

# AfroCannes

In the business of diversity  
& inclusivity in films

## AFROCANNES THIRD EDITION CANNES FILM FESTIVAL 2024

MAY 16 - 17, 2024

800 ATTENDEES  
69 SPEAKERS  
28+ SESSIONS  
35 COUNTRIES  
30 PARTNERS  
1, MILLION VIEWS TOTAL ON SOCIAL MEDIA  
2 DAYS

Organized by

YANIBES

Official Media Partner

DEADLINE



Institutional  
Partners

Industry &  
Collaborative  
Partners

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## AFROCANNES MODERATORS



### Zoe Ramushu

Tech Founder, Producer  
Filmmaker  
South Africa + Zimbabwe



### Simone McIntyre

Actress, Producer, Founder  
Orley Productions  
Jamaica + UK



### Patricia Bebia Mawa

CEO  
Broad Frame Media  
Canada



### Sindanu Kasongo

Manager, Program & On Air  
BET France  
Belgium + DR Congo



### Prudence Kolong

Founder, Yanibes Consulting -  
Foundation - Productions &  
AfroCannes + AfroBerlin  
France + Sweden



### Zac Ntim

International Film Reporter  
Deadline  
UK + Ghana



### Rodney Charles

Actor, Producer  
Grenada + USA + UK + Germany



### Erik Gordon

Partner  
FilmHedge  
USA



### Caprice Crawford

Founder  
Crawford Talents  
USA + Germany



### Filson Ali

Producer, Founder  
Camera X  
Somalia + Sweden



### Melanie Goodfellow

Senior International Film  
Correspondent  
Deadline  
UK



### Kianna Best

Editor  
UK



### Carmen Thompson

Programming & Distribution,  
We Are Parable | Red Sea Film  
Festival | Sheffield DocFest  
Scotland

