

# **Bharat Pavilion Highlights India's Growing Influence in Media & Entertainment Ecosystem at Hong Kong FILMART 2026**

## **NFDC Continues to Anchor India's Presence at Global Film Markets by Enabling Co-productions Deals, Business Exchange and Market Access for Indian Creators**

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The Bharat Pavilion at the Hong Kong International Film & TV Market (FILMART) 2026 reinforces India's growing presence in the global media and entertainment landscape, serving as a strategic platform for international engagement, business exchange, and industry collaboration.



The Pavilion was inaugurated by Shri Rajesh Naik, Consul General, Consulate General of India, Hong Kong & Macau SARs, who highlighted India's commitment to strengthening global partnerships across film, television, and emerging media sectors. He also appreciated the strong participation of the Indian delegation, reflecting increasing global interest in India's Media & Entertainment ecosystem.

The Bharat Pavilion is jointly organised by the Services Export Promotion Council (SEPC) under the Ministry of Commerce & Industry and the National Film Development Corporation (NFDC) under the aegis of the Ministry of Information & Broadcasting, with support from the Consulate General of India in

Hong Kong & Macau SARs. The inauguration was attended by senior representatives from SEPC, NFDC, and the Hong Kong Trade Development Council (HKTDC).



The Pavilion showcased the diversity of India's content and production ecosystem across films, television, animation, and emerging media, while facilitating B2B meetings, co-production discussions, and networking engagements with international stakeholders. A panel discussion on the impact of films and emerging opportunities in the global content landscape was also held, bringing together industry experts to exchange insights on evolving market dynamics and cross-border collaborations.

The National Film Development Corporation (NFDC) continues to play a central role in positioning India at leading global film markets by enabling co-productions, market access, and distribution opportunities for Indian creators.

The Pavilion also promoted key upcoming NFDC-led initiatives, including the Mumbai International Film Festival (MIFF) and the WAVES Doc Bazaar, scheduled from 15 June 2026 at the NFDC campus at Pedder Road in Mumbai, focusing on documentary, animation, and short films. It further highlighted India's flagship platforms, including the International Film Festival of India (IFFI) and the WAVES Film Bazaar, to be held in November 2026 in Goa.

The Bharat Pavilion reflects a coordinated effort by the Government of India to integrate policy, industry, and global outreach, positioning India as a key partner in the global media and entertainment ecosystem.

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**Mahesh Kumar/ Vivek Vishwash**

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