



WHERE AFRICA WELCOMES THE WORLD

PRESS KIT



MARCHÉ DU FILM
FESTIVAL DE CANNES

13-22 May 2025

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Context

Since 2019, Pavillon Afriques has established itself as the essential showcase for African cinema and its diaspora at the Cannes Film Festival. More than just a meeting place, it's a unique platform where tomorrow's collaborations take shape and where Africa shines internationally.



**Karine Barclais, founder of
Pavillon Afriques**

“ This 6th edition is a further step in our commitment to offering professionals from Africa and the diaspora privileged access to global market opportunities. ”

Cannes

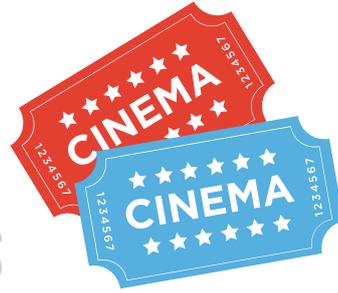


Participation since 2019

IMPACT

+20

+20
OFFICIAL
AFRICAN
DELEGATIONS



IMPACT

+3000

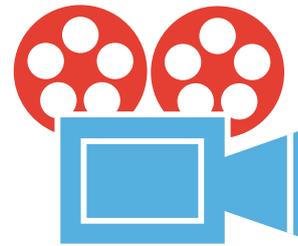
+3 000
PARTICIPANTS
/YEAR



IMPACT

+64

64 COUNTRIES



IMPACT

5

5 CONTINENTS



Milestones Since 2019

- **Panels:** Film financing, Women leaders in the industry, Bollywood-Nollywood-Hollywood
- **Pitch sessions:** Selecting and putting you in touch with investors
- Tribute to **Sembène Ousmane**
- Tribute: **30 years of freedom – South Africa**
- Opening speech by **Mo Abudu**
- Networking and **Africa Day**

PAVILLON AFRIQUES 2024 In FIGURES

- +27% of participation compared to 2023
- 61 countries represented, with a strong diaspora presence
- A cumulative audience of 14 million households via TV5 Monde Afrique
- 90 articles published in 72 international media
- 15 films screened, including several seeking distribution
- 68 speakers, 44 sessions, 13 screenings





* PAVILLON AFRIQUES 2025: AN AMBITIOUS EDITION

From 13 to 22 May 2025, Pavillon Afriques will be offering an enriched programme and innovative themes. Four whole days will be devoted to subjects that deserve to be dealt with in depth.

Highlights of the edition

- Co-production Day
- Artificial Intelligence Day
- Animation Day
- Diaspora Day - Caribbean: from now on, one day each year will be dedicated to a diaspora territory
- African Glam Studio: fashion, beauty and African cultural identity in the spotlight

Daily activities

- Masterclasses with industry experts
- Workshops
- Round-table discussions on the challenges facing African cinema
- Pitch sessions for projects in development
- From book to screen (new)
- Exclusive screenings
- Strategic networking

*Together, let's shape the future of
African visual storytelling!*

*. Testimonials



Osahon Akpata, head of CANEX Creations Inc (Afreximbank) (Nigeria)

I was very impressed by the quality of the speakers selected for the round table I hosted at Pavillon Afriques during the Cannes Film Festival. Well done to Ms Barclais for a well-organised event. I learned a lot from it.



Mo Abudu, Nigerian media magnate, director

Pavillon Afriques was an undeniable force at this year's festival, with the most substantial presence... It is through platforms like Pavillon Afriques that we can foster recognition, appreciation and understanding of the remarkable stories that emanate from Africa.



Lison Fall Johnson Diomandé, cinema director - Office national du cinéma de Côte d'Ivoire (ONAC-CI)

The warm welcome and impeccable organisation of the meetings, panels and workshops at Pavillon Afriques have enriched and trained our professionals. These moments of sharing have forged valuable links and provided a platform for discussing the challenges and opportunities facing African cinema.



