



PAVILLON N **AFRIQUES**

A unique experience at the **Marché du Film**
during the **Festival de Cannes**

Connecting past, present and future

May 14-25 2019

Report



MARCHÉ DU FILM FESTIVAL DE CANNES



The sun has set over the inaugural edition of **Pavillon Afriques** at the Film Market at Cannes Film Festival.

Its mission was to provide an open access to resources which are seldom accessible to filmmakers from developing film markets, while giving an opportunity to the participating African countries to present their potential to the world.

Having this goal in mind, Pavillon Afriques was a **smashing success**. Yet, the actual happening of a pavilion gathering various African countries at Cannes Film Festival was a long shot. For decades, the idea was fostered by multiples organizations or individuals but never actually came to life.

So, when I decided – after 2 unsuccessful collaborations since 2017 – to bring what was then a project to completion, **it was a leap of faith**. But I had the vision that it was the right time to present the African talents to the most prestigious event in the movie industry because Africa deserves the best.

There were doubts. There were bumps along the road. There were so many bad omens. At many occasions, the temptation to give up was overwhelming.

All of this was paid back a thousandfold when I witnessed the enthusiasm, the vibrations under the pavilion ; when a speaker said “**we finally have a home**”; when participants came to me with tears in their eyes to say thank you.

The 1st edition is just the beginning of a journey that I wish is as long as the Cannes Film Festival itself. We are here to demonstrate that we share a vision and together we will do what it takes to keep it alive and make it happen.

I am pleased that so many embrace this vision and that Pavillon Afriques is its catalyst and showcase.



Karine Barclais
General Director
Founder of Pavillon Afriques

Pavillon Afriques: Connecting past, present and future

Since its inception in 1946, Cannes Festival has remained faithful to its founding purpose: to draw attention to and raise the profile of films, with the aim of contributing towards the development of cinema, boosting the film industry worldwide, and celebrating cinema at an international level.

The Marché du Film during the Cannes Festival is the world's biggest gathering of film industry professionals who come to sell films, find partners and expand their professional network. This space reunites 12,000 professionals, 3,200 producers, 800 festival programmers and 1,750 buyers.

Pavillon Afriques was the first tent at the Film Market section of the Cannes Film Festival dedicated to the film business within Africa and within the African diaspora.



This



The unique venue for movie trade and promotion displayed the diversity and plurality of African and African-descended film production, allowing stakeholders to meet, discuss, trade and share experiences.


This space had the main goals to showcase and promote the organizations vested in the African film industry; to offer a remarkable insight into the potential for growth across the continent and within the diaspora; and to be an exceptional networking platform aimed at providing stakeholders with an unprecedented access to the global film industry resources and professionals.