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## AFROCANNES SPEAKERS



**Lauand Omar**  
Director, Writer  
Syria + Germany



**Deborah Riley Draper**  
Award Winning Documentary  
Filmmaker, Owner, Coffee Buff  
Pictures Productions  
USA



**Bonko Khoza**  
Actor "Heart of The  
Hunter"  
South Africa



**Betty Sulty-Johnson**  
Producer, Distributor, Member -  
Les César  
France



**Mandla Dube**  
Director & Producer "Heart of  
The Hunter"  
Founder, Pambili Productions  
South Africa



**Mariëtte Rissenbeek**  
Producer  
Germany



**Victoria Thomas**  
Producer, Lecturer, Interim  
COO Africa In Motion Film  
Festival Scotland



**Kagisho Bapela**  
Senior Dealmaker  
IDC  
South Africa



**Thibaut de Longeville**  
Director, Producer, Founder  
360 Creative  
France + Senegal



**Francis Nébot**  
Producer, Distributor, Founder  
IFind Pictures  
France



**Anouar "DJ Cut Killer"  
Hajoui**  
DJ, Record Producer  
France + Morocco



**Sindanu Kasongo**  
Manager, Program & On Air  
BET France  
Belgium + DR Congo



**Essimi Mévégué**  
Film Critic, Co-Founder  
Ciné Club Afro  
France + Cameroon



**Simon Frederick**  
Photographer, Filmmaker  
Author of Black is the New Black  
UK + Grenada



**Jackie Jackson**  
Film Commissioner  
Jamaica



**Joel Ayuk**  
Producer, Director, Founder  
Carib Ciné Prod  
Cameroon + Sint Maarten +  
Saint Martin



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## AFROCANNES SPEAKERS



**Sydney Levine**

Founder, Sydneybizz  
USA



**Djaka Souaré**

Actress, Producer  
Guinea Conakry + France + USA



**Michael Muthinga**

Founder, Fatboy Animation  
Kenya



**Fatih Abay**

Diversity & Inclusion Officer  
European Film Academy  
Germany



**Seneit Debesse**

Founder  
Greta & Starks  
Tech for Inclusion  
Eritrea + Germany



**Casey Baron**

Programmer  
Tribeca Film Festival  
USA



**Richard Lawson**

Actor, Producer  
USA



**Jana Wolff**

Head of Marketing, European  
Film Market (Berlinale)  
Germany



**Anita Gupta**

Co-Founder Kiwitech  
USA



**Adam Morse**

Actor, Producer, Director  
Founder, Hollyfield  
Productions  
UK



**Keith Simanton**

Managing Editor  
IMDbPro  
USA



**Theo Dumont**

Founder, HollyShorts Film  
Festival  
USA + Haiti



**Cassandra Han**

Casting Director, President,  
European Board of Governors,  
Casting Society (CSA)  
USA



**Karen McMullen**

Festival Director, Urbanworld  
USA



**Nedin Mutic**

Senior Adviser - Script & Talent  
Development, Diversity and  
Inclusion Norsk Filminstitutt  
Norway



**Seneit Debesse**

Founder, Greta & Starks  
Tech for Inclusion  
Eritrea + Germany

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## AFROCANNES SPEAKERS



**Bilal Althimni**  
Director, Producer, Founder  
Zone Art Films  
Germany + Tunisia



**Anne Maryse Makon**  
Producer, Scriptwriter, Script  
Analyst, Founder Amm Writing  
House,  
Cameroon



**Gabriel Kossi Sodjiné  
Agbahonou**  
Actor, Director, Producer  
Benin



**Josef Kullengård**  
Head of Industry, Göteborg  
Film Festival  
Sweden



**Lene Børglum**  
Producer, Founder, Space  
Rocket Nation  
Denmark



**Sérigne "Disiz" M'Baye  
Gueye**  
Actor, Singer  
France + Sénégal



**Ene Katrine Rasmussen**  
Head of Industry & Training  
National Film School of Denmark  
Denmark



**Thibaut de Longeville**  
Director, Producer, Founder  
360 Creative  
France + Sénégal



**Alexandre Rideau**  
Founder of Keewu  
Production  
Co-CEO of Mediawan Africa  
France



**Seydina Baldé**  
Producer of Shimazu, Actor  
Screenwriter  
France + Senegal



**CJ "Fiery" Obasi**  
Director, Producer, Founder  
Fiery Film  
Nigeria



**Editi Effiong**  
Director, Producer, Founder  
Anakle  
Nigeria



**Lyara Oliveira**  
President & CEO  
The City of São Paulo Film and  
Audiovisual Company  
Brazil



**Emad Eskander**  
Head, Red Sea Fund  
Saudi Arabia



**Luiz Toledo**  
Director of Investment &  
Partnership  
The City of São Paulo Film and  
Audiovisual Company  
Brazil



**Kaleem Aftab**  
Head, International  
Programming, Red Sea  
International Film Festival  
Pakistan + Sweden + Saudi  
Arabia

