

# **CONSULATE GENERAL OF PAKISTAN LOS ANGELES**

## **PRESS RELEASE**

The Consulate General of Pakistan in Los Angeles hosted a networking event aimed at promoting Pakistan's film, drama, and music industry in the Hollywood. The event saw the participation of representatives from the entertainment sectors of both Pakistan and the United States. Notably, several prominent Pakistani film producers and directors attended the event virtually. Some Pakistani-American community members working the Hollywood also joined the event.

The Consulate General showcased documentaries highlighting Pakistan's vast tourism potential and diverse and world-class filming locations. Attendees had the unique opportunity to view videos featuring the works of Pakistan's most celebrated film and music artists.

A panel discussion was a highlight of the event, focusing on the contributions of Pakistani artists, recent productions, and emerging industry trends. The panelists explored potential collaborations between the entertainment industries of both countries, agreeing that Pakistan's world-class filming locations, technological capabilities, talented artists, cost-effective production options, and supportive regulatory environment present significant opportunities for cooperation. The participants also emphasized that such collaborations could also complement economic relations between Pakistan and the United States.

In his remarks, Consul General Asim Ali Khan welcomed participants and emphasized Pakistan's rich cultural heritage, geographical diversity, and the warmth and hospitality of its people. He highlighted the growing importance of entertainment as a medium for cultural education and fostering people-to-people connections. The Consul General extended an invitation to Hollywood representatives to visit Pakistan and experience its natural and cultural splendor firsthand. He emphasized the need for collaborative efforts to increase the presence of Pakistani media content on major international streaming platforms.

The Consul General also underscored the attractive and liberal regulatory framework provided by the Pakistani government for both domestic and foreign entertainment industries, encouraging collaborations that would not only strengthen intercultural bridges but also expose the American industry to Eastern culture, values, talent, and narratives.

Participants from both countries expressed their appreciation for the Consulate General's unique initiative in cultural diplomacy and the opportunities it presents for enhancing bilateral relations through the arts and digital media.

Los Angeles

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