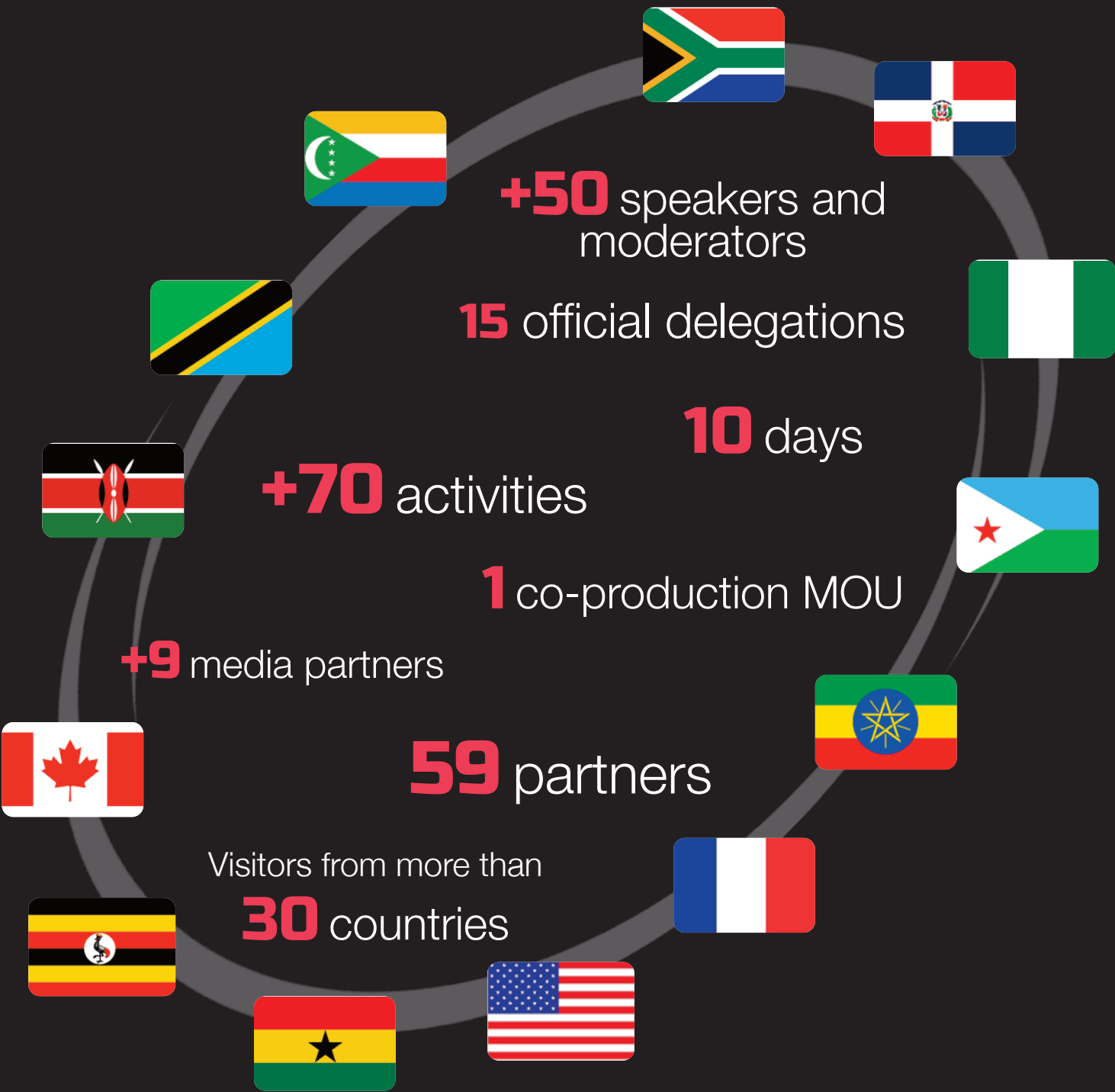
The expectations were definitely high, but they were also most certainly met, thanks to its comprehensive 10-day program, which included seminars, workshops, roundtables, exhibits, music, cocktails, one-on-one meetings, and showcases.

Being part of the Pavillon Afriques was an opportunity for participating countries to show the dynamism of their structures, to promote exchanges with a targeted public, to benefit from wide media coverage, and to enjoy a strong regional, national and global impact.



Achievements

 The Pavillon Afriques has been a long-awaited feature in the Film Market at the Cannes Film Festival. It was said to be the “busiest pavilion” at the Film Market.



VIP GUESTS



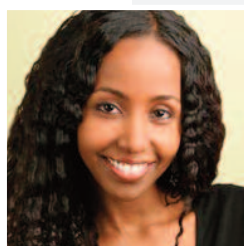
Justin Morgan
Film Producer,
CEO of Inertia Pictures,
USA/Nigeria



Olu Obadina
Chairman, Envivo Communications,
Nigeria



Nichole Onome Yembra
Venture Capital Garden, Nigeria



Lula Ali Ibrahim
Film Director, Djibouti



Hiwot Adamsu
Film Director, Ethiopia



Mehret Mandefro
Film Producer,
Ethiopia



Juliet Asante
Founder of the Black Star,
International Film Festival, Ghana



Prof. Martin Mhando
Former Director,
Zanzibar Film
Festival, Tanzania



Brian Afande
Founder
& Managing Director,
Black Rhino VR, Kenya

■ ADVISORY BOARD



Pegi Vail

Anthropologist and Filmmaker, New York University, USA
Advises on How Countries Can Promote themselves a prime Filming Location



Adam Morse

Independent Director, Screenwriter Producer, Cinematographer
Advises on Film Financing & Screenwriting



Aseem Prakash

Artificial Intelligence & Future Technology Specialist, Canada
Advises on Future Technologies to help lower production process costs



Chioma Ude

Founder and Executive Director,
African International Film Festival
Focus: Education, Distribution, Financing



Winston G. Williams

Executive Director, Capital City Black Film Festival
Focus: Independent Cinema



Melvin Estrella

Independent Director, Producer, Cinematographer, Zebra Films, USA / Dominican Republic
Advises on Cooperation and Collaboration with Latin & Caribbeans Countries



