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## BRAZIL NAMED 2025 COUNTRY OF HONOUR AT THE MARCHÉ DU FILM

BRAZIL TO SHOWCASE ITS VIBRANT FILM INDUSTRY  
& CULTURAL HERITAGE AT THE CANNES FILM MARKET,  
COINCIDING WITH THE BRAZIL-FRANCE SEASON

Paris – 26 February 2025

The **Marché du Film** – the world's largest international film market and gathering for film professionals – is proud to announce **Brazil** as the official **Country of Honour** for its highly anticipated 2025 edition, taking place **from 13 to 21 May** during the 78th Festival de Cannes. This prestigious recognition will shine a spotlight on Brazil's dynamic audiovisual industry, its creative talents, and its longstanding commitment to international collaboration.

Brazil's participation at the Marché du Film also aligns with the **Saison Brésil-France (Brazil-France Season)**, a cultural exchange initiative that celebrates the 200th anniversary of diplomatic relations between the two countries. This *Saison* will see both nations hosting a series of events that aim to strengthen their cultural, economic, and academic ties.

Organized in partnership with the **Ministry of Culture of Brazil** and in collaboration with the **Ministry of Foreign Affairs** — through the **Guimarães Rosa Institute (IGR)** and the **Brazilian Embassy in Paris** — as well as the **Brazilian Trade & Investment Promotion Agency (ApexBrasil)**, the Country of Honour program will bring together Brazil's leading filmmakers, producers, and decision-makers to engage with the international film community in Cannes. Through a rich lineup of events, Brazil aims to showcase the diversity and strength of its film and audiovisual industry, fostering dialogue to enhance co-productions and expand the global reach of Brazilian storytelling.

Brazil's participation will extend across several of the Marché du Film's key programs and will include film and documentary work-in-progress showcases, exclusive networking events and presentations of new international co-production initiatives. Specific program details will be announced in the coming months.

Brazil will also kick off the Marché du Film event by hosting the official Opening Night party at the iconic Plage des Palmes – the joint venue of the Festival de Cannes and the Marché du Film. This celebratory evening will immerse attendees in the spirit of Brazilian culture.

Throughout the market event, Brazil will be represented by several institutions inside the Palais des Festivals, serving as a central hub for networking, business meetings, and industry matchmaking. In addition, the country will take center stage at several industry panels and networking events, providing important spaces for promotion and business development for the Brazilian audiovisual sector.

**Margareth Menezes**, Brazil's Minister of Culture who will be in attendance in Cannes this year, highlighted the significance of this occasion, stating, "Brazil and France have long shared a strong and evolving partnership, and this extends to the world of cinema and the creative industries. As we celebrate two centuries of diplomatic relations in 2025, this occasion strengthens the cultural and artistic ties between our two nations."



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES



**BRASIL**  
COUNTRY OF HONOUR

**Joelma Gonzaga**, the Secretary of Audiovisual Affairs at the Ministry of Culture of Brazil who will also be in attendance in Cannes, added, "Brazil has always had a strong presence in international cinema, especially in Cannes. This has been consistently reflected at the Marché du Film and being the Country of Honor in 2025 further cements and amplifies this partnership. This is a unique opportunity to expand our connections, strengthen dialogues and show the world the diversity and creativity of Brazilian cinema. Furthermore, our presence aligns with the celebrations marking 200 years of diplomatic and cultural relations between our countries. We are ready to take this stage with the full strength of our industry!"

**Guillaume Esmiol**, Executive Director of the Marché du Film, expressed his enthusiasm for this collaboration: "We are thrilled to welcome Brazil as our Country of Honour for the 2025 edition of the Marché du Film. Brazil is a very creative country with a vibrant film industry. We have observed a steady rise in the number of Brazilian professionals in Cannes in recent years, with a +26% increase last year alone. With the added significance of the Brazil-France Season, this partnership is a symbol of the global strength of the Brazilian film industry and its strong relation with Cannes."

Brazil follows in the footsteps of Switzerland (2024), Spain (2023), and India (2022) as the fourth country to receive the Country of Honour title. Established by the Marché du Film, this initiative celebrates a different nation each year, recognizing its contributions to the global film industry.

*The Marché du Film – Festival de Cannes opens its doors on 13 May 2025, with the film market running until 21 May and the Festival concluding its activities on 24 May.*

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**About Marché du Film – Festival de Cannes**

The Marché du Film, the business hub of the Festival de Cannes, is the world's largest international gathering of film professionals, bringing together over 15,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Producers Network, Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry – all set against the prestigious and iconic backdrop of Cannes.

Website: [www.marchedufilm.com](http://www.marchedufilm.com)

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**About the Ministry of Culture of Brazil**

The Ministry of Culture (MinC) is responsible for planning and implementing Brazil's national cultural and arts policies. The structure of the Ministry includes agencies that provide direct and immediate assistance to Minister Margareth Menezes, seven secretariats (Executive Secretariat; Secretariat for Citizenship and Cultural Diversity; Secretariat for Copyright and Intellectual Property; Secretariat for Creative Economy and Cultural Promotion; Secretariat for Education, Books and Reading; Secretariat for Audiovisual Production; Secretariat for Cultural Committees), four collegiate agencies (National Council for Cultural Policy; National Commission for Cultural Incentives; National Cultural Fund Commission; Superior Council for Cinema) and State Offices in all states of the Federation. The Ministry of Culture also has seven linked entities (National Cinema Agency; National Institute of Historical and Artistic Heritage; Brazilian Institute of Museums; National Library Foundation; Rui Barbosa House Foundation; Palmares Cultural Foundation and National Arts Foundation).

Website: <https://www.gov.br/cultura/pt-br>