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## AFROCANNES SPEAKERS



**Eddy Charles**  
Founder, MJM Production &  
Sharly Dubbing  
France + Haiti



**Florence Elomo**  
Producer, Founder, Akwandies  
France + Cameroon



**Thierry Bugaud**  
Director "African Glory", Producer,  
Founder, La Boîte dans la Boîte  
France + Mali + Monaco



**Donisha Prendergast**  
Actress, Director, Producer  
Jamaica



**Deborah Riley Draper**  
Award Winning Documentary  
Filmmaker, Owner, Coffee Bluff  
Pictures Productions  
USA



**Weaam Williams**  
Director, Actress  
Founder, Holocene Films  
South Africa



**Raquel Antonia**  
Actress, Producer  
USA



**Mykal Cushnie**  
Film Director & Producer  
Music Video Producer  
Jamaica



## AFROCANNES HIGHLIGHTS

### Focus on

- **Hip Hop Culture & The Film Industry:** 51 years of impact
- **Act Local, Think Global:** The art of telling indigenous stories that sell across the board
- **Brazilian Outreach:** The African connection
- **Caribbean Filmmaking Industry:** Focus on developing Jamaica & Sint Maarten film markets
- **Scandinavian Focus on Diversity & Inclusion:** Denmark, Norway & Sweden
- **South Africa vs Nigeria:** The next stage for Africa's film industry juggernauts
- **Afropean Identity in Films:** Building bridges
- Kenya: The new animation hub
- **Distribution & IP politics:** The numbers game
- **Mediawan & Africa: Lex Africana** - How to produce a premium action TV series in West Africa
- **IMDb and Representation:** Be seen, be heard, get hired whenever and wherever
- **Technology & Accessibility:** Films for all or using technology for a more inclusive film audience and more
- **Deconstructing the Narrative:** African Glory & James Brown's documentaries

### Participation of (people & organization) *non exhaustive*

- IMDb
- European Film Academy
- Netflix's Heart of A Hunter talent & production team
- Mediawan
- SP Cine Brazil
- National Film School of Denmark
- Norsk Film Institute - Norway
- Jamaica Film Commission
- Red Sea Foundation & International Film Festival
- European Casting Society
- Tribeca Film Festival
- Urbanworld Film Festival
- Goteborg Film Festival
- BET France
- European Film Market
- FilmHedge
- Greta & Starks
- Cassandra Han
- Thierry Bugaud
- Deborah Riley Draper
- Donisha Pendergrast
- CJ Obasi
- Lyara Oliveira
- Diziz
- Thibaut de Longeville
- Editi Effiong, Nigeria
- Lene Borglum, Denmark
- Bonko Khoza
- Mandla Dube
- Keith Simanton
- Simon Frederick
- DJ Cut Killer

### Type of participating organizations

- Talent Agencies
- Film Festivals
- Production Companies & Studios
- Film Commission
- Film Schools
- Casting Directors & Associations
- Film Academy
- Talents (Actors, Directors)
- Film Markets
- Embassies
- Film Funds
- Streaming Platforms
- Distributors
- Film Financing
- AI & Tech

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## AFROCANNES COUNTRIES

### Africa

1. Cameroon
2. Senegal
3. Morocco
4. Tunisia
5. Guinea Conakry
6. Congo DR
7. South Africa
8. Zimbabwe
9. Somalia
10. Kenya
11. Ghana
12. Benin
13. Eritrea
14. Mali

### Europe

1. France
2. Belgium
3. Sweden
4. UK
5. Germany
6. Denmark
7. Norway
8. Scotland

### The Americas

1. Brazil
2. USA
3. Canada
4. Mexico

### The Caribbeans

1. Grenada
2. Jamaica
3. Saint-Martin
4. Haiti

### Middle East & Asia

1. India
2. Pakistan
3. Saudi Arabia
4. Syria
5. China



## AFROCANNES SESSIONS - DAY 1

**One on One Conversations** with Zoe Ramushu, Tech Founder, Producer, Filmmaker South Africa | Zimbabwe (10 - 20 minutes interviews on stage)

Guest 1: Bonko Khoza, Actor "Heart of The Hunter" | South Africa  
Guest 2: Mandla Dube, Director & Producer "Heart of The Hunter" | South Africa  
Guest 3: Patricia Bebia Mawa, CEO, Broad Frame Media | Canada  
Guest 4: Victoria Thomas, Producer, Lecturer, Interim COO Africa In Motion Film Festival | Scotland  
Guest 5: Deborah Riley Draper, Award Winning Documentary Filmmaker | USA

### DISTRIBUTION & IP POLITICS

11.05 - 11.45 AM Panel Discussion 1

**The policy and politics discussion: Global distribution barriers for Afro-content and the value of the African IP**

Betty Sully-Johnson, Producer, Distributor, Member - Les César | France  
Susan Mangole, Deputy Director General, Department of Industry & Commerce | South Africa  
Mariëtte Rissenbeek, Producer | The Netherlands  
Francis Nébot, Producer, Distributor, Founder, IFind Pictures | France  
Moderated by Patricia Bebia Mawa, CEO, Broad Frame Media | Canada

