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PRODUCTION

Icon Art Production offers 30 per cent UAE rebate

New initiative offers 30 per cent cash rebate on rental and production spends in the UAE

By Digital Studio Middle East Staff | 24 April 2016



Icon Art Production's founder, Zakir Husain.

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Film and TV production house, Icon Art Production (IAP) has announced a new initiative to support and develop the local film and TV industry, by promoting the UAE as a location for local and international productions by offering 30 per cent cash rebate on rental and production spends in the UAE.

In phase one, the IAP Rebate Programme supports small, medium and large productions happening in the UAE. The aim is to attract local and international production houses, producers and directors to make the UAE a production destination by offering an incentive to pay back clients through a loyalty programme.

Production clients – production houses looking for full film and TV production support in UAE
The client gets 30 per cent cash rebate on equipment, crew, transport and cast on productions in UAE. Added benefits include no fees charged for script approval, assisting with shooting permits for public locations, production budgeting, supplier negotiations, assistance in obtaining permits, script approvals, visas, customs clearance on equipment, transport, sourcing experienced and professional cast/crew, offering studios and post production facilities at competitive rates and sourcing special rates with hotels. Sponsorship opportunities for feature films, the rebate value for productions is minimum Dhs250,000 and maximum Dhs3.5m.

Rental clients
Production houses looking only for rental of equipment get 30 per cent discount for equipment on normal rates as per industry standards in UAE, 15 per cent discount on crew, 20 per cent discount on transport, a bonus 30 per cent cash rebate on equipment, crew and transport after completion of second rental and special discounts for long term rentals in the UAE. The rebate value for rental is minimum Dhs10,000 and maximum Dhs250,000.

Producers and line producers
Icon Art Production has supported all level of productions and made producers budget work to their advantage. According to IAP founder Zakir Husain, every production is important and everyone deserves equal support irrespective of how big the brand or celebrity of the industry.

He says: “We believe in creative work, and we work with passion to deliver the best possible result to the project. We are passionate about film & TV, music videos, commercial and events productions and have worked on over 700+ productions in the past eight Years. We understand what is required to create quality content, to achieve a quality production and what production houses, producers, directors, DOPs and agencies and clients require to complete the productions.”

The programme has been supported by Dubai Film and TV Commission, which has provided assistance on script approvals, shooting permits for public and semi-government locations, and 24x7 standby support on any matters of productions taking place in Dubai UAE.

- ABU DHABI

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PRODUCTION

REBATE

TV
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