



MARCHÉ DU FILM

# PAVILLON AFRIQUES

POST-SHOW REPORT

# 2024



Where Africa welcomes the world

5<sup>TH</sup> Edition

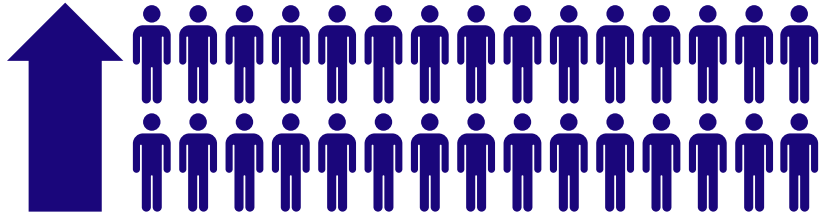


# WELCOME

The 5th edition of Pavillon Afriques marked a significant milestone, showcasing the growth and development of the event and the African film industry. With a notable increase in attendance and the presence of established professionals, this year's event was a testament to African cinema's vibrant and dynamic nature.

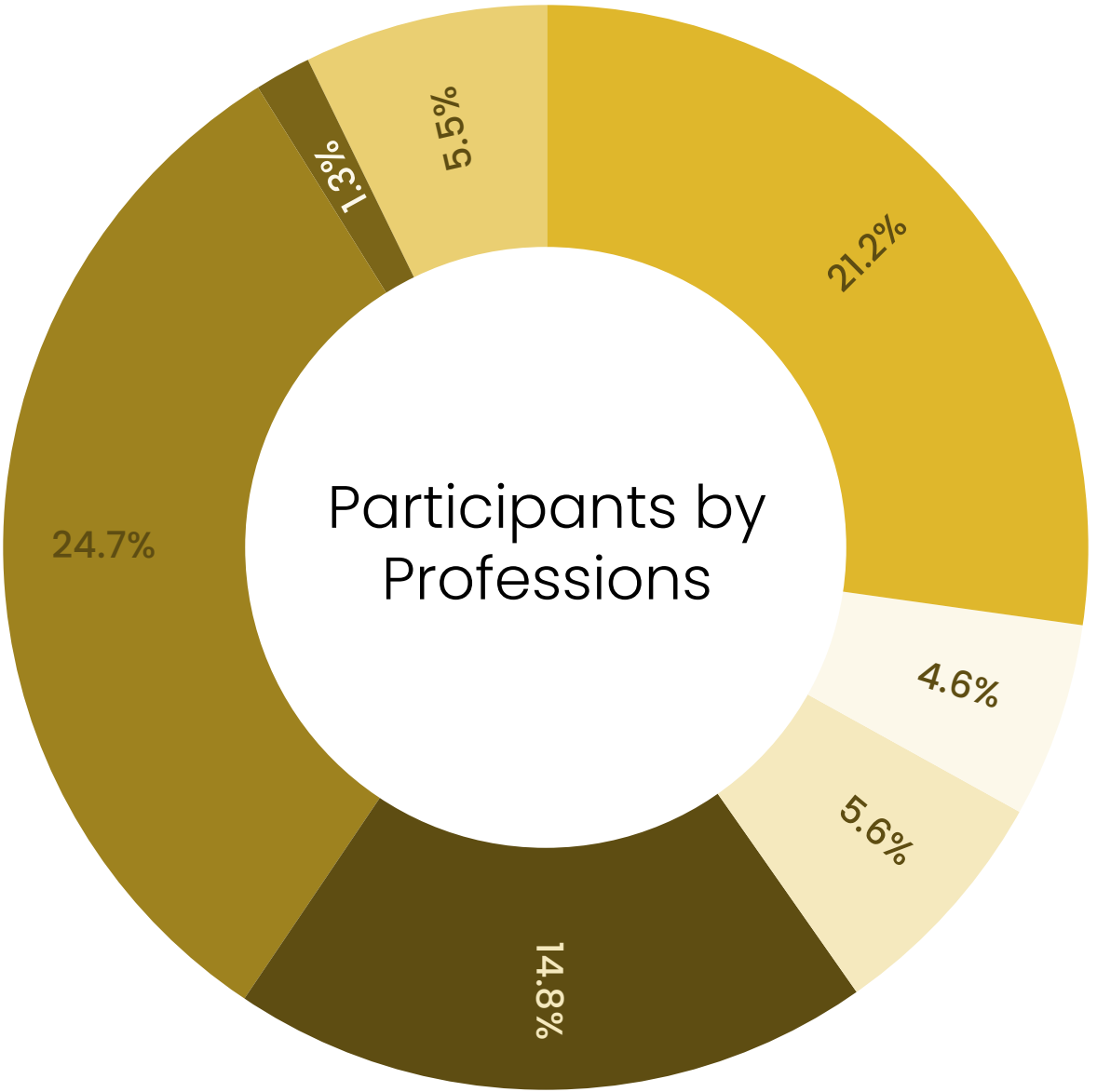
■ **Karine Barclais**  
Pavillon Afriques' Founder

# ATTENDANCE



27%

Attendance grew by 27% from the previous year.



### Breakdown of Attendees by Professions

Other Film Professionals	24.7%
Production	21.2%
Directors	14.8%
Authors	5.6%
Official Organisations	5.5%
Actors	4.6%
Festivals	1.3%

**Note:** The total percentage exceeds 100% as many attendees identified with multiple roles.



# EVOLUTION OF ATTENDEES

From our first edition, which attracted up-and-coming professionals, we have seen a shift towards more established attendees. This reflects the growing prestige and influence of Pavillon Afriques in the global film industry.



