UNESCO takes action to promote the development of

The AFRICAN FILM Industry

High-level event on the occasion of the 75th edition of the Cannes Film Festival

24 May 2022
11am to 12pm
UNESCO published in October 2021 a report on the African film and audiovisual industry that provides accurate statistical data and information to increase understanding of the challenges and needs of the sector. While the sector currently accounts for US$5 billion in revenue and employs 5 million people on the continent, the report estimates that the film and audiovisual industry in Africa could create 20 million jobs and generate US$20 billion in revenue annually, according to the Pan African Federation of Filmmakers (FEPACI). The report also provides a roadmap to assist African states in developing and implementing appropriate policies to develop the industry in a sustainable manner.

The UNESCO report provides a comprehensive analysis of the challenges and opportunities, as well as strategic recommendations for the growth of the film and audiovisual industry in Africa. Moreover, it urges states to address current issues collectively. This is crucial to ensure that Africa's creative works, past, present and future, are protected and preserved, and that their cultural and commercial value remains on the continent to the benefit of the people of Africa.

This unprecedented mapping, which covers 54 African states, is part of UNESCO's commitment to the diversity of cultural expressions and to interventions that support the flourishing of vibrant creative industries in developing countries.
UNESCO’s initiatives to support the development of African cinema

- Training and mentoring of young African women filmmakers in documentary filmmaking within the framework of the UNESCO/Nara residency project, led by Naomi Kawase, UNESCO Goodwill Ambassador for Cultural and Creative Industries.

- A partnership with NETFLIX to provide support and increase access of young filmmakers from sub-Saharan Africa to the international audiences by means of an innovative short film competition on the theme "African tales, reimagined".

- The restoration of major works of African cinematographic heritage as part of the African Film Heritage Project (AFHP), in partnership with the Pan-African Federation of Filmmakers (FEPACI), The Film Foundation of American filmmaker Martin Scorsese and the Cineteca di Bologna.

- Supporting several film development projects in Africa within the framework of the International Fund for Cultural Diversity or in partnership with the European Union and the Swedish International Cooperation Agency.

- Supporting film creation through the SENTOO program, which brings together the National Film Centers of seven African countries and combines writing residencies, production and co-production workshops as well as assistance for the development of film projects.
UNESCO will present on the occasion of the 75th edition of the Cannes International Film Festival (May 17-28, 2022), its report entitled *The Film Industry in Africa: Trends, Challenges and Opportunities for Growth*. This initiative is part of ongoing efforts to promote and disseminate the findings of this publication to key stakeholders and professionals in the film and audiovisual industry (Pan-African Film and Television Festival of Ouagadougou, Carthage Film Days, Luxor Film Festival).

The event will be held on Tuesday, May 24, 2022, from 11 am to 12 pm, as part of the Marché du Film (Riviera, Cannes), in the presence of the Director-General of UNESCO. It will bring together major actors of the film industry among those accredited to the Marché du Film and the Cannes Film Festival. For 60 years, the Marché du Film has been one of the major springboards for the creation, production and distribution of films worldwide.

The presentation of the main conclusions and recommendations of the report will be followed by a high-level panel with UNESCO partners supporting the development of African cinema, including NETFLIX, Naomi Kawase, the UNESCO Goodwill Ambassador for cultural and creative industries, the Film Foundation of filmmaker Martin Scorsese, the SENTOO project which brings together the National Film Centers of 7 countries in Africa.

The event will conclude with a cocktail reception to encourage networking amongst industry professionals and to consider ways of mobilizing a diversity of stakeholders in the implementation of the recommendations.

