

# FINANCE & BUSINESS SERVICES

## Film Industry

The film industry is the area of commercial activity concerned with the production and distribution of films. This industry comprises the technological and commercial institutions of filmmaking, i.e., film production companies, film studios, cinematography, animation, film production, screenwriting, pre-production, post production, film festivals, distribution and actors, film directors and other film crew personnel.

The film industry has also showed potential growth opportunities that can contribute positively to the Western Cape economy. To explore these opportunities and to support the film industry within the Western Cape, Wesgro has established a Film and Media Promotion Unit which represents the City of Cape Town and Western Cape region as a film location at annual film and media markets such as the established major market events attached to festivals globally and locally.



For more information e-mail:  
[DEDAT.SectorSupport@westerncape.gov.za](mailto:DEDAT.SectorSupport@westerncape.gov.za)



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