Financial Panel



Mama Keita, Mariette Monpierre and Noël Amah



Team film *\_Nine\_* with Chasity Saunders, Damien Smith, Juliet Ibrahim, Chris Attoh, Angela White



Lison Fall Diomande



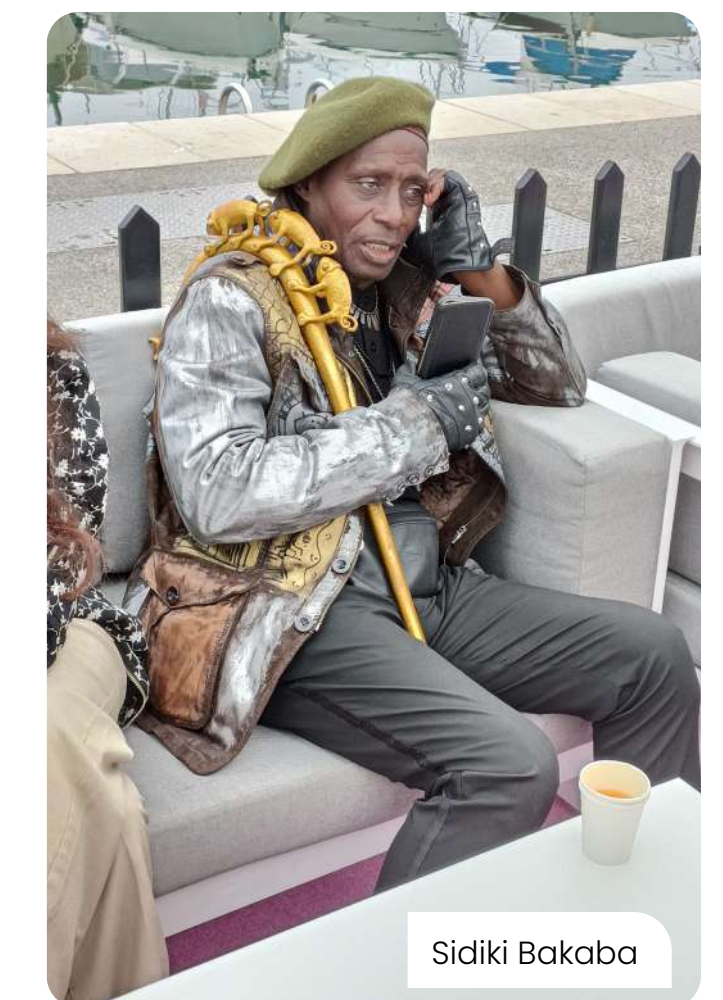
Participants incl. Yasmina Fagbemi Edwards, Lisa Osinloye & kunle Afolayan



Theo Dumont, K. Barclais, Richard Lawson



Malcolm Mays & Fofu Fumey



Sidiki Bakaba



# PARTICIPANTS COUNTRIES

We welcomed participants from **61** countries

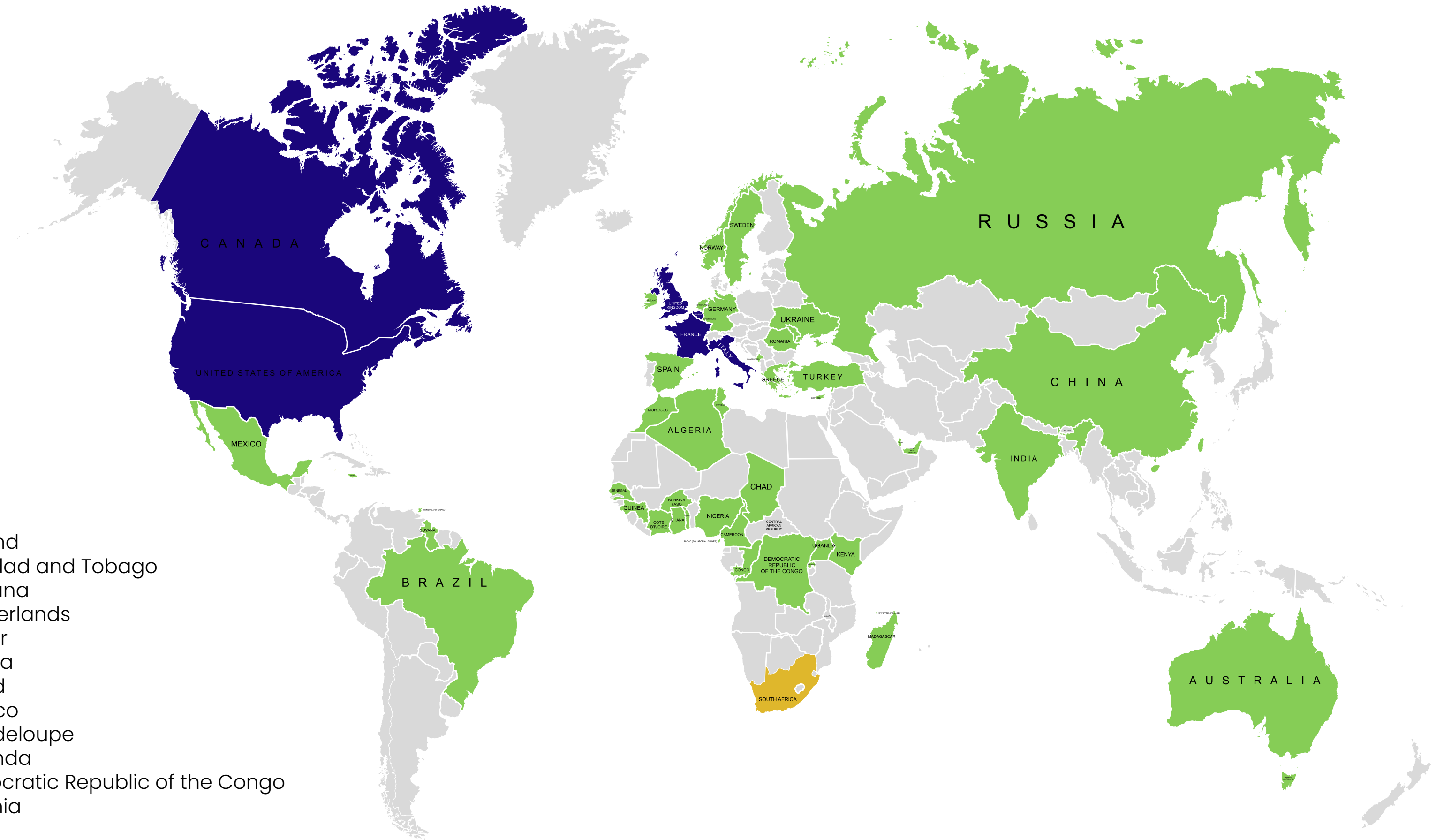
## Top 7 African countries: Top 7 other countries