Marilyn Johnson

Vice-President Market Development, IBM, USA
Advises on Diversity & Technology



Alhaji Adedayo Thomas

Executive Director, National Film and Video Censors Board, Nigeria
Advises on Strategic Partnership & International Collaboration from a Government Perspective



Fibby Kioria

Program Director, Maisha Film, Uganda Advises on Film Education & Professional Development



Mohammed Saïd-Ouma

Regional Secretary Indian Ocean, FEPACI, Comores, Panafrican Federation of Filmmakers
Advises on Film Industry Advocacy



Joke Silva

Actress, Producer, Educator, Nigeria



Kunle Afolayan

Producer, Director and CEO of Golden Effects, Nigeria



Terry Pheto

Actress and Producer, South Africa



Chris Attah

Actor, Ghana

TESTIMONIALS

A big thank you to Karine for this amazing initiative that finally opens the Cannes Film Festival and its Marché du Film to African professionals. These were exciting days of meetings and discussions with the Africas, which is the most important for those who know this continent, which is no longer confined to linguistic areas that ignore each other.

Alain Modot

DIFFA, General Director



The Pavillon Afriques was a smashing success from the lineup of speakers to the networking opportunities and the cocktail events they hosted. We were so proud to be a festival partner of their first edition. We are looking forward to next year's!

Ingrid Jean-Baptiste

Actress & Chelsea Film Festival organizer



Design Essentials being the beauty sponsor of the inaugural Pavillon Afriques at the Cannes Film Festival provided a great opportunity to duly connect as the hair care leader with the relevant offerings for possible collaborations with key film industry partners of African origin and descent, transcending continents between the USA, Africa and Europe.

Sharon Thompson

International Marketing Manager - McBride Research Laboratories Inc.



Like the Pavillon Afriques' debut, it was my first time at the Cannes Film Festival. The tent offered me a dynamic space for exchange, discussion and collaboration with African filmmakers on the continent and its diaspora. I am beyond thrilled to see the development of the space as it has introduced me to incredible broadcasters, producers and fellow filmmakers in such a short period of time.

Edelawit Hussien

Writer and Director of Addis Americana



I had amazing meetings at Pavillon Afriques. I can mention Nadège Beausson- Diagne, who spoke on violence against women in cinema, and Jon Gosier, an innovator and investor with whom I may have the chance to collaborate.

Jean-Marc Beniguine

Production Director of Cinéma au prix d'une bière



As a female screenwriter/director, Pavillon Afriques allowed me the opportunity to network with experts in script editors, potential co-producers, distributors and festival directors for my developing film, I discovered a huge amount of interest on my Kenyan story from the continent and beyond.

Bea Wangondu – Director, Screenwriter



The inaugural Pavillon Afriques displayed the world-wide presence of the African Diaspora in film. Pavillon Afriques 2019 was executed at the highest level of professionalism and provided beneficial programming and exciting networking opportunities. This pavilion is already a compulsory component of Cannes International Market.

Winston G. Williams -

Executive Director of the Capital City Black Film Festival



Listen here.

Don Omope

writer, Director, Producer



SCREENAFRICA
BROADCAST, FILM, TV, COMMERCIALS, NEW MEDIA & TECHNOLOGY NEWS

SIGN UP. N

FILM ▾ TV & RADIO ▾ MARKETING ▾ DIGITAL ▾ TECHNOLOGY ▾

Home ▸ Film ▸ Film Business ▸ African filmmakers unite under 'Pavillon Afriques' at Festival de Cannes

Film Film Business Top Story

African filmmakers unite under 'Pavillon Afriques' at Festival de Cannes 2019

By National Film and Video Foundation Press - May 14, 2019



▲ This year, the Cannes Film Festival hosted its first Pavillon Afriques, highlighting filmmaking from across the continent. PHOTOGRAPHER PIERO QUISO/POLARIS

Diaspora COMMUNITY About Us Business Directory Current Stuff Media Coming Home Forums Association

Pavillon Afriques: Nigerian Delegates Take Best of Nollywood to Cannes Film Festival



PUNCH

HOME NEWS AFCON 2019 SPORTS METRO PLUS POLITICS BUSIN

Stanley Etuk

There were moments of glory for Africa at the 72nd edition of the Cannes International Film Festival, which has just taken place in France. Although deserving entries from France, USA, Palestine and Poland received awards, as expected, this year's event clearly showed that it was Africa's time to shine.

