



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS REVIEW
Variety

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Author: Rafa Sales Ross

Brazil Brings Tropical Flair, a Sense of Resurgence to Marché du Film Opening Party

[Brazil](#) brought its tropical flair to the Croisette for the opening party of this year's [Marché du Film](#), held at Plage des Palmes and co-hosted by the market's Executive Director, Guillaume Esmiol. The evening, which was infused with Brazilian culture and festivities, saw the presence of the country's Minister of Culture, Margareth Menezes, as well as Audiovisual Secretary Joelma Gonzaga, and officially marked the start of a series of special activities and initiatives centered around the South American country at the market.

Brazil, the Marché du Film's 2025 Country of Honor, is currently undergoing a strong resurgence and has a prominent presence at the French festival this year, with the country's industry delegation doubling in number from 2024. It is now the country with the highest number of participants in Latin America and a burgeoning global power, actively focusing on attracting international partners and fostering co-productions. This momentum has not gone unnoticed by the market, with several leading names in the industry attending the opening night celebrations and in town to possibly get a better understanding of how to collaborate with Brazil.

Amongst attendees in Marché's opening party were the director of Berlinale Pro Tanja Meissner, Unifrance's Deputy General Manager Gilles Renouard, plus sales agents such as Irene Airoldi from Spain's Filmax, as well as Ambassador of Brazil in France Ricardo Neiva Tavares, Rio Film Festival head Ilda Santiago, President of Spcine Lyara Oliveira, and RioFiime President Leonardo Edde. Lauded Brazilian singer Luedji Luna was the night's musical attraction.

The following morning, at the opening session of panels revolving around Brazil Country of Honour, Esmiol praised the country's hosting abilities, as well as highlighted its importance in the market. "It's very important for us to help countries with high ambitions to be able to present their initiatives," he said when speaking of the process of choosing Brazil as the Country of Honor. "We have double the number of Brazilian professionals at the Marché du Film. That's great, but the point is not only for them to come in general but to connect with the international film industry."

And Brazil is connecting indeed. It's early days of Cannes still, but several buzzy projects involving the South American giant have already been announced, including [Globoplay's](#) "In the Garden of the Ogre," an adaptation of Cannes jury member Leila Slimani's debut novel directed by Carolina Jabor ("Good Luck") and starring Alice Braga ("Queen of the South"); Viola Davis's Ashé Ventures boarding "The Girl Who Could Fly," Maria Farinha Filmes' biopic of trailblazing Black Brazilian gymnast Daiane dos Santos; Carlos Saldanha wrapping production on open sea epic "100 Nights," picked up by Global Constellation, and the Rotterdam Festival's 's Hubert Bals Fund teaming with three leading Brazilian film promotion orgs – Spcine, RioFilme, Projeto Paradiso – to launch HBF+Brazil: Co-development Support.

Speaking at the opening panel at the Marché, Minister of Culture Margareth Menezes highlighted that "Brazil is in a place of global prominence." Of the momentum, the Minister categorically said: "We've officially entered the pitch and we are a competing player."



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