-  Senegal
-  Ivory Coast
-  South Africa
-  Benin
-  Ghana
-  Uganda
-  Cameroon

-  France
-  USA
-  United Kingdom
-  Canada
-  Italy
-  Germany
-  Belgium

## 61 Participating Countries:

- Cyprus
- France
- United Kingdom
- Brazil
- United States
- Switzerland
- Italy
- Guinea
- Cameroon
- Tunisia
- Georgia
- Benin
- China
- Canada
- Morocco
- Algeria
- Sweden
- Germany
- Belgium
- Ghana
- Nigeria
- Uganda
- Hong Kong
- South Africa
- Slovakia
- Senegal
- United Arab Emirates
- Romania
- Spain
- India
- Ukraine
- Ivory Coast
- Togo
- Turkey
- Norway
- Australia
- Luxembourg
- Mayotte
- Monaco
- Bangladesh
- Lebanon
- Jamaica
- Burkina Faso
- Latvia
- Madagascar
- Congo
- Kenya
- Montenegro
- Greece
- Ireland
- Trinidad and Tobago
- Guyana
- Netherlands
- Qatar
- Russia
- Chad
- Mexico
- Guadeloupe
- Rwanda
- Decocratic Republic of the Congo
- Estonia





# PROGRAM

A rich and diverse program was proposed to attract our audience thanks to our esteemed speakers, moderators and panelists.

[View 2024 Program](#)

Click below to see the list of speakers



## Event Highlights

### 1 Celebration of South Africa's 30 Years of Freedom

**Opening Ceremony:** The event dedicated to South Africa included a moving rendition of the South African national anthem by the audience and a performance of Myriam Makeba's song by Grace.



Watch the video:

**Panel Discussion:** Featured Moments Entertainment, BrandSA, and NFVF, discussing the achievements and future of South African cinema.

**Masterclasses:**

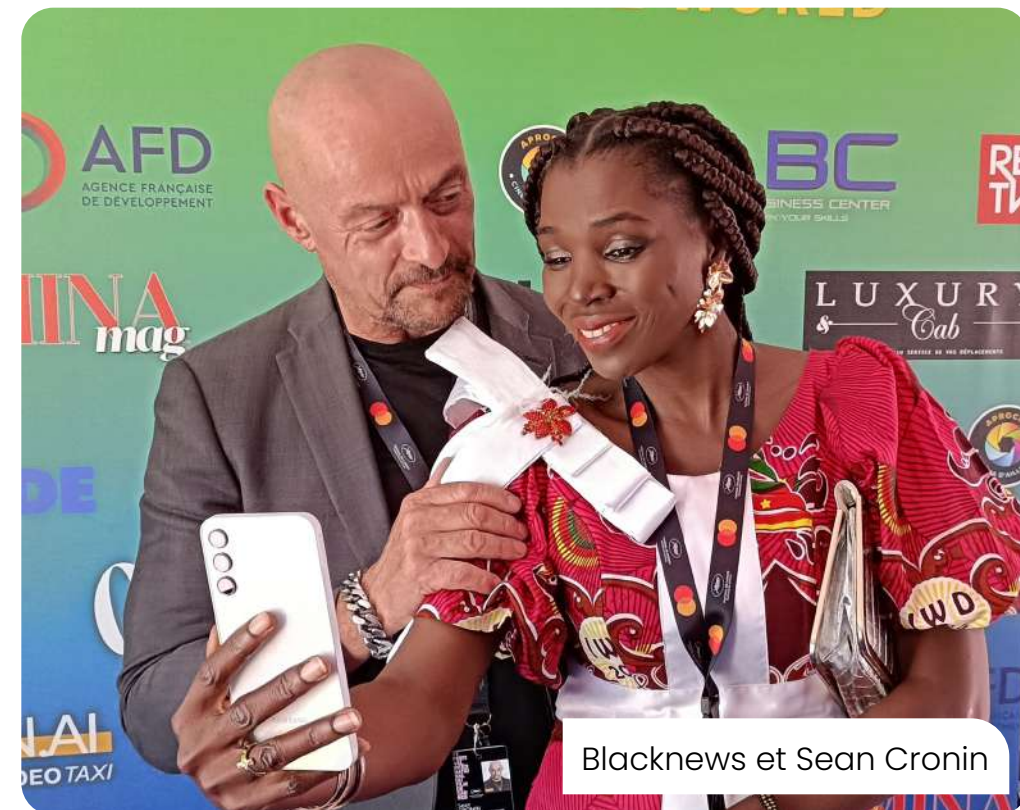
- **Mark Engels:** Led a masterclass on "The Renaissance of South African Cinema During 30 Years of Democracy."
- **Faith Isiakpere:** Presented a masterclass titled "Who is Telling Our Story? The Pan-African View."



# PROGRAM

## 2 Other highlights

- The movie **“Africa, Cradle of Humanity and Modern Civilisations”** received a standing ovation, highlighting the impact and appreciation of African narratives.
- The documentary **Hair on Set** moved the viewers to tears.
- For the 1st time, we held a Caribbean panel **« How the Caribbean Contributes to the Global Film and TV Industry »**
- A mindblowing masterclass – **“Digital Transformation and Artificial Intelligence in the 7th Art Industry”** with Adoum Djibrine-Peterman, member of the French Association of Film Producers.



