

What's News?

Happy Anniversary to Us!

On July 5, 2010 the Office of Tourism Development, of which the Thailand Film Office is a part, celebrated its sixth anniversary.

On hand to greet guests at the Anniversary ceremonies was Dr. Suwat Sidthilaw, Acting Director-General of the Department.



Dr. Suwat Sidthilaw
photo courtesy Office of Tourism Development website



Dr. Sidthilaw paying respect
on 6th Anniversary

Statement from the Ministry of Tourism and Sports, Royal Thai Government (abstracted)

"Major tourist destinations, facilities and services are regularly accessed by both domestic and foreign tourists. Public utility and mass transportation services are fully operated. Suvarnabhumi Airport and other international airports remain in operation without any disruption. The Ministry of Tourism and Sports is working closely with other Ministries and agencies to ensure the safety and convenience of all visitors travelling in Thailand."

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Thailand's Largest Foreign Film Production Has Thailand Premiere

The largest film production ever filmed in Thailand, the Weinstein Company's Shanghai premiered in Thailand the week of July 19th with a special screening for members of the Movie and Video National Directorate, the government body in charge of support and development of Thailand's film related industries.

Present at the screening were committee chairman, Deputy Prime Minister, Dr. Trirong Suwankiri, Ministry of Culture Permanent Secretary, Mr. Vira Rojpojchanarat, Ministry of Tourism and Sports, Permanent Secretary, Mr. Atthachai Burakamkovit, Director of the Thailand Film Office under the Office of Tourism Development, Ms. Wanasiri Morakul together with Miss Sasisupa Sungvoribud, President of Foreign Film Production Services Association (Thailand) and other members of the Directorate, and representatives from the Bureau of the Budget, Revenue Department, and press.

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l to r: Dr. Apinan Poshyananda, Ms. Sasisupa Sungvaribud, Mr. Atthachai Burakamkovit, Dr. Trirong Suwankiri, Mr. Vira Rojpojchanarat, unknown, Ms. Wanasiri Morakul

Shanghai, a period drama set in 1941 was filmed in Thailand and the UK. With a total film budget of around US \$77 million, \$3 million alone was spent on turning 8 acres of Bangkok's Moonstone Studio's backlot into World War II era Shanghai.

In all, \$16 million was spent on 42 days of production in Thailand with costuming for over 1000 actors, numerous sets built under the direction of renowned production designer Jim Clay (**Children of Men**), WWII props, cars and artillery supplied by the Royal Thai Army, State Railway of Thailand, and Royal Thai Police with the cooperation of the Department of Labour, Revenue Department, and Customs Department, along with the Governors of Bangkok, Chachoengsao, Chonburi, and Samutsakorn provinces.

Shanghai was directed by Mikael Hafstrom and stars John Cusack, Chow Yun-fat, Gong Li and Ken Watanabe. Movie was executive produced by Steven Squillante,

David Thwaites, Bob Weinstein and Harvey Weinstein. Living Films Entertainment Co., Ltd was Thai coordinator with its managing director Chris Lowenstein credited as line producer.

Thailand was selected for the filming of **Shanghai** after

representatives of the production met with officers of the Thailand Film Office, Office of Tourism Development at the Hong Kong Film Mart in March 2008. Possibility of filming in Thailand was discussed and confirmed in later correspondence.

After watching the movie Deputy Prime Minister, Dr. Trirong Suwankiri noted that this is what the National Directorate strives to see in film production for Thailand.

"We realize Thailand receives great benefit from foreign productions filming in Thailand," Dr. Suwankiri commented. "Direct benefits are employment of skilled and non-skilled workers, professional actors, crafts people, rental of transportation, accommodations, props and filming equipment. And of course the country earns income on other production and post production services, catering services, transportation, etc. Also indirect income into telecommunications, spa and other tourism products takes place at the grass roots where filming is taking place around the country.

Moreover, large film productions lead to transfer of modern film technology from world-class professionals. And lastly, even though from films like **Shanghai** shown tonight where you cannot tell it is Thailand on the screen, these productions publicize Thailand without cost.

For these reasons we have strongly requested the Cabinet to initiate incentives for foreign filmmakers to film in Thailand. We expect them to approve these incentives shortly."

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Who is saying what?



