



PRESS RELEASE | FOR IMMEDIATE RELEASE

16th EDITION OF VENTANA SUR TO BE HOSTED IN URUGUAY: A NEW PARTNERSHIP BETWEEN THE MARCHÉ DU FILM, INCAA & ACAU

Paris / Buenos Aires / Montevideo – 17 July 2024

The **Marché du Film – Festival de Cannes**, **National Institute of Cinema & Audiovisual Arts of Argentina (INCAA)** and **Uruguayan Film & Audiovisual Agency (ACAU)** are pleased to announce a new partnership to bring the 16th edition of **Ventana Sur**, Latin America's premier audiovisual market, to Uruguay.

Scheduled to take place in **Montevideo** from **2 to 6 December 2024**, this will be the first *Rioplatense* version of the market and the first time Uruguay will host Ventana Sur, providing a unique opportunity for the country to welcome key players from the international audiovisual industry. This move also underscores Uruguay's growing influence as an audiovisual hub in Latin America, fueled by robust policies for sector development, international recognition of its artistic and technical talent, and extensive experience in producing national and international works.

The **Marché du Film** – the business wing of the **Festival de Cannes** renowned for attracting the world's leading buyers, sales agents, producers, distributors and international talents every year – has been instrumental in making Ventana Sur a key event on the international film calendar. The **Marché du Film**'s vast network and expertise, combined with **INCAA**'s in-depth knowledge of the Latin American market, have transformed Ventana Sur into an indispensable platform for audiovisual professionals.

Since its inception in 2009, Ventana Sur brings together over 4,000 accredited participants annually, including more than 250 buyers and sellers from across five continents. Attendees include representatives from major networks and international platforms who engage in business conferences, pitching sessions, one-on-one meetings, roundtables, and workshops. The event plays a crucial role in fostering international co-production, financing, and distribution of Latin American content.

This exciting new chapter for Ventana Sur not only highlights Rio de la Plata's role in the global audiovisual landscape but also promises to strengthen the ties between Latin American and international film industries, paving the way for innovative collaborations and groundbreaking projects.

For further information or media inquiries, please contact: pressemarchedufilm@festival-cannes.fr



NOTE TO EDITORS

About Marché du Film – Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the industry's largest international gathering of film professionals, bringing together an impressive network of film professionals spanning more than 140 countries. This includes buyers, sales agents, producers, distributors, streamers, festival representatives, financiers and more. With a variety of tailored programs, the Marché du Film is dedicated to strengthening the global film community by fostering strategic partnerships, facilitating project financing, showcasing the latest innovations and providing insights into the industry's latest challenges and trends — all within the illustrious and iconic setting of Cannes.

Website: www.marchedufilm.com

About the National Institute of Cinema & Audiovisual Arts of Argentina (INCAA)

The National Institute of Cinema and Audiovisual Arts (INCAA) depends on the Culture Secretary of the Nation. In accordance with the provisions of the Film Law and other current regulations, it is responsible for the encouragement, promotion, dissemination, and regulation of cinematographic activity throughout the territory of Argentina and abroad, as it pertains to national cinema. The first film institute, the predecessor of the current INCAA, was the National Cinematography Institute (INC), created in 1968 by the Film Law, later modified by National Law 17.741 (and its regulatory decrees). Its Presidency is currently held by Mr. Carlos Pirovano.

Website: www.incaa.gov.ar

About the Uruguayan Film & Audiovisual Agency (ACAUI)

The Uruguayan Cinematography and Audiovisual Agency (ACAUI) promotes the industry by building culture through Uruguayan stories. ACAUI's mission is to foster the sustainable growth of the film, audiovisual, and video game sectors in Uruguay, working in coordination with local and international public and private institutions. Their vision is to lead the consolidation of a dynamic film and audiovisual industry that is recognized worldwide.

Website: www.acau.gub.uy