Blacknews et Sean Cronin



Ottone Ramirez Unesco



Coproducton panel



Filmmaker Diana Zollicoffer



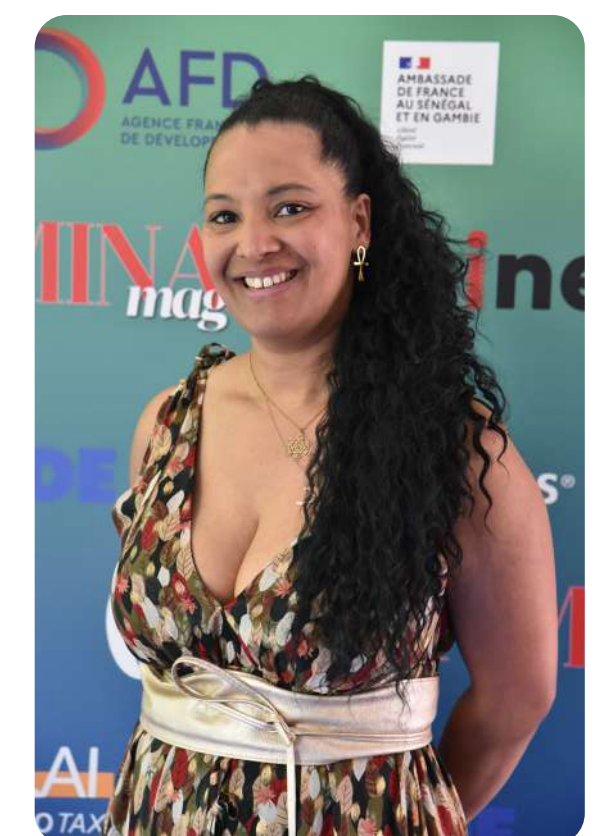
Panel Panel Curls, Coils, & Cameras



Team Mboka Love



Terrace atmosphere





# PROGRAM

## 3 Other highlights



North of Hollywood screening



Eliane Umuhire et Bruno Girard



Narlyia Sterling, Shayla Hudson & Lisa Osinloye



Mark Walton, Nneka Luke, Michael Moorleedhar on the Caribbean panel



Team documentary Art of Healing Descendant Pain



AI Masterclass by Adoum Djibrine-Peterman



Catherine Jean-Joseph, France Ministry of Foreign Affairs



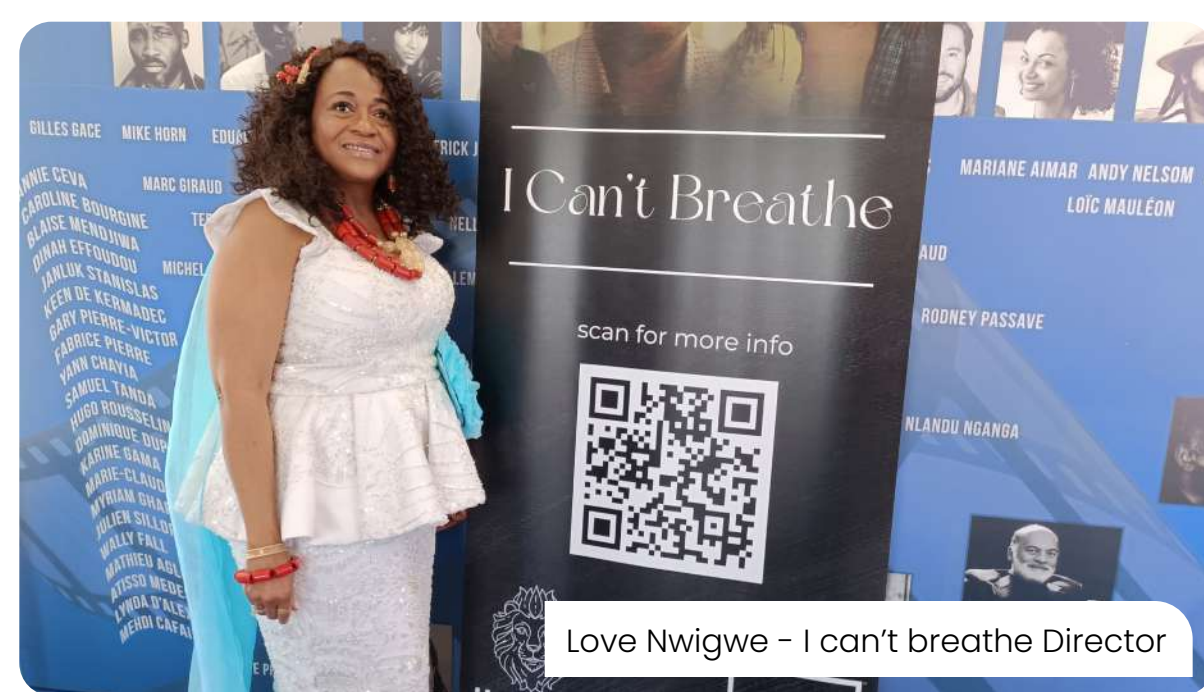
Benin delegation work session



Ivory Coast delegation



Panel Surrounding Oneself for Better Exposure



Love Nwigwe - I can't breathe Director



Team No Not me!





