



16th  
ANNIVERSARY

FESTIVAL INTERNATIONAL  
DU FILM  
PANAFRICAIN

CANNES

APRIL 17-21, 2019

**PRESS RELEASE**  
**+BECOME A PARTNER**



“The 'Festival International du Film Panafricain' at the heart of the film and art industry”

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## **PRESIDENT OF THE FESTIVAL**

**EITEL BASILE NGANGUE EBELLE**  
*MEDAL OF WONDER IN THE  
ACADEMY, ARTS, SCIENCES AND  
LITERATURE*

I created the "Festival Internationale du Film Pan-Africain" (FIFP) to show unity; the universally common factor in diversity. For me, the ignorance of one without the other is a source of conflict and cinema is a beautiful tool which teaches beauty and tolerance. My idea was to show that through a concept that seems at first reserved for a specific community, one can discover the whole world. A place where the trades of cinema come in various forms. Cinema has the advantage of being an art that draws together almost all the other artistic activities. Within cinema, we can find performing acts, music, photography, beauty, aesthetics, fashion, and literature...

Our objective is to promote the riches of Pan-African cinema. A few years from now, the market for Pan-African arts will be considerably more valuable. Tomorrow is now. There is enormous potential that must be brought to light. This ideal is an "active dream" that has made the African and his diaspora what it is today. This was the driver for Mandela as well as Obama and many others ...Pan-Africanism is a central hub of universalism. It contains all the lights, those of ancient Egypt and those of this world's future. In short, it is infinite beauty.



# PRESENTATION

## VENUES

### ESPACE MIRAMAR

65 Boulevard de la Croisette



## CANNES FRANCE



# PRESENTATION

## AN EVENT FOR THE PUBLIC AND PROFESSIONALS

The International Pan-African Film Festival of Cannes offers you a Salon for 5 days in addition to its traditional projection activities. It is a market focusing on cinema, arts, beauty, well-being, fashion, hairdressing, music, innovation. This pole of economic dynamics sensitive to the spirit of entrepreneurship integrates the quest for knowledge and discovery. This professional and friendly space is open to the public.

The quality of the films presented at the FIFP since the creation of the Dikalo awards in 2006 are related to the excellent work and the diverse professionals which comprise its panelists. This gives our festival a global reverence. In fact, all the films awarded by the FIFP have enjoyed international acclaim. For example, Rigoberto Lopez, the first winner of the Dikalo in 2006 and great Cuban director, marked his era through the beauty of his work "Roble de Olor - Parfum de Chêne". In 2017, Jean-Claude Bariny's "Gang des Antillais" received the Dikalo for best feature length film.



The DIKALO awards are presented by professional panelists. The DIKALO (meaning “message” in the Cameroonian language Doula) is awarded to the best full feature and short film (in the category of fiction), to the best documentary, and to the best actress and actor. In addition, the a viewer’s choice Dikalo award is also awarded through votes from the public.



## PRESENTATION

# THE FESTIVAL IN A FEW NUMBERS

# 15

YEARS OF EXPERIENCE

# 75+

DIKALO  
AWARDS PRESENTED

P E R E D I T I O N

# 5

DAYS OF VIEWINGS AND  
EXPOS

# 70

FILMS PRESENTED ON  
AVERAGE

# 30+

VOLUNTEERS

# 5000+

VISITORS



# WHY BECOME A PARTNER?

The "Festival International du Film PanAfricain" allows an ideal opportunity to promote your products and services. It also allows you to let yourself be known, and allow your work and your world to be discovered. More than 5,000 visitors come together every year to attend this great event.

An effective communication campaign will be set up for the occasion. The campaign will involve several media such as: television, radio, press, posters, with a large opportunity for exposure for your organization during the event.

Since its creation, the FIFP has always been eco-friendly. Our sustainable business model includes:

- Carpooling
- Volunteers & Trainees often living in the Cannois region
- The use of biodegradable products
- Recycling of paper
- We favour Fair Trade products (in collaboration with Artisans du Monde Nice)







**PARTICIPATE IN THE  
FESTIVAL ACCORDING  
TO YOUR DESIRES**

# OUR OFFERS

SILVER  
2500€

**Display your logo on our media platforms:**

- On our website: [www.fifp.fr](http://www.fifp.fr)
- Broadcast before each film viewing  
5 festival all access passes  
One 4x2 meter stand

GOLD  
5000€

**Display your logo on our media platforms:**

- On our website: [www.fifp.fr](http://www.fifp.fr)
- Broadcast before each film viewing  
10 festival all access passes  
One 6x2 meter stand

DIAMOND  
10000€

**Display your logo on our media platforms:**

- Posters
- On our website : [www.fifp.fr](http://www.fifp.fr)
- Teaser + Broadcast before each film viewing
- One roller banner displayed at the event venue  
20 festival all access passes  
One 1/2 page spread in the event program  
Organized press conference and a 10m<sup>2</sup> stand

# OUR OFFERS

COUNTRIES /  
COMPANIES /  
INSTITUTIONS /  
NGOs /  
DONORS /  
HONORED  
GUESTS

30 000€

Display your logo on our media platforms:

- Flyers
- Posters
- On our website: [www.fifp.fr](http://www.fifp.fr)
- Advertised on the front page of our website
- Teaser
- One roller banner displayed at the event venue

30 festival all access passes

1 page spread in the event program

Organized press conference and a 10m<sup>2</sup> stand

1 day dedicated to the country as well as a dinner organized by your care

Promotion of a film about the country

à partir de  
5000€

**Create your own event at our festival**





# THEY'RE TALKING ABOUT IT



**TACKBORSE.TV**

Le portail officiel de la culture burkinabè  
The official cultural portal from Burkina Faso



**l'Humanité.fr**



A photograph of two women standing outdoors. The woman on the left has brown hair and is wearing sunglasses and a dark blue top. The woman on the right has long black braids and is wearing a blue top with white stars. They are both holding microphones, suggesting an interview or a podcast recording session. In the background, there is a body of water and a blue banner with yellow text that partially reads "USA : HIER, AUJ".

# THEY'RE TALKING ABOUT IT

"This is easily the most memorable festival that I've ever had the pleasure to participate in. I just wanted you to know that you really inspired me in many ways. I gladly feel like I now must inspire others, as you and the Festival International du Film PanAfricain have done for me. I felt like I got in touch with the deepest part of myself, a feeling beyond words." **Ken Wyatt, producteur**

"I had a lovely time and met some beautiful people. I made some friendships and I hope to collaborate with others I met in the future as well." **Marvin Glover**

"Great festival! Please submit your project to be screened." **Nuria Dixon**

"On behalf of the cast and crew of (short film) Greenwood, thank you! Working with the FIFP team has been a fantastic experience. Communication was excellent, and we are elated to receive the Dikalo award for Best Short Film! We look forward to being a part of future festivals here." **Chyna Robinson**

# OUR PARTNERS







For more information, for registration, to contact us  
or to support the association, please visit  
[www.fifp.fr](http://www.fifp.fr)

Book your stand today or register your film  
> Registration forms are available on our website

Accommodations in Cannes  
> For hotel or apartment rentals, we will direct you  
according to your budget and your needs

For any other information, we will be at your disposal  
and we count on your attendance.

## Contact Us

Festival International du Film PanAfricain  
Association Nord-Sud Développement  
32, rue Louis Périssol – 06 400 Cannes  
**06 10 04 69 44**

**contact@fifp.fr**

Association agréée jeunesse et Education Populaire Ministère de la santé, de la jeunesse et des sports n° 06514 Siret  
440 191 08800028 - Code APE : 923A activités artistiques

