



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS REVIEW**  
Variety

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Author: John Hopewell, Jamie Lang

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## **Ventana Sur Returns to Buenos Aires for 17th Edition**

[Ventana Sur](#)-Río de la Plata, Latin America's biggest dedicated film-TV industry market drawing some 3,000 delegates each year, will return to Buenos Aires for its 17th edition from Dec. 1-5, 2025.

Co-organized by the Marché du Film-Festival de Cannes, the National Institute of Cinema & Audiovisual Arts of Argentina (INCAA) and the Uruguayan Film & Audiovisual Agency (ACAU), this year's event will be hosted for the first time at the majestic Palacio Libertad, a landmark venue in the heart of the Argentine capital. Ventana Sur will occupy two floors with two screening rooms for 95 people in each.

Marché du Film executive director Guillaume Esmiol, INCAA President Carlos Pirovano and newly-appointed ACAU President Gisela Previtali will act as Ventana Sur co-directors. Ralph Haiek, former INCAA president over 2017-19 and Screen Capital co-founder, has been appointed Ventana Sur executive director.

Founded in 2009 by INCAA and the Marché du Film, Ventana Sur has long served as market putting Latin American talent and titles on the radar of Europe's sales agents.

For 2010, when literally hundreds of producers descended on the market, looking to capitalise on ever more bullish subsidy systems in major Latin American markets to drive into regional co-production, Ventana Sur has also become a key meeting point. Adding a pioneering genre forum Blood Window, a top-notch Animation! Section organized in collaboration with Annecy, and events for TV, documentaries and video games, the market has skilfully tapped into growth axes driven by both the creative passions of a new generation of writers directors and market dynamics. for professionals from across the global audiovisual industry.

In 2024, the market expanded significantly with the inclusion of Uruguay film-TV agency ACAU as a co-organizer and the launch of its first-ever edition in Montevideo, Uruguay – a definite hit with delegates – making way for a trifecta of organizers for the Rio de la Plata 2025 edition. The 2026 edition will return to Montevideo as part of a three year contract with the INCAA.

"Following the impressive success of the 2024 edition in Montevideo, Uruguay, the return to Buenos Aires underscores the shared commitment of the Marché du Film, INCAA, and ACAU to foster deeper connections between Latin America and the global industry, while creating new platforms to amplify regional voices and talent. All programs and activities are co-developed in close collaboration by all three partner institutions," the three partners said in a statement Monday at Cannes.

"The 2025 edition will continue to grow its support for emerging talent and foster long-term collaboration between Latin America and the world, further establishing Ventana Sur as a vital platform for the global film and audiovisual industry," they added, noting that the 2025 edition aims to further expand its support for emerging creators and deepen transcontinental industry relations.



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Esmiol, Haiek and Previtali told *Variety* that the event would maintain its classic sections, “Ventana Sur has become a vital bridge between Latin America and the global industry, a space where deals are made, new projects are discovered and lasting partnerships are forged. We’re proud to contribute our international network and expertise to help grow this unique event. We look forward to delivering an ambitious and impactful edition in Buenos Aires,” said Esmiol, telling *Variety* that some new initiatives and the launch of calls for project submissions will be announced at a later date.

“We are thrilled to bring Ventana Sur back to Argentina for its 17th edition,” he said. “This year, under the expert leadership of our executive director Ralph Haiek, we are poised to elevate the market to new heights, celebrating Latin American talent and strengthening our international connections,” concurred Carlos Pirovano, President of INCAA, highlighting Argentina’s central role as a creative hub.

“An event of this caliber is key to establishing connections with other film industries, leading to international co-productions, external financing and access to new markets,” said Previtali.

“Hosting participants from diverse countries in the Río de la Plata region showcases our professionals and reflects Uruguay’s long-term commitment to the growth of the audiovisual sector,” she added.

“We will focus on the film market,” said Haiek. “That’s relevant and very much needed at this moment of large market challenges but a greater protagonism in the value chain of distributors and sales agents.”

**Source :** <https://variety.com/2025/film/news/ventana-sur-marche-du-film-incaa-acau-1236403532/>