# PROGRAM

## 4 Fashion Shows

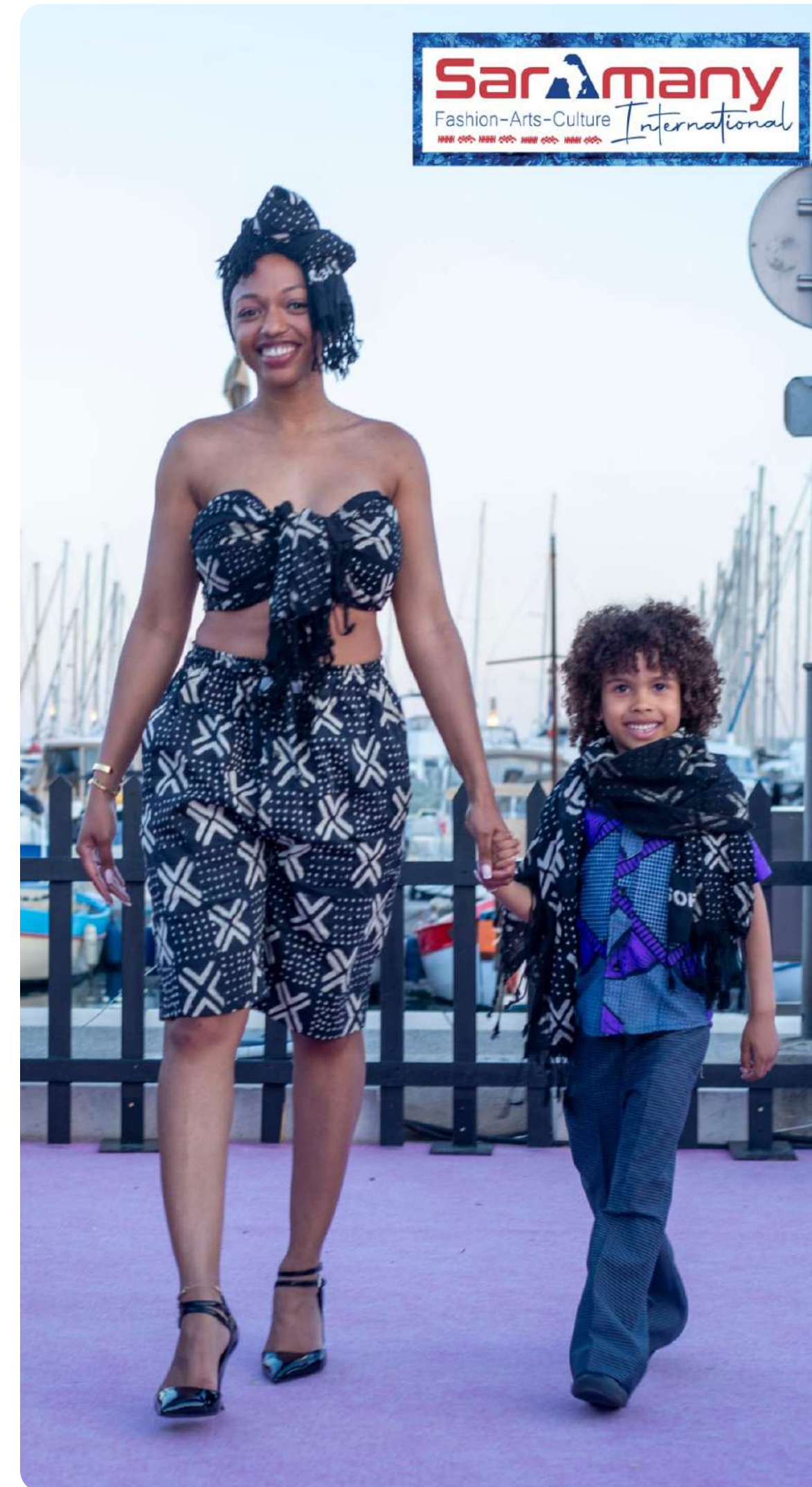


Mike Sylla Fashion Show

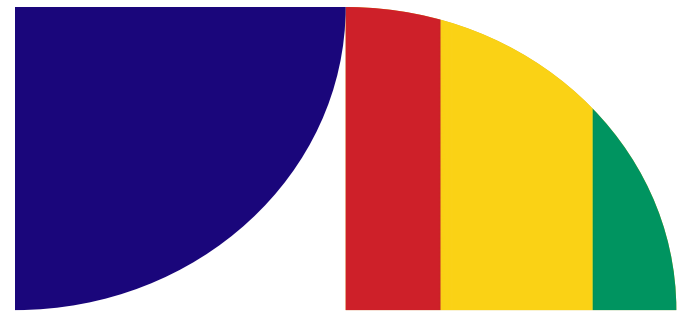


# PROGRAM

## 5 Fashion Shows



Sorobis Fashion Show

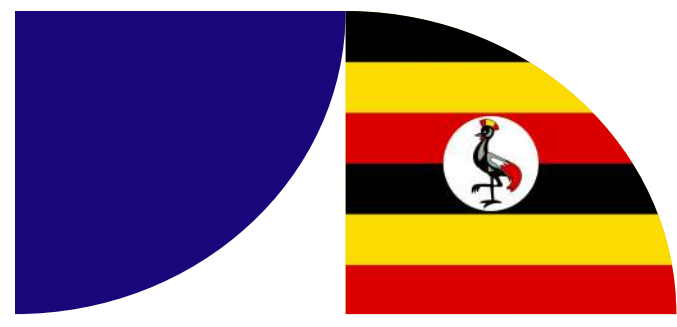


# GUINEA COUNTRY SHOWCASE



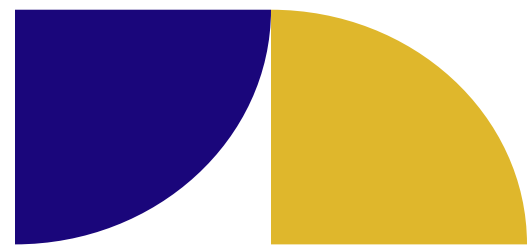
Ministère de la Culture, du  
Tourisme et de l'Artisanat  
de Guinée





