



PRESS RELEASE
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PHL CONSULATE GENERAL & PHL DEPARTMENT OF TOURISM IN LOS ANGELES PROMOTE FILM TOURISM IN THE PHILIPPINES



(Back, L-R) Mr. Rey Cuervo, Vice President, Business Affairs Administration of Sony Pictures Worldwide Acquisition, Consul General Adelio Cruz, Mr. Michael Shutello of Stone, Genow, Smelkinson, Bindeer & Christopher LLP, Mr. Peter James Cayetano Mchugh, Producer/Manager of The Gotham Group and Mr. Ruben Nepales, Hollywood Foreign Press Association (HFPA)
(Front, L-R) Cultural Officer Wilma Bautista, Ms. Fay Lena Castro, Assistant Director of PDOT-LA and Mrs. Janet Nepales of HFPA

Los Angeles, 28 July 2017 – The Philippine Consulate General, together with the Philippine Department of Tourism (PDOT) in Los Angeles met with Filipino movers and shakers in Hollywood, representing the Hollywood Producers and Foreign Press Association at the Consulate General and discussed ways to promote the Philippines as an ideal destination for filming movies or editorial spreads.

The meeting was attended by couple Ruben and Janet Nepales of the Hollywood Foreign Press Association; Mr. Rey Cuervo, Vice President, Business Affairs Administration of Sony Pictures Worldwide Acquisitions; Mr. Michael Shutello of Stone, Genow, Smelkinson, Binder & Christopher LLP; and Mr. Peter James Cayetano Mchugh, Producer/Manager of The Gotham Group.

According to PDOT-LA, the proposed project which Ms. Nepales appropriately called “*Project Hollywood*” will have two parts: a Business Mission/Event followed by an Invitational Familiarization trip.

PDOT-LA will organize a business mission for film stakeholders from the Philippines to come and meet with Hollywood moviemakers in Los Angeles to establish networks with counterparts, and to encourage Hollywood moviemakers to do filming in the Philippines.

Separately and after the business mission, PDOT-LA will invite interested producers to visit the Philippines for a familiarization trip. PDOT-LA is open to arrange several familiarization travels to accommodate as many prospective Hollywood movie makers as possible, making the best of their varied schedules.

During the meeting, the group agreed that although the Philippines is not yet a popular destination for filming, it is prime prospect for Hollywood due to the high exchange rate for the US Dollar, English competence of Filipino workers, presence of top-notch talents and directors and diverse areas and resources, which can be used for different settings for location shoots. The group further stated that given the above benefits, the Philippines will have a great chance to market the country to film investors if it can provide production incentives to foreign film makers.

PDOT-LA mentioned that Mr. Cesar Montano, now the Chief Operating Officer (COO) of the Tourism Promotions Board Philippines, who is also a Filipino actor, is very interested in pursuing this project. PDOT-LA further stated that Mr. Montano and Undersecretary Katherine de Castro will visit Los Angeles in August 2017 and assured the group that they will arrange a meeting with Mr. Montano and Undersecretary de Castro to further discuss the plans for the project. END.