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**PROVISIONAL PROGRAM**

24 May 2022 • Marché du Film, Cannes (Marina Stage, Riviera, Palais des Festivals)

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<td>11:00-11:05</td>
<td>Welcome remarks from Pierre Lescure, President of the Cannes Festival (or representative)</td>
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<td>11:05-11:10</td>
<td>Opening speech by Audrey Azoulay, Director-General of UNESCO</td>
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<td>11:10-11:20</td>
<td>Presentation of the conclusions of the UNESCO report by Toussaint Tiendrebeogo, Chief of the Diversity of Cultural Expression Entity, UNESCO</td>
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<td>11:20-12:00</td>
<td>PANEL: Strengthened international cooperation for film development in Africa</td>
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**Moderator: Hortense Assaga, Journalist**

**Naomi Kawase**
Filmmaker and UNESCO Goodwill Ambassador for cultural and creative industries

**Alex Moussa Sawadogo**
Delegate General of the Pan African Film and Television Festival (FESPACO)

**Cécilia Cenciarelli**
General Coordinator of the African Film Heritage Project, The Film Foundation of Martin Scorsese

**Laza**
Film Director and President of the Pan-African Alliance of Screenwriters and Directors (APASER)

**Khaled Azek**
Director in charge of the National Center for Cinema and Image (CNCI), Tunisia

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<th>Time</th>
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<td>12:00-12:30</td>
<td>Cocktail reception (Lérins Space)</td>
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* The event will be held in a hybrid format and will be livestreamed on UNESCO’s networks. Simultaneous interpretation will be provided in English and French.
Biography of panellists

Naomi Kawase, Filmmaker and UNESCO Goodwill Ambassador for cultural and creative industries

Naomi Kawase is an internationally renowned filmmaker and artist. She was designated a UNESCO Goodwill Ambassador in 2021 for the Cultural and Creative Industries. Born and raised in Nara (Japan), Naomi Kawase continues to produce films in her hometown and organises the biennial Nara International Film Festival dedicated to the promotion of young cinematographers. Her first feature film, *Suzaku*, won the Camera D’Or at the Cannes Film Festival in 1997, making her the first Japanese and youngest person to win this prize. In 2015, she was designated Chevalier in the French Ordre des Arts et des Lettres.

Alex Moussa Sawadogo, Delegate General of the Pan African Film and Television Festival (FESPACO)

Alex is expert in the programming of African films, and in the creation and management of cultural projects. Since 2007, he has been Director of the Berlin African Film Festival AFRIKAMERA. In 2016, he initiated the Generation Films collective and is the artistic Director of the development and co-production laboratory Ouaga Film Lab. Since 2016, consultant “Africa” at the Hamburg International Film Festival, and member of the commission of the World Cinema Fund of the Berlinale, Alex Moussa was appointed in 2020, General Delegate of FESPACO and cinema expert for the Africa 2020 season in France.

Cécilia Cenciarelli, General Coordinator of the African Film Heritage Project, The Film Foundation of Martin Scorsese

Cécilia Cenciarelli has been actively involved with the World Cinema Project since its inception in 2007– a special program run by The Film Foundation to preserve and disseminate endangered film patrimony - which has contributed to restore, preserve and exhibit close to fifty films. In the last five years has been equally involved in the launching and development of the African Film Heritage Project (AFHP), a joint initiative between The Film Foundation, UNESCO, Cineteca di Bologna, and the Pan African Federation of Filmmakers (FEPACI) aiming at locating and preserving some classic African films, with hopes to make them available to audiences everywhere.

Laza, Film Director and President of the Pan-African Alliance of Screenwriters and Directors (APASER)

In 2006, Laza created the annual Madagasikara Short Film Festival (RFC), of which he is still the director. With his production company ROZIFILMS, he produced most of the young Malagasy directors of his last 15 years. He is very involved in projects for the defense of African authors’ rights and in the revival of cinema in Madagascar with the creation of the SERASARY Fund for production assistance. Jury member at numerous film festivals, Laza was a member of the Film Commission of the Fonds image de la francophonie from 2016 to 2020.

Khaled Azek, Director in charge of the National Center for Cinema and Image (CNCI), Tunisia

Khaled Azek is an expert in cultural policies and cultural administration. Former head of the Regional Directorate of Cultural Affairs (DRAC), and former Cultural Chargé de mission of the Ministerial cabinet of Tunisia, he also directed the Museum of Modern and Contemporary Art of Tunisia and the Opera Theatre of Tunis. He is currently in charge of the National Center of Cinema and Image of Tunisia.
UNESCO takes action to promote the development of the African film industry.