

# Luxembourg targets Indian screen space

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**L**UXEMBOURG is keen on co-productions with Bollywood and Tollywood. In step, it is looking to boost cultural ties with India. The country has already embarked on triggering cultural exchanges with India.

"We are seriously interested in co-productions with Bollywood to begin with. In fact, some developments have already unfolded in recent times which should pave the way for opening up the doors for closer links with Bollywood. For instance, the Indian business chamber in Luxembourg organised a cultural week in Luxembourg last year. Over a period of seven days, together with Indian dance and music, we saw Bollywood films being screened in Lux-

embourg. I happened to meet actors like Jackie Shroff at that time," Marc Courte, Luxembourg ambassador to India, told ET.

A new law had been put in place in Luxembourg to encourage co-productions with Indian films, including Bollywood. The government in Luxembourg could also extend incentives to Indian films (depending on the requirements from the Indian production house) for shooting in Luxembourg.

"A co-production could take various forms, including participation of Indian actors in Luxembourg films and vice-versa. At the same time, we may have Indian films shooting in Luxembourg or films from our country shot in India. And, of course, we would look at joint productions between Indi-

an and Luxembourg films," Mr Courte said.

He was interacting exclusively with ET on the sidelines of a get-together hosted by Rajat Dalmia, Luxembourg honorary consul for East and Northeast India, at a city hotel lately.

Dwelling on the cultural sphere at large, the ambassador said the Luxembourg government was making a concerted effort to fuel exchanges

in this field. "Only recently, we staged a programme, dubbed Curricul Art, at the Luxembourg embassy in New Delhi. The programme featured Indian and Luxembourg dance and music and a film shot in India on nature. There were also paintings by an artist from Luxembourg named, Marie Pierre Tranden. There are so many

'dress' melas across India. We are trying to organise cross-exchanges with musicians and dancers in these melas, too. I have personally travelled to various places in India to get a first-hand view of these events. We are also requesting the Indian ambassador in Luxembourg (J Bhagwati) to field Indian festivals in our country. Our films always figure in the international film festivals in India," Mr Courte said.

He also mentioned that his country is planning to increase bilateral trade with India. "Between 2002 and 2008, trade between our countries has tripled to 53 million euros. But, it's still very limited in volume compared to, for instance, China with which it is seven times that figure. At the moment, we are focused on the pharma and IT spheres."

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