

## First Global Content Bazar inaugurated in Mumbai

Global Content Bazaar-2017, the first-of-its-kind show in India to promote sale and purchase of content in the multi-crore entertainment industry inaugurated in Mumbai on January 12. Members of the film fraternity from various countries such as Turkey, UK, Spain, Malaysia have participated, while content providers from China, Russia and Nigeria would put up

pavilions at the three-day event held at World Trade Centre in Mumbai.



It is be a one-stop marketplace for content creators and innovators to showcase their work to potential buyers and distributors and also to engage in collaborations that are pivotal in the creation of content for

films, television, new media, mobile, gaming and radio. Saicom Trade Fairs and Exhibitions, is the organizer of the event. The Global Content Bazar is set to provide an all-inclusive environment for industry professionals to develop new business relationships, explore creativity and bolster the content industry across its many different platforms and genres. It will not only offer content for films and television but would also feature online and mobile content. As the demand for quality content in numerous forms of media has increased manifold, the need for such a platform was very essential and the Global Content Bazar is a good answer for it !



The institutions like Doordarshan, Film City, Films Division, Zee, Sony Pictures are also participated in this show. Institutions from various fields such as production, animation, education, technology, studio set up, information, film festivals, dubbing and subtitling etc also showed a great participation in the show.



Being the nerve-centre and financial backbone of the media and entertainment industry, Mumbai is primely positioned to bring together visitors, buyers and content creators from all over the world.