# UGANDA COUNTRY SHOWCASE

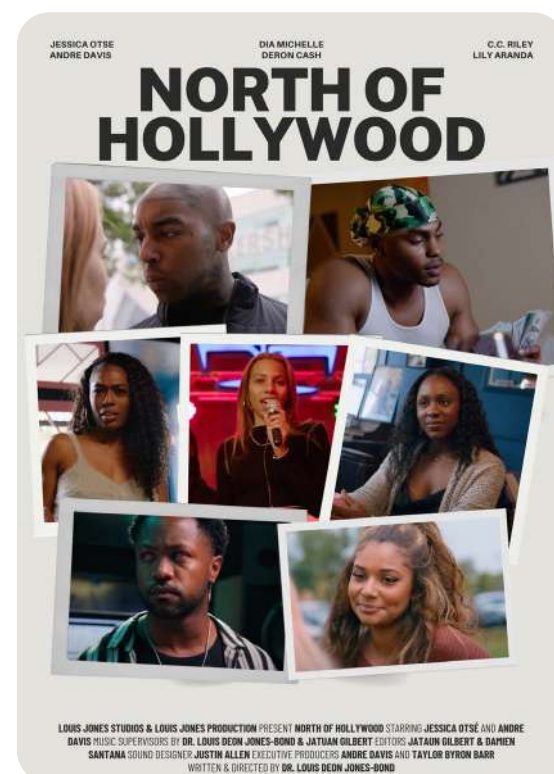
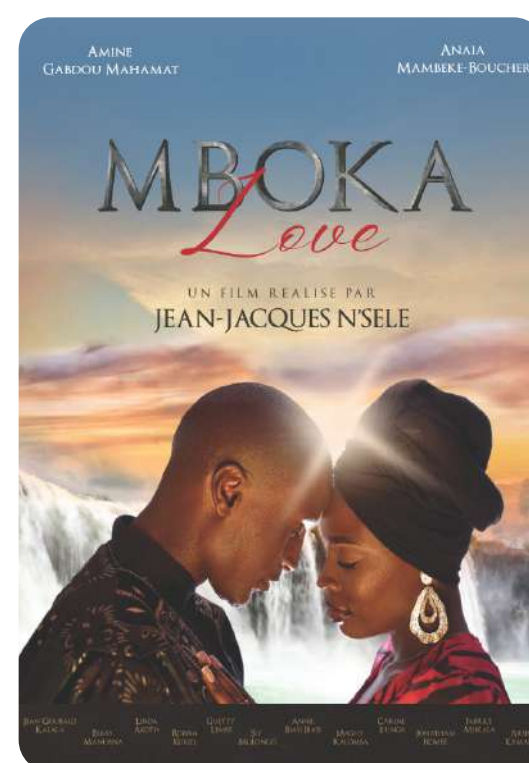
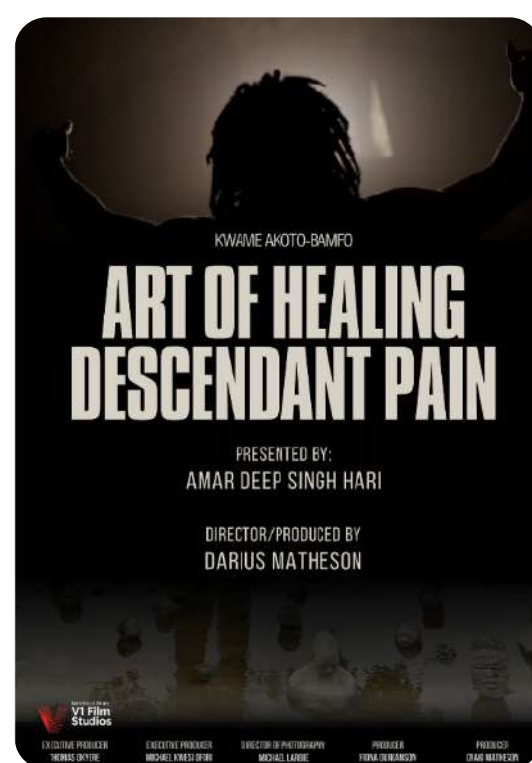
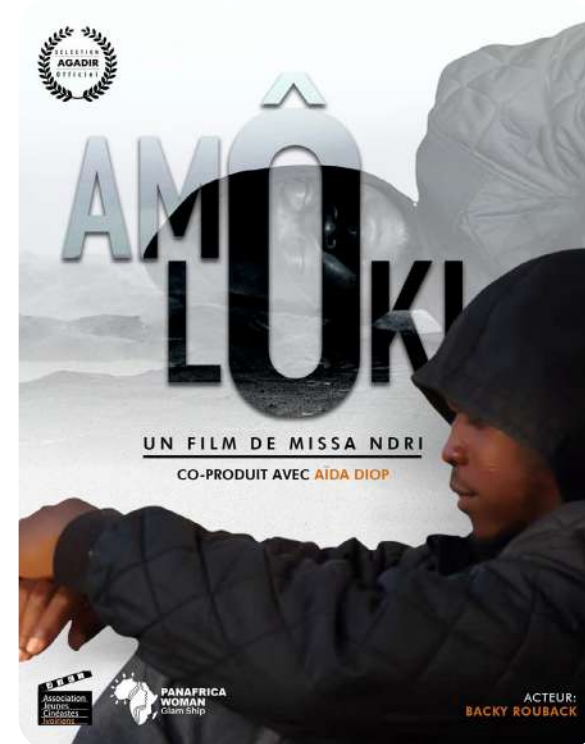




# SCREENINGS

We screened 15 great movies (features, documentaries, shorts) which are currently looking for distribution. For most of them, it was their premiere.

Click on the poster to view more details



# TESTIMONIALS



The National film Authority of Ghana, looks forward to building a strong relationship with the Pavillon Afriques at the festival de Cannes, as we appreciate the work of the pavilion to elevate and amplify the efforts and work of African filmmakers and especially Ghanaian filmmakers. Two Ghanaian films, 'Nine' and 'Art of healing' screened at the pavilion, to our excitement.