### RAPPER'S DELIGHT FOCUS - Part 1 (En français)

**Le Hip Hop en France: d'une culture dite de rue et marginale aux petits et grands écrans et à une industrie créatrice de valeur**

Thibaut de Longeville, Director, Producer, Founder, 360 Creative | France + Senegal  
Essimi Mévégué, Film Critic, Co-Founder, Ciné Club Afro | France + Cameroon  
Anouar "DJ Cut Killer" Hajoui, DJ, Record Producer | France + Morocco  
Moderated by Prudence Kolong, Founder, Yanibes Consulting - Foundation - Productions & AfroCannes + AfroBerlin

### RAPPER'S DELIGHT FOCUS - Part 2

**From Spike Lee's "Do The Right Thing" to Teyana Taylor's "A Thousand and One": How Hip Hop has redefined standards in filmmaking, metrics, revenues and storytelling and created a multifaceted breed of entertainers**

Simon Frederick, Photographer, Filmmaker, Author of Black is the New Black | UK + Grenada  
Sindanu Kasongo, Manager, Program & On Air, BET France | Belgium + DR Congo  
Victoria Thomas, Award Winning Documentary Filmmaker, Member, European Film Academy | Scotland  
Moderated by Zac Ntim, International Film Reporter, Deadline | UK + Ghana

### EMERGING FILM MARKETS FOCUS: THE CARIBBEANS

**Growing beyond the status quo: How to transform the Caribbeans into a strategic film bloc with individual identities and how to create a sustainable economic diversification model for the islands**

Jackie Jackson, Film Commissioner | Jamaica [via ZOOM](#)  
Joel Ayuk, Producer, Director, Founder, Carib Ciné | Cameroon + Sint Maarten + Saint Martin  
Moderated by: Rodney Charles, Actor, Producer | Grenada + USA + UK + Germany

### ANIMATION IN AFRICA

**Animation in Africa - Ushering a new era in indigenous storytelling with a twist: a decisively modern take on relatable yet transcending African characters and stories**

Michael Muthinga, Founder, Fatboy Animation | Kenya [via ZOOM](#)  
Moderated by: Rodney Charles, Actor, Producer | USA + UK + Germany + Grenada

## AFROCANNES SESSIONS - DAY 1

### AI, TECH & ACCESSIBILITY

#### Conversation between actors and tech creators: AI, all shades of grey

Seneit Debese, Founder, Greta & Starks - Tech for Inclusion | Eritrea + Germany  
Anita Gupta, Co-Founder, Kiwitech | USA  
Richard Lawson, Actor, Producer | USA  
Moderated by: Erik Gordon, Partner, FilmHedge | USA

### REPRESENTATION & AGENCY

#### Lost but Found: Reducing the gap in representation on major industry platforms and how it impacts filmmakers in emerging film markets

Keith Simanton, Managing Editor, IMDbPro | USA  
Fatih Abay, Diversity & Inclusion Officer, European Film Academy | The Netherlands  
Cassandra Han, Casting Director, President, European Board of Governors, Casting Society (CSA) | USA  
Bonko Khoza, Actor "Heart of The Hunter" | South Africa  
Nedin Mucic, Senior Adviser - Script & Talent development, Diversity and Inclusion, Norsk Filminstitutt | Norway [via ZOOM](#)  
Moderated by: Caprice Crawford, Founder, Crawford Talents | USA + Germany

### FILM PROMOTION & FESTIVAL CIRCUIT

#### The international festival film circuit at a glance: The takeaways, the potential pitfalls and the overall cost effectiveness of a well thought festival promotion strategy

