

BRAZILIAN SCHEDULE – MARCHÉ DU FILM 2025

May 14th (Wednesday)

10h - 11h am | Brazil and France: Women in Leadership Roles

Venue: Pavillon Français

Promoted by: +Mulheres and UN Women Brazil

Speakers:

- Leslie Thomas (General Secretary / CNC)
- Clémentine Charlemaine (General Delegate / Collectif 50/50)
- Ana Claudia Pereira (Program Leader / UN Women Brazil)
- Joelma Gonzaga (Secretary of Audiovisual/Brazilian Ministry of Culture)

Moderators: Juliana Funaro (International Director / +Mulheres Institute)

10h am | Welcome São Paulo

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil and CreativeSP

11h30 am | Encounter with the director of the European Film Market

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

11h45 am - 1h30 pm | Premiere Ceremony of the Director's Factory Ceará Brazil Films

Venue: Théâtre Croisette

Promoted by: Ceará State Secretariat of Culture

3h30 pm | Encounter with Berlinale Talents

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

4 pm | Encounter with Berlinale Co-Production Market

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

4h30 pm | Maricá Film Commission – Networking Event

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil and Municipality of Maricá

5 pm | Encounter with the São Paulo Delegation | Welcome by Spcine + Photo at the Stand

Venue: Spcine booth

Promoted by: Spcine

8h30 pm - 01h am | Opening Night - Marché du Film

Venue: Plage des Palmes

May 15th (Thursday)

10h - 11h am | Conference: Audiovisual Ecosystem & the Brazilian Institutions

Venue: Main Stage

Promoted by: Brazilian Ministry of Culture

Speakers:

- Margareth Menezes (Brazilian Minister of Culture)
- Ricardo Neiva Tavares (Ambassador of Brazil in France)
- Joelma Gonzaga (Secretary of Audiovisual/Brazilian Ministry of Culture)
- José Luis Gordon (Director of Productive Development, Innovation and Foreign Trade/ Brazil's National Development Bank)
- Daniel Tonacci (International Programs Coordinator/ Brazilian Film Agency)
- Luisa Cela (Secretary of Culture of the State of Ceará)
- Eliane Parreiras (Municipal Secretary of Culture of Belo Horizonte)
- Lyara Oliveira (President of São Paulo's Public Cinema and Audiovisual Company)
- Leonardo Edde (President of RioFilme)

11h30 am | Encounter with the Senior Programmer of the Sundance Film Festival Heidi Zwicker

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

12h pm | Minas Gerais Reels

Venue: Palais G | Screening Room

Promoted by: Audiovisual Industry Union of the State of Minas Gerais (SINDAV/MG) and Municipality of Belo Horizonte/Minas Gerais

2h30 – 3h pm | Encounter with Venice Giornate degli Autori

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

3h30 pm | Meeting with the Paris Région

Venue: Village International | Pavilion 102

Promoted by: Cinema do Brasil

4h pm | Agreement signing Ceremony: Hubert Bals Fund + Projeto Paradiso + Spcine + Rio Filme

Venue: Cinema do Brasil booth

Promoted by: Paradiso Project, RioFilme and Spcine

5h pm | Encounter with the Brazilian Delegation

Venue: Cinema do Brasil booth

Promoted by: Ministério da Cultura and Cinema do Brasil (CdB)

May 16th (Friday)

10h - 11h15 am | Showcase Brasil - Cannes Docs

Venue: Lérins 4 screening room

1h – 2h pm | Encounter com Think Cinema. Think Brazil (HBRFF)

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

3h – 3h30 pm | Encounter with Locarno Pro

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

3h20 - 4h05 pm | Painel AfroCannes “Global South Co-Production Models”

Venue: Villa des Ministres 11 chemin Saint Nicolas

Promoted by: AfroCannes e Spcine

Speakers:

- Lyara Oliveira - President, Spcine - Brazil
- Robenson Lauvince - Director de “July 7”, Fundador, Clearshot Entertainment, Haiti + USA
- Joel Karekezi - Director, screenwriter, Silver Bear winner, Ruanda
- Inya Lawal – President / WIFT Africa Founder, Africa Creative Market, Ascend Studios, Nigeria

Moderators: Mitchell Harper - Curator, Producer, Consultant and Arts Manager, Founder of Ctr Alt Del, South Africa

3h30 - 4h30 pm | Mesa Spot the Composer - Music in Film: A Leading Character or an Invisible Force?

