 6th Apr. 2018	Content Tokyo – Tokyo, Japan
9th - 20th May 2018	Cannes Film Festival – Cannes, France
18th - 22nd June 2018	Shanghai Film Festival – Shanghai, China

THAILAND INTERNATIONAL FILM DESTINATION FESTIVAL 2017

The festival celebrates a successful fifth year.

There are many film festivals around the world dedicated to every genre and sub-genre of film, but as far as we know, the Thailand International Film Destination Festival is unique as the only film festival to celebrate the international production services industry.

Each year, between fifty and eighty international feature films bring all or part of their production to Thailand. They come from many different countries and cover many different genres, styles and budgets. They are attracted by the stunning locations, modern equipment and infrastructure, excellent crews, warm hospitality, and the reasonable costs.

Each year for the last five years, the Thailand Film Office has celebrated the achievements of these productions, the creativity of the international film-makers, and the contribution that Thai crews have made.

Last month, the festival screened five classic films – ‘Air America’, ‘The Man with the Golden Gun’, ‘Bridget Jones: The Edge of Reason’, ‘The Deer Hunter’ and ‘The Killing Fields’. Record attendance was achieved, as audiences welcomed the opportunity to see these landmark films on the big screen at the Paragon Cineplex, Bangkok’s premiere cinema complex.

We were delighted to welcome **Mario Kassar**, producer of ‘Air America’ and a number of hit films including ‘Rambo: First Blood Part II’, ‘Total Recall’, ‘The Doors’, ‘Terminator 2: Judgement Day’, ‘Basic Instinct’ and ‘Chaplin’. In a fascinating Q&A with top critic **Kong Rithdee**, he expressed his appreciation for Thailand’s locations and crews, and his hopes to return with future productions.

Visiting feature film-makers including Laos’ first female film director - **Mattie**



‘The Killing Fields’ Team Reunion

Do, veteran Korean producer - **Jonathan Kim**, the director of the festival hit ‘Jailbreak’ - **Jimmy Henderson**, and international actor and screenwriter -

their film careers at the time of shooting, and have since gone on to become leading figures in the local and international film industry. They had fond memories of the family atmosphere on the shoot, and the incredible learning experience.



Kong Rithdee interviews Mario Kassar

Damon Whitaker visited the festival and had a chance to network with local film-makers and visit the latest production facilities.

‘The Killing Fields’ was shot thirty-three years ago in Thailand. This moving story of a Cambodian journalist struggling to survive under the Khmer Rouge regime was nominated for eight Oscars and won eight BAFTAs.

The packed screening presented an opportunity for a reunion. Many of the Thai crew members were just starting

The Thailand International Film Destination Festival is one of the most important events in the Thailand Film Office calendar, and we look forward to next year’s event.

THAILAND SHORT FILM COMPETITION 2017

Surely the most rewarding, exciting and challenging short film competition in the world!



Participants in the Thailand Short Film Competition 2017

The Thailand International Film Destination Festival not only celebrates the achievements of established film-makers – it also invites a new generation

of film-makers to discover what Thailand has to offer.

Now in its fifth year, the competition

brings student film-makers from across the world to different regions of Thailand to make a short film.

This year, twenty-four teams of students in pairs joined the competition. They came from many countries, including Nepal, Israel, Philippines, Italy, Croatia, India, and Serbia. They were joined by nine Thai teams competing in a separate section.

Teams each received a plane ticket to Thailand, four nights in a Bangkok hotel during pre and post-production, a local production assistant, transportation and \$1000 budget for their film.

THE WINNING FILM

‘If I Were Brave’

The Grand Prize was awarded to Pamela Velazquez and Fernando Arturo Muñoz from Mexico who shot their film ‘If I Were Brave’ in Krabi.

She was extremely helpful. It was strange how suddenly we all became best friends. It made the experience way more memorable!”

Not only was their trip to Thailand one of the longest of any participants, but they chose to shoot in Krabi, one of the furthest destinations from Bangkok. By plane it would have been a quick hop, but they had to travel by road. Of their choice of location, Pamela admits, “It was not the smartest decision to be honest. However, Krabi is really beautiful. How could we regret going to Krabi? We love Krabi! We did thorough research before our trip. But I had a pleasant surprise that it was a lot better than I had imagined”

Their film tells the story of a young girl who lives on an island but has to overcome her fear of the water.

“When we arrived, we had no locations, no actresses, nothing! We went to explore the Emerald Pool, and there we found the two girls. We were very lucky. Our PA, Ta, was very persuasive, and their mother agreed to allow the girls to act in our film. The kids were fascinated. They grabbed their things and joined us on our adventure.”

Having a local PA to assist was very valuable. Pamela says, “Our PA was Ta.

The general quality of the films produced by all the teams was very high, and Pamela did not expect to win. “There



were some very good projects, so we did not think about winning. It was such a beautiful feeling at the Awards Ceremony to hear the announcement ‘Mexico!’ The Thailand Short Film Competition is a unique opportunity. It gives you the opportunity to test your knowledge and skills and how to work under pressure. Moreover you get to meet new friends and have a lot of fun!”

Discover Thailand

Amazing locations in Thailand that you may not have seen before

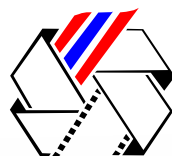
No, it's not the Grand Canyon, and it's not a distant planet. It's a place called Sam Phan Bok in Thailand. It's on the border with Laos, east of Ubon Ratchathani. In the rainy season, it disappears under the Mae Khong River, but between December and April this extraordinary landscape is revealed. It's name translates into English as simply 'three thousand holes', but it's a place rich in mythology.

One of the most famous legends relates to a rock formation which resembles the head of a dog. It is said that a 'naga' – a divine power that takes the form of a giant snake – was living in the Mae Khong River, and wished to expand its

banks. He assigned a dog to guard the river bank until it was finished. But of course the erosion of a river bank takes a very long time. The dog, proving his loyalty, never left the spot. The figure of the dog remains to this day watching over the Mae Khong river.

Many different shapes of rock formation can be found, and visitors have found hearts, flower vases, even the shape of Mickey Mouse.

As the sun sets, it's a truly magical landscape, just waiting for your story.



THAILAND FILM OFFICE
Department of Tourism

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To subscribe to 'Filming In Thailand', or to submit articles for inclusion, please contact: paul@films.in.th

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