
Ventana Sur confirms dates for its 2026 market edition in Montevideo, Uruguay

The Marché du Film, ACAU and INCAA, co-organizers of Ventana Sur, Latin America's leading audiovisual market, announce that the 2026 edition will take place from 30 November to 4 December in Montevideo, Uruguay.

CANNES, MONTEVIDEO, BUENOS AIRES – 18 May 2026

Ventana Sur continues to expand through its “Río de la Plata” format, a structured model between Montevideo and Buenos Aires, designed to strengthen the market's continuity and reinforce connections across the Latin American audiovisual industry.

Following a highly successful first edition in Montevideo in 2024 and its return to Buenos Aires in 2025, the Uruguayan capital will once again host the market for five days of meetings, screenings and networking events, from **30 November to 4 December 2026**. The event will take place across several emblematic venues in the city, including the national cultural center **Sodre**, the **Cinemateca Uruguaya** – which will host the market screening – and the historic **Teatro Solís**.

Since its creation in 2009, Ventana Sur has established itself as the leading audiovisual market in Latin America, bringing together more than 3,000 international professionals each year around the financing, co-production and circulation of Latin American content. Through its main sections and initiatives dedicated to feature films, series, animation, documentaries and new forms of creation, the market continues to actively support the evolution of the regional audiovisual industry.

Ventana Sur's growing international momentum was further highlighted during the 2026 Marché du Film in Cannes, notably through a curated program of events, including the Ventana Sur **Goes to Cannes** showcase – featuring a selection of Latin American works-in-progress presented to sales agents, distributors and festival programmers – as well as a dedicated panel with key representatives from ACAU and INCAA. The program also included a case study session and a networking cocktail, bringing together the Latin American and global film communities.

“Ventana Sur has established itself as the essential destination where the excellence of the Marché du Film converges with the Southern Hemisphere's summer. As Uruguay prepares to host this market for the second time, we face a formidable new challenge: to deliver an edition that rises to the complexities of today's global landscape. In this era, fostering meaningful encounters and co-productions is vital to asserting the value of our industry. This event serves as a strategic cornerstone to elevate our local talent and the profound sophistication of our regional cinematographies,” said **Gisella Previtali**, President of ACAU and Co-Director of Ventana Sur.

“Ventana Sur now plays an essential role in strengthening connections between Latin America and the international industry. The Río de la Plata format allows this momentum to be sustained over time while increasing the visibility of the region's talents and content,” said **Guillaume Esmiol**, Executive Director of the Marché du Film and Co-Director of Ventana Sur.

“The Buenos Aires edition of 2025 showed us that Ventana Sur is not only a market — it is a laboratory for the future of Latin American content,” said **Ralph Haiek**, Executive Director, Ventana Sur Argentina 2025. “VS Tech was at the heart of that, bringing together the creative and technological talent that transforms stories into properties capable of crossing every screen and every border. Building IP that truly reaches audiences is no longer a challenge unique to Hollywood; it is our challenge — and we are

meeting it. As we look toward Montevideo 2026, the momentum we built around IP creation and technological innovation will be central to what makes this market indispensable for the region."

The 2026 edition will feature Ventana Sur's flagship programs, including **Primer Corte**, **Copia Final**, **Proyecta**, **VS Docs**, **VS Shortfilms**, **VS Guiones**, **VS Tech**, **VS Fantastic** and **VS Animation**, special networking activities for producers along with its full range of market activities dedicated to international sales.

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Official Website for Ventana Sur: www.ventana-sur.com

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About the Marché du Film

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, and 250 industry events — providing a vibrant platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry.

Website: www.marchedufilm.com

About Uruguayan Film & Audiovisual Agency (ACAUI)

The Uruguayan Cinematography and Audiovisual Agency (ACAUI) supports the audiovisual industry by promoting culture through Uruguayan storytelling. Its mission is to foster the sustainable development of the film, audiovisual and video game sectors in Uruguay, in coordination with public and private institutions at both local and international levels. ACAUI works to strengthen a dynamic film and audiovisual industry with growing international recognition.

Website: www.acau.gub.uy

About 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