Casey Baron, Programmer, Tribeca Film Festival | USA [via ZOOM](#)  
Theo Dumont, Founder, HollyShorts Film Festival | USA + Haiti  
Jana Wolff, Head of Marketing, Berlinale | Germany  
Karen McMullen, Festival Director, Urbanworld | USA  
Moderated by: Rodney Charles, Actor, Producer | Grenada + UK + USA + Germany

### CO-PRODUCTION FOCUS

#### Spotlight on unique co-production journeys

Bilal Althimni, Director, Producer, Founder, Zone Art Films | Germany + Tunisia  
Djaka Souaré, Actress, Producer | Guinea Conakry + France + USA  
Gabriel Kossi Sodjiné Agbahonou Actor, Director, Producer | Benin  
Moderated by Patricia Bebia Mawa, CEO, Broad Frame Media | Canada

## AFROCANNES SESSIONS - DAY 2

### **En Aparte with Patricia Bebia Mawa, CEO, Broad Frame Media | Canada + Nigeria** (series of short interviews with AfroCannes guests)

Guest 1: Anne Maryse Makon, Producer, Scriptwriter, Script Analyst, Founder, Amm Writing House | Cameroon

Guest 2: Djaka Souaré, Actress, Producer | France + Guinea Conakry + USA

Guest: Sydney Levine, Founder, Sydney Buzz | USA

Guests: Seneit Debese, Founder, Greta & Starks, Tech For Inclusion | Eritrea + Germany

### **SCANDINAVIA IN FOCUS**

11.05 - 11.50 AM Panel Discussion 1

### **Hej Scandinavia: Diversity, talent development, co-production and international collaboration in Norway, Denmark and Sweden**

Speakers:

Lene Borglum, Producer, Founder, Space Rocket Nation | Denmark

Helene Grandqvist, Producer, Founder, Nordic Film Factory | Sweden

Ene Katrine Rasmussen, Chief Advisor, Head of Industry & Training, National Film School of Denmark | Denmark

Josef Kullengård, Head of Industry, Göteborg Film Festival | Sweden

Moderated by Filson Ali, Producer, Founder, Camera X | Somalia + Sweden

### **MEDIAWAN & AFRICA**

#### **Lex Africana: How to produce a premium action TV series in West Africa**

Alexandre Rideau, Founder of Keewu Production & Co-CEO of Mediawan Africa | France

Seydina Baldé, Producer of Shimazu, Actor, Screenwriter | France

Moderated by: Melanie Goodfellow, Senior International Film Correspondent, Deadline | UK

### **RAPPER'S DELIGHT - PART 3**

#### **A Hip Hop Conversation with Disiz & Thibaut** (en français)

Sérigne "Disiz" M'Baye Gueye, Actor, Singer | France + Sénégal

Thibaut de Longeville, Director, Producer, Founder, 360 Creative | France + Sénégal

Moderated by Sindanu Kasongo, Manager, Program & On Air, BET France | Belgium + DR Congo

### **AFRICAN CINEMA AT A GLANCE**

#### **South Africa + Nigeria: Africa's largest and competing film economies: Focus on future growth opportunities**

Mandla Dube, Director, Producer, Founder, Pambili Productions | South Africa

CJ "Fiery" Obasi, Director, Producer, Founder, Fiery Film | Nigeria

Editri Effiong, Director, Producer, Founder, Anakle | Nigeria via [ZOOM](#)

Moderated by: Kianna Best, Editor, UK

### **BRAZIL IN FOCUS**

#### **Brazil: African natives and African diaspora outreach**

Lyara Oliveira, President & CEO, The City of São Paulo Film and Audiovisual Company | Brazil

Luiz Toledo, Director, Investment & Strategic Partnership, The City of São Paulo Film and Audiovisual Company | Brazil

Moderated by Carmen Thompson, Programming & Distribution, We Are Parable | Red Sea Film Festival | Sheffield DocFest | Scotland