**Juliet Yaa-Asantewa Asante**  
CEO - National Film Authority



My father advised me to add value to everything I do. Hence, I decided to highlight Liberia through film. Pavillon Afriques adds value to African filmmakers and their films. It has placed me in the category of international cinema excellence. My heart beats with joy, pride, and the desire to keep making films that meet PA's standards. Thank you Karine, for giving me a memorable Cannes experience!

**Allyson Damita Brown**  
Director, Producer  
Writer No, Not Me!



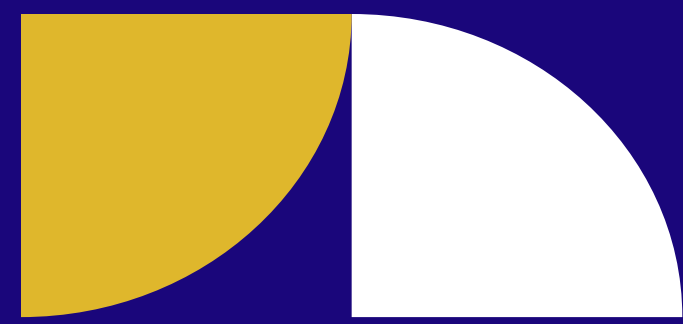
Thank you for the opportunity: the panel allowed me to learn more about the ecosystem of financing and collaboration with Africa, which is invaluable in a context where we want to develop these relationships (and eventually, official co-production agreements).

**Julie Blondin, L.I.B.**  
National Director, Business affairs & Coproductions



We loved your sign, "WHERE AFRICA WELCOMES THE WORLD"! We, and everyone with us, filmmakers from all over the world, felt very welcomed here. We visited the pavilion 5 or 6 days during the festival. We also watched the indie feature, "Spawns", which we quite enjoyed and were thrilled that we got to meet and get to know the filmmakers, actors and producers.

**John Vamvas and Olga Montes**  
Actress/Actor, Writers, Film Producers at Montes-Vamvas Productions



# TESTIMONIALS



The warm welcome and impeccable organization of meetings, panels, and workshops at Pavillon Afriques have enriched and trained our professionals. These moments of sharing have forged precious connections and offered a platform to discuss the challenges and opportunities of African cinema. I am convinced that these exchanges will improve the quality of our productions and promote a collaborative film industry among African countries.

**Lison Fall Johnson Diomandé**

Director of Cinema – National Office of Cinema of Côte d'Ivoire (ONAC-CI)



I was very impressed by the quality of speakers selected for the panel discussion I moderated at Pavillon Afriques during the Cannes Film Festival. Kudos to Ms. Barclais for a well-organized event. I learned a lot from it.

**Osahon Akpata**

Head, CANEX Creations Inc.  
(Afreximbank)

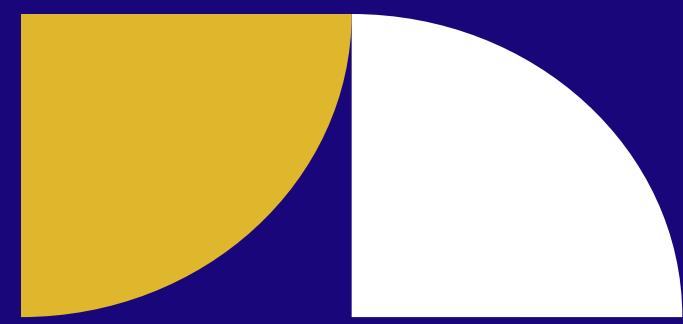


True to its name, the African pavilion (Pavillon Afriques) offers us a unique platform to meet and exchange with talents from all corners of the globe. In Cannes, Africa becomes the crossroads of international cinematic encounters.

I would like to warmly thank Karine Barclais and her team for their dedication. Thanks to them, my award-winning film, "Africa, Cradle of Humankind and Modern Civilizations," was screened, appreciated, and celebrated by a discerning audience. This recognition at the world's most prestigious film festival, through the lens of Africa, is priceless. Thank you to the African pavilion for this unforgettable experience.

**Bénita Jacques**

Actress, Director, Producer



# TESTIMONIALS



[Watch Joël video Testimonial](#)

**Joël Ayuk**  
Producer



For me, Pavillon Afriques is like a home within the Cannes Film Festival. This is my third year attending Cannes, and from the very first year, I discovered a vibrant and supportive community here. This year was particularly exciting as I participated in a Caribbean panel discussing strategies to enhance the industry and connect with other markets. It is truly inspiring to meet creatives who share a similar mindset and purpose, enabling us to tell our unique stories and highlight our interconnectedness on such an international stage. I will be back again next year!.

**Michael Mooleedhar**  
Cinéaste de Trinidad



[Watch Steve video Testimonial](#)

**Steve Sombo**  
Director





# MEDIA

We had 3 new media partners:

- ▶ Trotters TV and magazine visible in the Caribbean and France on Canal + Caraïbes (channel n° 42) and Freebox in France (channel n° 212)
- ▶ Cinelives a web magazine based in Ivory Coast and visible in 10 African countries
- ▶ TV5 Monde that played our official video in 48 African countries.

## Media coverage

Our PR did a great job!

**90** | **72**  
ARTICLES | MEDIA

We got 90 articles from 72 media worldwide.