The introduction of the New African Pavilion at the festival certainly did usher in a new dimension in the African cinema. During the course of the two-week long event, panels were held at the Pavillon Afriques, with regard to the future of the African film. The panels circled around distribution and financing of films as well as how to make Africa a viable film destination for international productions.

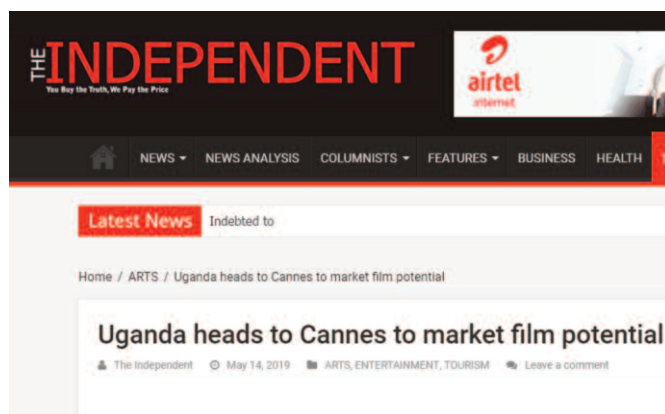
NollyMania

HOME NOLLYWOOD ▾ AFRICAN MOVIES AFRICAN MUSIC AMERICAN MOVIES ABOUT US CONTACT



African Movies Nollywood Nollywood Movies

Should There Be A Collaboration In Making African Movies? – Kunle Afolayan In Discussion At Cannes 2019



TENDANCES ACCUEIL MODE BEAUTÉ CINÉMA GALERIE VIDE

FESTIVAL DE FILM

Karine Barclais : « Tous les projecteurs seront braqués sur le Pavillon Afriques »

Nolly Mania

Should There Be A Collaboration In Making African Movies? – Kunle Afolayan In Discussion At Cannes 2019

Images Francophones

Un pavillon Afrique dédié aux films du continent et de sa diaspora à Cannes

Punch

At Cannes, African cinema assumes another dimension

Neo Africa News

France : Lumière sur Karine Barclais, co organisatrice du Pavillon Afriques au Festival de Cannes

Screen Africa

African filmmakers unite under 'Pavillon Afriques' at Festival de Cannes 2019

Eyewitness News

African filmmakers unite under Pavillon Afriques at Cannes Film Festival

Cameroon Tribune

Festival de Cannes 2019: Zoom sur L'Afrique

France TV

Festival de Cannes 2019 : la folle quinzaine de la Martiniquaise Ingrid Jean-Baptiste

La Nation

La présidente du pavillon « Afriques » du Festival de Cannes en visite à Djibouti

People Bo Kay

Cannes-Pavillon africain : Le Marché du Film des «Afriques», une aubaine pour le collectif Cinemanow

Daily Worthing

Terry Pheto To Travel To France For Cannes Film Festival

Showbiz Uganda

Uganda lures filmmakers at Cannes

The Second Opinion

Uganda joins 15 other countries in Cannes Film Festival

Tendances

Karine Barclais : « Tous les projecteurs seront braqués sur le Pavillon Afriques »

Femmes au pluriel

Pavillon Afriques - Images et nations plurielles

RCI Martinique

Un pavillon Afriques et la Martiniquaise Ingrid Jean-Baptiste

Katjopine Éko

Un Pavillon Afriques au Festival de Cannes en 2019

C'est la vie

Un Pavillon Afriques au Festival de Cannes avec la Martiniquaise Ingrid Jean Baptiste

People 237

Cinéma : Thierry Ntamack va représenter le Cameroun au Festival De Cannes

National Film and Video Foundation

The Business of African Film & Content at Pavillon Afriques, Cannes Film Festival 2019

FilmFestivals.com

New Pavilions at the Village International

DW.com

72nd Film Festival (in Amharic)