### **RED SEA IN FOCUS**

#### **Funding with a cause @ The Red Sea Fund & Red Sea International Film Festival**

Emad Eskander, Head, Red Sea Fund | Saudi Arabia

Kaleem Aftab, Head, International Programming, Red Sea International Film Festival | Pakistan + Sweden + Saudi Arabia

Moderated by: Zoe Ramushu, Writer, Director, Producer, Actress and Multimedia Journalist, Zimbabwe



## AFROCANNES SESSIONS - DAY 2

### AFROPEANS & FILMMAKING

#### **The SWOT analysis of Afropeans in filmmaking** (En français)

Eddy Charles, Founder, MJM Production & Sharly Dubbing, | France + Haiti

Florence Elomo, Producer, Founder, Akwandies | France + Cameroon

Moderated by: Sindanu Kasongo, Manager, Program & On Air, BET France, Belgium + DR Congo

### DECONSTRUCTING THE NARRATIVE

#### **Swimming Upstream: How to tell stories that challenges existing perceptions**

Thierry Bugaud, Director "African Glory", Filmmaker | France + Mali + Mexico

Deborah Riley Draper, Award Winning Documentary Director, Director of "James Brown: Say it out loud"m Owner Coffee Bluff Pictures Productions | USA

Donisha Prendergast, Actress, Producer, Director | Jamaica

Simon Frederick, Photographer, Filmmaker, Director "Black is the New Black" | UK + Grenada

Raquel Antonia, Actress | USA

Moderated by Carmen Thompson, Programming & Distribution, We Are Parable | Red Sea Film Festival | Sheffield DocFest | Scotland

### RAPPER'S DELIGHT - PART 4

#### **The transformative effect of the Hip Hop Culture on the global film industry: From Cape Town Kingston, exploring how Hip Hop inspired careers, empowered social activists and enriched the global narrative on marginalized groups**

Weaam Williams, Writer, Director, Actress, Founder, Holocene Films | South Africa

Mykal Cushnie, Director, Music Video Director | Jamaica [via ZOOM](#)

Moderated by Simone McIntyre, Actress, Producer, Founder, Orley Productions | UK + Jamaica

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## AFROCANNES IN THE MEDIA

### SP Cine Brazil



### Deadline



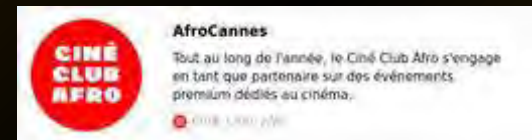
### Mediawan



### Richard Lawson



### Ciné Club Afro



### Senal News



### Ambassade de France



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## AFROCANNES IN THE MEDIA

### Tela Viva News



### Forum Brésil



### News 24



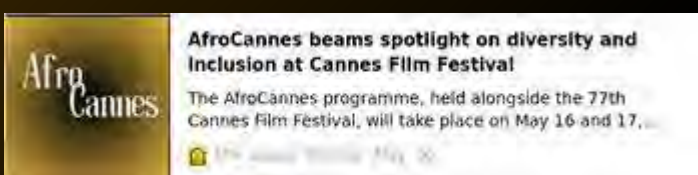
### Sao Paulo Government



### Geledés



### Lagos Review





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## AFROCANNES IN THE MEDIA

ABC



Greta & Starks



## AFROCANNES IN STATS

- Highest number of likes on a post in Instagram: 26,200 likes on Kapinto announcement
- Highest number of views: 452,000 views
- Highest number of comments: 687 comments
- Highest number of repost / forwards: 12,500 forwards
- 28,000 notifications of newsletter opened / read

AfroCannes social media & marketing tools tools:

- LinkedIn: @Yanibes
- Facebook: @AfroCannes
- Instagram: @AfroCannes
- Youtube Channel: Yanibes
- 18,000 contacts for Yanibes newsletter
- 1,000% increase visit on [www.afrocannes.com](http://www.afrocannes.com) and [www.yanibes.com](http://www.yanibes.com)