[Check our press review](#)



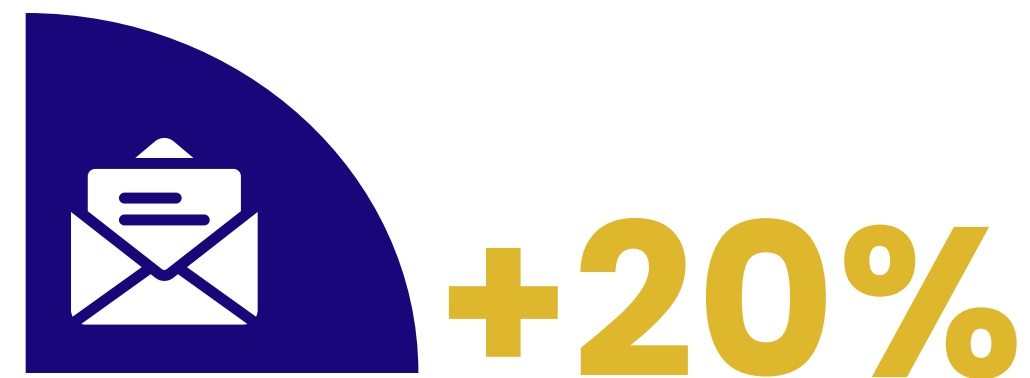


# KEY FIGURES

Communication & Online Engagement



Instagram: Reach: 1.6 K

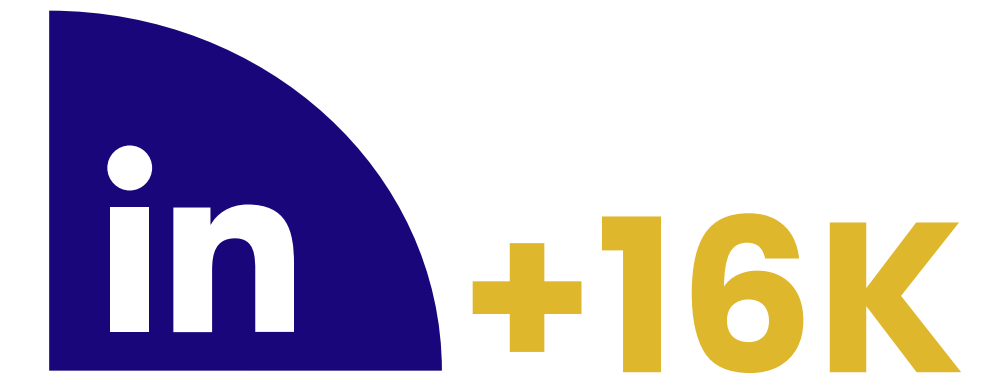


Newsletter: 4,999 registered subscribers (+20% vs 2023)

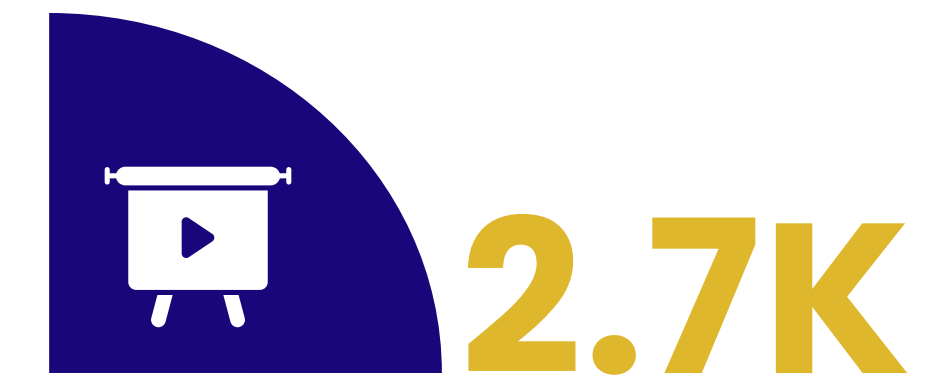


Total Audience: 14 millions households, with an average of 10 people/household via TV5 Monde Afrique.

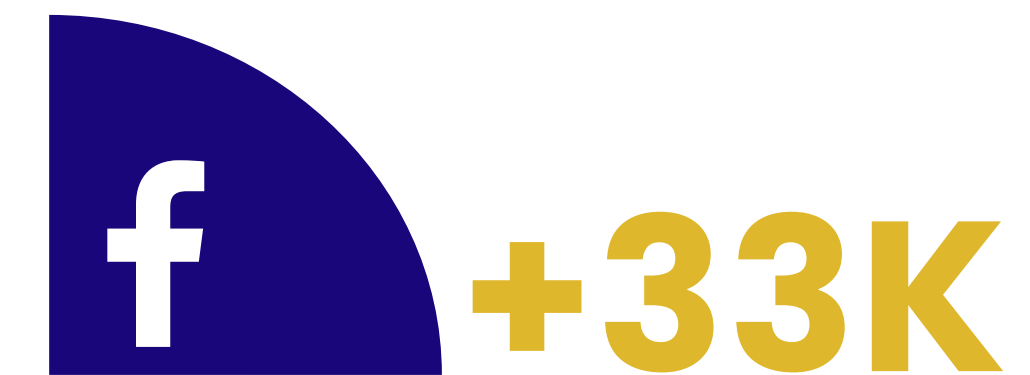
## Video wall



LinkedIn: +16 K contacts



Video ad on a wall of the Palais: 2,700 times on a 15 sqm screen during 12 days.



Facebook: Impressions: +33 000 / Reach: 11 000

# THANK YOU

Partners and Sponsors



Without you, none of this would have been possible. 1000 thanks!

# CONTACT US

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 [www.pavillonafriques.com](http://www.pavillonafriques.com)

## SOCIAL MEDIA

 [@pavillonafriques](https://www.instagram.com/pavillonafriques)

 [PAfriquesOfficiel](https://www.facebook.com/PAfriquesOfficiel)

 [PavillonAfriques](https://www.youtube.com/PavillonAfriques)

 [@PAfriqueofficiel](https://twitter.com/PAfriqueofficiel)

 [@pavillonafriques](https://www.tiktok.com/@pavillonafriques)

 [pavillon-afriques](https://www.linkedin.com/company/pavillon-afriques)



# SAVE THE DATE

Pavillon Afriques 6th Edition  
May 13 - 24, 2025

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[Donate](#)