Bloomberg

Nollywood Is Ready to Go Global Thanks to Netflix

Republicoftogo

A Cannes le Togo fait son cinéma

Jampro

Jamaican delegation representing film industry at Cannes Festival

4RFV.com

Rita Dominic Joke Silva joins others at Pavillon Afriques Cannes

VoyagesAfriques

Uganda woo film makers at Cannes

Diaspora Community

Nigerian delegates take best of Nollywood to Cannes Film Festival

Eagle

Uganda as a multifaceted filming destination at Cannes Film Festival

BBlack : ITW of Karine Barclais

Ghana Travel News

UCC UTB to market Uganda at the Cannes Film Festival

The Independent

Uganda heads to Cannes to market film potential

The Observer

Uganda lures filmmakers at Cannes

Inside Business

Pavillon Afriques to showcase nigerian movies at Cannes Film Festival

Nollymania

African movies Cannes 2019

Round-tables & Presentations



Some of the topics covered

- Creating a Film Destination
- Education & Professional Development
- Film Financing
- Leadership Diversity & the Business of Film
- Technology and Innovation
- Distribution & Content Sourcing
- Partnership Development & Contract Management
- International Cooperation & Policy Development
- Piracy: the good, the bad and the ugly
- Branding, marketing and festival programmer
- The role of censorship: a driver for social cohesion or a hindrance to creativity
- Film Advocacy
- Hollywood Film Festival
- Industrial development corporation & bank of industry



Meet-ups, Networking, Interviews



Meet-ups were informal events around a topic or a profession.

- Meet the Ambassadors
- Meet the Writers
- Meet the Creatives
- Meet the Festivals
- Meet-up on Beauty & Fashion in the Film industry
- Meet-up on Movie & et la transformation sociale
- Meet-up sur les Partenariats internationaux
- Meet-up la Nouvelle Vague (cinéastes de -30 ans)

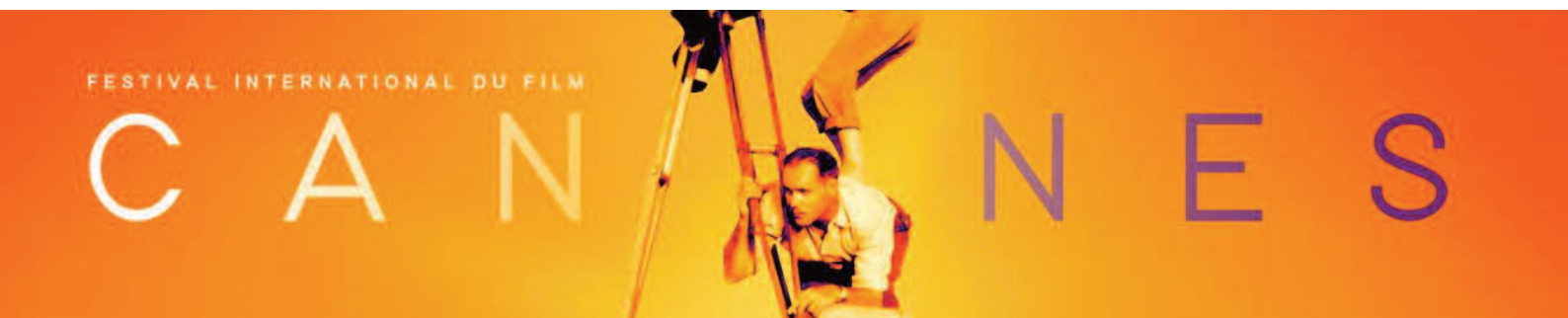


Entertainment

Country cocktails (South Africa, Nigeria, Uganda) or from organizations (POC² and diversity in Cannes) as well as red carpets were opportunities to strengthen the links between participants in a more relaxed atmosphere.



Corporate Partners



Institutional Partners

FESTIVAL INTERNATIONAL DU FILM

C A N N E S



Kenya Film Classification Board



TRADE & INVESTMENT JAMAICA



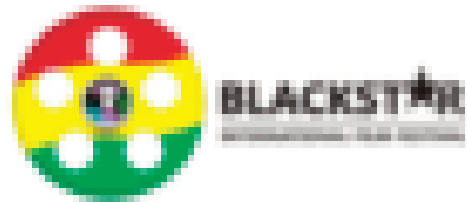
NATIONAL FILM AND TELEVISION INSTITUTE



RÉPUBLIQUE TOGOLAISE



Festival & Industry Event Partners



Looking forward to the next edition



May 12-21, 2020

Contact

Karine Barclais
Directrice Générale
KBey BUSINESS SERVICES
kbarclais@copa-fdc.com
kbarclais@kbeybusiness.com

Tel. +33 6 60 77 99 52
www.copa-fdc.com



@PAfriquesOfficiel



@PAfriqOfficiel