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## AFROCANNES IN CANNES

AfroCannes digital boards on top of the Splendid Hotel on 4-6 rue Felix Faure





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## AFROCANNES IN CANNES

AfroCannes digital billboards / panoramic screens in front of the Mondrian Hotel on 45 boulevard Croisette



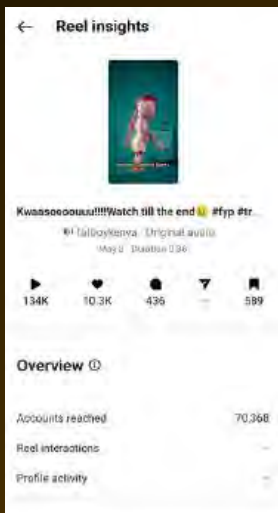


# Afro Cannes

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## AFROCANNES MARKETING

### Social Media Ad



### Social Media Posters

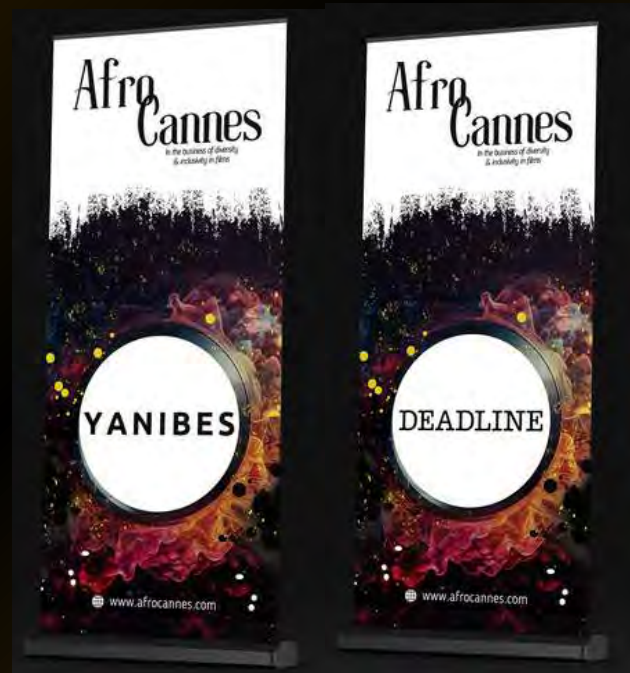


### Communication Materials Designs

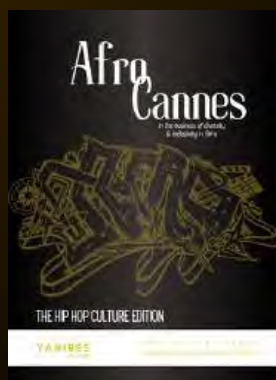
#### Media wall



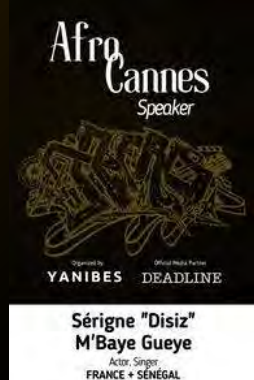
#### Roll-ups



#### Brochure



#### Badge





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## AFROCANNES IN PICTURES



# AfroCannes

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## THE TEAM



**Prudence Kolong**  
Organizer + Onsite  
Operations  
Languages: French  
+ English  
France / Sweden



**Elena Dobrev**  
Project Coordinator  
+ Onsite Operations  
Languages: English  
+ Bulgarian  
Bulgaria / Sweden



**Foued Bendahmane**  
Videographer  
Languages: French  
+ English  
France / Tunisia



**Michael Promeneur Urie**  
Onsite Coordinator  
Languages: French  
+ English  
France



**Marc Picalausa**  
Videographer  
Languages: French  
+ English  
France / Tunisia



**Dnaiel Beltran**  
Photographer  
Languages:  
English + Spanish  
+ German  
Germany / Mexico



**Daniela Espitia**  
Registration  
Languages:  
English + Spanish  
+ German  
Germany / Spain