



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**WB WINSTON | BAKER**

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**WINSTON BAKER, IN PARTNERSHIP WITH THE MARCHÉ DU FILM,  
TO HOST 15TH ANNUAL INTERNATIONAL FILM FINANCE FORUM  
WITH ARI ASTER, LARS KNUDSEN, MPA, FILMHEDGE, MIRAMAX,  
PINKY PROMISE, AND MANY MORE**

*Paris & Zurich – 7 May 2025*

**Winston Baker**, leading global producer of entertainment conferences, will be hosting its highly anticipated **15th Annual International Film Finance Forum**, in partnership with the **Marché du Film**, on the Main Stage of the Palais des Festivals during the 78th annual Festival de Cannes on **Friday, 16 May 2025**.

A key fixture in Cannes' industry calendar, the Forum brings together top filmmakers, financiers, and executives to explore cutting-edge trends reshaping the global entertainment landscape. From shifting finance models and international tax strategies to independent greenlights and co-productions, the program offers a front-row seat to key trends through panels and fireside chats with influential voices in film and television.

Part 1 of this year's program kicks off Friday afternoon with two dynamic fireside chats. The first session dives into the complex and ever-changing world of tax credits and production incentives, featuring two leading experts who will break down what filmmakers need to know today. Next, the CEOs of two powerhouses of international co-production – The New Zealand Film Commission and Screen Australia – will explore how their countries collaborate to bring world-class film and television storytelling to global audiences.

New for 2025, Part 2 of the Forum will debut *The Shifter(s) Series: Fireside Chat with Ari Aster & Lars Knudsen* on Monday, May 19, from 11:30 a.m. to 12:30 p.m. at Plage des Palmes, the Festival and Marché's official beachside venue. Ari Aster and Lars Knudsen, co-founders of Square Peg, are known for some of the most memorable and bold films in recent years, including *Hereditary*, *Midsommar*, and *Beau Is Afraid*, as well as their work producing for other groundbreaking directors. Following the premiere of their latest film, *Eddington*, the duo will join The Hollywood Reporter's Georg Szalai for a conversation exploring their creative process at Square Peg and what lies ahead in the world of cinema.

This year's lineup of industry executives credits include: *The Holdovers*, *The Beekeeper*, *The Gentlemen*, *Birdman*, *Concrete Cowboy*, *Hacksaw Ridge*, *The Last Showgirl*, *Eagle vs Shark*, *The Sand Castle*, *The Deliverance*, *Den of Thieves 2*, and many more. These distinguished speakers bring a wealth of expertise from leading organizations such as the Motion Picture Association (MPA), Miramax, Ramo Law, Media Capital Technologies, New Zealand Film Commission, Pressman Film, Pinky Promise, Fifth Third Bank, NOEMA Global, Imani Media Group, Tucker Tooley Entertainment, Electric Entertainment, FilmHedge, Pryor Cashman, and more!

**Amy Baker**, the CEO & Co-Founder of Winston Baker stated, "We are thrilled to announce our continued partnership with the Marche du Film, celebrating a remarkable 15 years in Cannes. As we return for our 17th anniversary in business, we are filled with gratitude for the opportunity to leverage this powerful platform and support such a resilient, creative community. Together, we connect with a global audience, providing individuals from every corner of the world with the chance to learn, engage, and be inspired by insights from our industry experts."



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Winston Baker is also pleased to announce another event on Monday, 19 May from 4:00pm – 6:00pm: *Dreamina AI & Bladerunner Culture presents **New Opportunities for Sci-Fi Films in the AI Era** in association with Winston Baker.*

This program explores how artificial intelligence is transforming sci-fi storytelling — highlighting emerging talent, international collaboration, and the creative potential of AI-generated content. More details are available at: [www.winstonbaker.com](http://www.winstonbaker.com).

The International Film Finance Forum is developed with the support of Gold Partner and FilmHedge, as well as supporting partners, including MPA EMEA, Ramo Law, NOEMA Global, Fifth Third Bank, and The New Zealand Film Commission. The event is further supported by media partners, The Hollywood Reporter, FilmFestivals.com, Yes She Cannes and The Shift.

*All Marché du Film and Festival accredited badge holders will be granted free admission.*

**For press inquiries, please contact:**

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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 Winston Baker**

Winston Baker is a global leading entertainment industry content curator, addressing strategies for Entertainment Finance, Music, Innovation, Web3, Sports and Ent-Technology. Since 2008, Winston Baker has excelled in bringing together seasoned and visionary entertainment professionals from around the world. They have successfully organized sold out conferences across the United States, Europe, Saudi Arabia, China, Pacific Asia, United Kingdom and Latin America, along with a lineup of exciting virtual programming.

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