In the US based entertainment blog, "[The Daily Beast](#)" discussion of chef Gordon Ramsey's new USA TV program "Masterchef" (FoxTV), centered around an interview with two of the judges on the show. One judge, four star chef and Best Chef of the Year 2008 (Food & Wine Magazine) Graham Elliot

said when asked, "If you were on Death Row, what would you order for your last meal?": "I like to cook seafood, as it's delicate and sexy, and **I love Thai food**".



FIT sends a shout out to Chef Elliot for his ringing endorsement of Thai food." We hope you encourage participants on Masterchef to cook a lot of it!

Better yet, take the show on the road and Film in Thailand!

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FAQ

Many producers and production companies write the Thailand Film Office asking many of the same questions. We introduce this new **FAQ** (frequently asked questions) section to hopefully assist you in understanding the process for making a film in Thailand. Many of these questions are also answered on our website [here](#):

Q: Does our production crew have to pay Thai tax on their salaries while filming in Thailand?

A: Thailand is currently legislated under the double taxation treaties with many countries. They are designed to prevent foreign filmmakers of member countries from being taxed in Thailand and their home country. In general, all income earned in Thailand is subject to tax at the rate of 5-37 percent for individual (depending on the income earned) and at the rate of 30 percent of net profits for a corporation. Foreign actors and actress enjoy the privilege of 10% flat rate for their income.

For further details on the provisions of Double Taxation Agreements and Thai revenue Code, please refer the taxation authorities in your home country of [Revenue Department of Thailand](#).

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What's Up Private Sector?

Bangkok is #1



(abridged from the Bangkok Post July 7, 2010) - **Travel & Leisure Magazine**, which caters to the luxury travel market, has released its 2010 "World's Best" list, with Bangkok voted by readers as the top city in the world, followed by Chiang Mai.

The votes were based on: 1. Places for sightseeing, their beauty and greenery; 2. Arts and culture; 3. Food; 4. Shopping areas; 5. People's friendliness; 6. Value for money spent.

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Stockfootage - Location - "Factories"

Perhaps the most difficult location to obtain anywhere in the world are manufacturing factories due to industrial espionage, proprietary protection of methodologies and confidentiality of intellectual property. Thailand, whilst no different, is more lenient provided full disclosure of content and (very) limited crews work within their environment.



photos courtesy Location Thailand

An Australia production company regularly supplies content to Getty Images and the call went out to **Location Thailand Co Ltd** who had previously shot a

music clip for another Australian company in a footwear factory, obtaining colour changes in production line assembly, as well as a few other requests such as stopping production as required during filming. None of the known 'brands' would allow permission however, persistence prevailed and a successful shoot was obtained.

Requests were given for footage required from pharmaceuticals, automotive parts, semiconductors and robotics. International companies trying to obtain permissions for these were always going to be difficult and given the delivery dates were impossible due to paper processing and reluctance to allow recording of images.

Accordingly Location Thailand undertook the project in-house, sourcing local connections with Police, Army and Ministry of Commerce and Industry to facilitate the shoot. Permissions were obtained in quick succession and the resulting footage was supplied with stunning results.

Cameras were supplied by Red Films Asia, Wade Muller shooting, lighting from Location Thailand and Star Filmmakers and produced by Ric Lawes of Location Thailand and his crew.

Ric Lawes commented "The impossible always takes a little bit longer!"



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Technicolor Asia sets up 3D base in Thailand

Technicolor a prominent international entertainment company, recently launched through its post production facility in Bangkok, Technicolor 3D, a new system which allows 35mm projectors to screen in 3D without movie theater exhibitors having to invest in a costly digital 3D projection system. Technicolor's system is seen as a "bridge" technology until full digital projector deployment can take place.

Heading up Technicolor Asia's new 3D sales and marketing team is Tim Meade.



Tim Meade holding Technicolor 3D lens

"In Asia, we are pleased to launch Technicolor 3D first in Thailand," said Mr. Meade. "Not only does Technicolor 3D mean greater accessibility to 3D motion picture projection at theaters throughout the country but various new revenue paths throughout the industry can be created – for example rental of 3D filming equipment in the Thai market can lead to a greater number of Thai film makers producing Thai films in 3D which will show on screens around the Kingdom."

At the Thailand introduction on July 15th where UIP's **Shrek Ever After**, was screened using Technicolor 3D, audience reaction was excellent.

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HAPPY ANNIVERSARY

Happy Anniversary Living Films

On July 3, 2010, Chiang Mai based **Living Films** celebrated their 14th year of providing production services in Thailand. We wish you many more years of success and happiness helping film makers Film in Thailand!!

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