

PAVILLON AFRIQUES 2025

Marché du Film – Cannes Film Festival

TENTATIVE OFFICIAL PROGRAM

Tuesday, May 13

3:30 PM - 7:00 PM: Opening Ceremony with a tribute to Souleymane Cissé in the presence of his daughter and the screening of « A Daughter's Tribute to Her Father ».

Wednesday, May 14

3:30 PM - 4:15 PM: Country Showcase – Republic of the Congo

5:30 PM: Screening (documentary) “Louisiana my Home” by Audrey Littleton – France, USA

7:00 PM: Screening “Furu” by Fatou Cissé – Mali

Thursday, May 15

12:00 PM -2:00 PM: Press conference Africa-USA International Film Festival

2:30 PM - 3:15 PM: Panel discussion - From idea to screen: the Indie's filmmaker's roadmap - Nea Simone, Farah Allen - Moderator: Tambay Obenson

5 :30 PM : Screening (short) « Something about tomorrow » by Carole Copeland – USA

7 :00 PM: Screening (documentary) « 3XFreedom » by Deadria Farmer-Paellmann – USA

Friday, May 16 : Animation Day – 10:30 AM - 5:00 PM

Introduction to Animation Day – A brief welcome speech outlining the goals of the event – Karine Barclais

Why Animation Matters – A quick overview of animation's growing role in African and global cinema – Abel Kouame, AfriKaToon

Screening : 15 minutes

Panel: The African Animation Boom: Challenges & Opportunities

How African studios, creators, and producers are navigating the growing demand for animation content.

Panelists : Abel Kouame, Amath Ndiaye, Adja Mariam (TBC)

Moderator: Franciane Abassan

Spotlight: Animation & Technology: AI, Virtual Production & the Future

How emerging technologies are revolutionizing the animation industry.

Speaker : Fred Dom (TBC)

Lunch Break

A chance for attendees to connect, share ideas, and meet potential collaborators.

Presentation: Journey of a top film Professional in animation

Speaker : Ralph Farquhar

Screening : 15 minutes

Panel Discussion

Masterclass

5 :30 PM: Screening (short) « The General's Son » by Angela Onuora – Canada/Nigeria

7 :00 PM: Screening « A Warm Christmas » by Regina Ohiana Udakor - Nigeria

**All screenings are followed by a Q&R session with members of the cast/team.*

Saturday, May 17

10:30 AM - 12:30 PM: Workshop: Exhibiting special effects make-up by Shakira Kibirige

2:30 PM: Panel - Unlocking Markets: The Future of African Film Distribution

Exploring the pathways to international sales, streaming, and theatrical success

Matthew Sive, Lilian Olubi, Grégory Monfort, Jackie Deschamps

Moderator : TBC

4:00 PM: Panel - Beyond Budgets: Innovative Funding for Filmmakers

5:30 PM: Screening (short) « Torn » by Rachelle Le Blanc – USA

7:00 PM: Screening « Osamede » by Lilian Olubi - Nigeria

Sunday, May 18 – Coproduction Day

5:30 PM: Screening (short) « Enough ! » by Kerwin Thompson - USA

7:00 PM: Screening (documentary) « Brain Drain » by Collins Dike Akpapunam - USA

Monday, May 19

9:30 PM - 12:30 PM: Hairstyling in cinema and the impact of looks on character credibility

2:30 PM: Panel - Impact of cinetourism on territorial development

3:30 PM: Session - « From Book to Screen » : authors and publishers pitch their works to producers

5:30 PM: Presentation of Jimmy-Jean-Louis's autobiography « Hero, from the slums of Port-au-Prince to Hollywood's stars », followed by a book signing.

8:00 PM: Screening

Tuesday, May 20 : Artificial Intelligence Day – 9:30-5:00

- Welcome speech by Karine Barclais, Adoum Djibrine-Peterman, and strategic partners.
- Presentation of CinéBrain Day and its key role in the African and international creative industries.

BrainTalk #1 – AI and Transformations in the Film Industry

Understanding and anticipating changes in the film industry in the age of AI.

Speakers: David Gal-Regniez – Director, ICC Community Animation, Thomas Houy – Lecturer, Hanène Maupas – CEO of MEXT, Metaverse expert

Case Studies & Testimonials #1

BrainTalk #2 – AI and Ethical & Regulatory Perspectives

Regulating AI use for a responsible and inclusive film industry.

Speakers: Deputy Director, UNESCO – AI Ethics Recommendations, Lucie Walker – Lawyer specializing in audiovisual law, Barthélémy Martinon – Head of Mission, Diactis

Case Studies & Testimonials #2

BrainTalk #3 – Financing and New Economic Models

How to fund innovation and integrate AI into cinema's economic models?

Speakers: Representative, French Development Agency (AFD), Innovation Lead, CNC

Case Studies & Testimonials #3

Objective: Exploring financing strategies and new economic models integrating AI in the film industry.

Speaker: Jean Mach – Producer, director, and screenwriter

Lunch Break & Networking

A privileged moment to connect with experts and participants over a convivial meal.

Roundtable: Training and Supporting the Next Generation in a Changing Film Industry

With the rise of AI and the transformation of production models, what strategies can educational institutions, festivals, and industry professionals implement to prepare the next generation of creators and producers?

**All screenings are followed by a Q&R session with members of the cast/team.*

Speakers: Catherine Dauguet – Academic Director, MediaSchool Group, Sylvie Nwet – Director, Yarha Festival, Gérard Nguélé Amougou – Director, screenwriter, producer

Moderator: Adoum Djibrine-Peterman

This roundtable will introduce the Masterclass led by Adoum Djibrine-Peterman, in partnership with MediaSchool Group and Yarha Festival.

Masterclass Bootcamp: Screenwriting, Directing & Producing in the Age of AI

Speaker : Adoum Djibrine-Peterman – Producer, Coach, and Trainer in Film Innovation

Access: Registration required – Limited seats

Reinventing Screenwriting & Film Creation with AI

- Understanding how AI assists in screenwriting and narrative structuring.
- Prompting tools and co-writing with generative AI.

Interactive Exercise: Creating a screenplay sequence in real-time with AI.

Revolutionizing Directing with AI & Digital Tools

- AI-assisted pre-production simulations: new filming methods.
 - Automated post-production: saving time and enhancing visual and sound quality.
- Group Exercise: Analysis of an AI-edited scene and discussion on its impact on a director's work.

Lean Production & Digitalization of Processes

- Optimizing budgets and resources with digital tools.
- New legal and ethical challenges in using AI-generated content.

Case Study: Analysis of an AI-optimized production workflow.

7:30 PM: Screening « Standby » by Barry Brewer – USA

Wednesday, May 21: Caribbean Day

Thursday, May 22

5:30 PM: Closing ceremony

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