Venue: Palais Stage (Palais -1) & Online

Speakers:

- Mateus Alves - Composer
- Laura Bell - Music Supervisor (Bell Music Supervision)
- Florencia Di Concilio - Composer (Freelance)
- Justin Pechberty - Producer (Les Valseurs)

Moderators: Perrine Quennesson - Journalist

3h30 – 4h pm | Encounter with Locarno Film Festival

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

5h - 6h pm | Focus Session with the European Audiovisual Observatory

Venue: Palais Stage (Palais -1) & Online

May 17th (Saturday)

11h am - 1h pm | São Paulo Audiovisual Hub Launch Event

Venue: Plages des Palmes

Promoted by: Cinema do Brasil

12h - 2h pm | Festival Rio Goes to Cannes

Venue: Palais K Screening Room

Promoted by: Brazilian Ministry of Culture and Festival do Rio

2h - 3h pm | Encounter with the Doha Film Institute

Local: Stand Cinema do Brasil

Promoted by: Cinema do Brasil

2h05 - 3h pm | Painel “A Thematic Exploration of the New Faces of Brazilian Cinema”

Venue: Villa des Ministres 11 chemin Saint Nicolas

Promoted by: AfroCannes e Spcine

Speakers:

- Lyara Oliveira – President / Spcine
- Luiza Botelho – Director, screenwriter and producer
- Luis Lomenha - Director, screenwriter and producer

Moderators: Ernest White II - TV Host, Journalist, Travel Documentary Expert, Founder, Presidio Pictures, USA + Canada

**5h pm | HAPPY HOUR / CDB + SPCINE + RIOFILME + CREATIVESP + SP
STATE FILM COMISSION**

Vanue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

May 18th (Sunday)

9h - 11h am | Workshop on Policies to Prevent Harassment on Set

Local: 5 Rue des Belges | Cannes, 4^o floor

**Portuguese translation will be available*

10h - 11h am | Conference 02: With Who Can We (co)Produce in Brazil?

Venue: Palais Stage (Palais -1) & Online

Promoted by: Brazilian Ministry of Culture

Speakers:

- Marco Altberg - Indiana Produções Cinematográficas/ Federal Councillor - Brasil Audiovisual Independente (BRAVI)
- Keyti Souza - Têm Dendê Productions/ Managing Director - Association of Black Audiovisual Professionals (APAN)
- Juliana Soares - CEO – Destemida Filmes/ Member of the Association of Independent Brazilian Audiovisual Production Companies
- Eva Pereira - Eva Pereira - Founder - Cunha Porã Filmes / Director - Connection Center-West, North and Northeast Association (CONNE)
- Luiz Alberto Rodrigues - Luiz Alberto RODRIGUES – President – Fundacine/ Coordinator - Forum Audiovisual of Minas Gerais, Espírito Santo and the Southern states of Brazil.

Moderator: Morris Kachani - Executive Manager - SIAESP / Cinema do Brasil

**11h15 am -12h15 pm | Voices of the Majority in Film: Brazil's Black 54%
Can't Wait**

Promoted by: Nicho 54

Venue: The Viewpoint (Lérins)

Speakers:

- Robson Dias - Producer and Director (Búzios Films)
- Bethânia Maia - Executive producer and curator (Vaporosa Cultural)
- Pedro Santiago - Composer

Moderator: Markus Darien Thersio - Cordinator of International Relations (Instituto Nicho 54)

2h - 6h pm | VR Experience Activation Featuring São Paulo Content

Venue: Spcine booth

Promoted by: Spcine e Sétima Cinema

**Participation by appointment only*

May 19th (Monday)

9h - 10h30 am | Breakfast - Brazil Spotlight Producers - Producers Network

Venue: Producers Club

10h - 11h am | Conference: The Brazilian Audiovisual Industry: Dialoguing with Players

Venue: Palais Stage (Palais -1) & Online

Promoted by: Brazilian Ministry of Culture

Speakers:

- Ana Saito – Executive Producer / Gullane
- Gabriel Jacome – Content Director / TV Globo
- Marcio Fraccaroli - CEO / Paris Filmes
- Silvia Cruz – Founder and Executive Director / Vitrine Filmes

11h30 am - 12h15 pm | Encounter with the International Film Festival Rotterdam and Hubert Bals Fund

Local: Cinema do Brasil booth

Promoted by: Cinema do Brasil

4h - 4h30 pm | Encounter with the IFFR Pro

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

4h - 4h45 pm | Panel: “The Immersive Ecosystem in South America (LATAM): Untapped Potential”

Venue: Pantiero Immersive Village

Promoted by: Immersive Cannes e Spcine

Speakers:

- Lyara Oliveira (Spcine, Brasil)
- Maria Jose Diaz (Galgo Storytelling, Chile)
- Juan Manuel Escobar (Demiurgo, Colômbia)

5h30 pm - 7h pm | Case Study: “Building Bridges South-South” followed by the launch of the Spcine & NFVF Co-Development Call and Networking

Venue: Producers Club

Promoted by: Producers Network, Spcine e National Film and Video Foundation

Case Study:

“Why Poverty” de Juliana Vicente (Brasil)

“The march of the white elephants” de Neil Brandt (África do Sul)

May 20th (Tuesday)

10h am - 12h pm | Encounter co-production Brasil-França (BR|FR)

Venue: CNC Pavilion

Promoted by: CNC

**Closed activity for selected producers*

11h30 am | Encounter with the French co-production fund Aide aux cinémas du monde

Venue: Cinema do Brasil booth

Promoted by: Cinema do Brasil

12h30 pm | Encounter Sorfond

Local: Cinema do Brasil booth

Promoted by: Cinema do Brasil

May 21st (Wednesday)

10h - 10h30 am | Projeto Paradiso + Fundación Formosa launching

Venue: Cinema do Brasil booth

Promoted by: Projeto Paradiso