Aïssatou Diallo, actor (France)

Pavillon Afriques and Karine Barclais honored me by asking me to join the family as PA2023 Ambassador.. Thank you for this sharing, these beautiful encounters and these rich exchanges. Thank you to Karine for her kindness, and her investment. Thank you for putting the continent and the children of the diaspora in the spotlight. One Love



Hamisha Daryani Ahuja, producer and director (Nigeria)

Pavillon Afriques was a wonderful experience for me. It was my first time at Cannes and I felt right at home in the pavilion. I really enjoyed our round-table discussion on the impact of the meeting between Nollywood and Bollywood.



Michael Mooleedhar, filmmaker (Trinidad)

Pavillon Afriques is a home for talent from the diaspora. Every year, we build bridges between continents.

* Testimonials (continued)



Tonya Williams, executive director - Reelworld Screen Institute (Canada)

I was impressed by the presence of Pavillon Afriques. Being in a space where there were people who looked like me, created by someone who looked like me, with panels discussing the issues most relevant to black creators. I made connections that have had a positive impact on my business..



Olivier Kissita, actor and director (France)

Pavillon Afriques is an excellent initiative. It's a place where Afro-descendants and filmmakers/artists in general can meet, exchange ideas and work together. This edition was very well organised, the atmosphere was pleasant and we were very well received. Thanks again to Karine Barclais! Looking forward to next year.



**Richard Lawson,
producer and director (USA)**

[!\[\]\(f95dab70c751fda7d824b8b03650f7aa_img.jpg\) Watch the video](#)



**Honorable Jean Augustine,
politician, CBE (Canada)**

[!\[\]\(4688aadfd656ded00cd6bdfae55089a9_img.jpg\) Watch the video](#)



**Stéphane Vieyra,
president PSV-Films (France)**

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**Firdoze Bulbulia, director
Moments Entertainment
(Afrique du Sud)**

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A UNIQUE OPPORTUNITY FOR THE MEDIA

Pavillon Afriques is an exceptional opportunity for journalists and media to discover and interview African and diaspora professionals who are still unknown to the general public.

Why cover Pavillon Afriques?

- **Exclusive access** to emerging and established talent in African and international cinema
- **Interview opportunities** with key figures in the African film industry.
- **Unique and inspiring stories** about the evolution and impact of African cinema on a global scale
- **A packed programme of events**, including exclusive screenings, panels and professional meetings
- **A unique pavilion** at the Cannes Festival entirely dedicated to highlighting Africa and its diaspora
- **International visibility:** exposure to distributors, producers and investors
- **Exclusive networking:** strategic meetings with industry decision-makers

* CONTACT & INFORMATION



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

SAVE THE DATE!
13-22 May 2025

KEY SUPPORTERS

We would like to express our deepest gratitude to our key partners who have played an essential role in the success of our event. Their commitment and support have greatly contributed to the promotion of African cinema. Here is an overview of the contributions of a range of our key partners:

AMINA



We would like to acknowledge the invaluable contribution of AMINA, which has played a major role in spreading our event across Africa and the diaspora. Their commitment to sharing our vision has helped to increase the reach and impact of our initiative.

YAZA



YAZA made an exceptional contribution by writing 24 articles dedicated to women professionals in African cinema. These articles generated an impressive 43,164 views, with a total engagement of 212,542 people. This increased visibility has played a significant role in promoting female talent in the African film industry.

CANAL+



Our partnership with Canal+ and then TV5 Monde was crucial, with the Pavillon Afriques advert broadcast on all their channels in Africa. This high profile helped draw attention to our initiative and raise awareness among a wider audience.

ACID



In collaboration with ACID, we jointly promoted the Bissau-Guinean film 'Nome'. This collaboration has strengthened our shared commitment to supporting and promoting the diversity of African cinema.

OIF



The OIF has been a key partner over the past two years, supporting our initiative by organising a round-table discussion on support funds for African cinema, followed by a private lunch on the terrace. Their ongoing support has been crucial to the development and influence of our event.

IF



We are proud to have been included in the French Institute's programme to celebrate the centenary of Sembène Ousmane. This recognition of our work as part of this major event underlines the importance of our contribution to the African film scene.



• OUR KINGDOM IS YOUR STAGE •