



AfroCannes

*In the business of diversity
& inclusivity in films*

**2026
Report**

**The Future of
Narrative &
Cultural
Sovereignty**

The ultimate
Diversity & Inclusion
event during Cannes
Film Festival
since 2021

**YANIBES
FOUNDATION**

AfroCannes 26 | Strategic Impact Report

Global Reach · Industry Influence · Partnership Development

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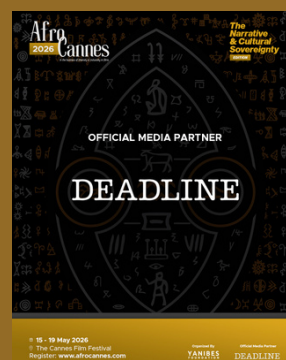
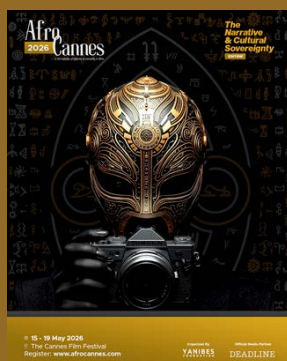
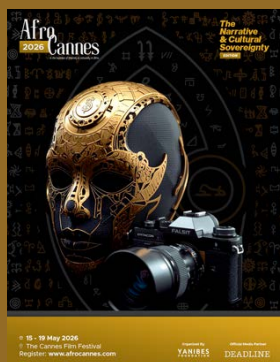
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Executive Summary



AfroCannes continued to strengthen its position in 2026 as an international platform held during the Festival de Cannes, convening filmmakers, producers, investors, policymakers, cultural institutions, technology leaders and creative professionals to advance African and diaspora storytelling while fostering international collaboration, business development and cultural exchange. Guided by the theme "Narrative & Cultural Sovereignty," the 2026 edition delivered a programme of conferences, masterclasses, screenings and curated networking experiences across two venues in Cannes, creating opportunities for dialogue, partnership development and cross-sector collaboration.

Held from 15–19 May 2026, AfroCannes welcomed more than 2,000 registered delegates, approximately 1,800 in-person participants, 125 international speakers, 51 strategic partners, and representatives from more than 90 countries and territories. The platform facilitated industry exchange across film, television, music, technology, finance, education and cultural policy, reinforcing its role as a catalyst for international partnerships and the growth of the global creative economy. This report presents the strategic outcomes, international reach and collective impact of AfroCannes 2026 for partners, institutions, sponsors and stakeholders.



Duration: 5 days



Date: Tentatively 15, 16, 17, 18 and 19 May 2026



Venues: Villa des Ministres, Cannes
Technikart Yatch



Strategic focus: general film trade / promotion / advocacy / content sourcing / financing / filming location promotion / distribution / partnership / education



Audience: Entire film industry ecosystem



Associated Event: African Pavillon



Geographic Focus: Global



Location: Cannes France



Day Activities: Presentations, panel discussions, screenings, site visits



Evening Entertainment Activities: Cocktail receptions, parties



Networking Activities: Meet & Greet, Cocktail



Promotional Activities: Product Showcase, Technology Showcase



Access: Free but requires registration on www.afrocannes.com



AfroCannes 26 | Narrative Sovereignty

What is AfroCannes?

AfroCannes is an international platform held during the Festival de Cannes that brings together filmmakers, producers, investors, distributors, policymakers, cultural institutions and creative leaders to advance African and diaspora storytelling while fostering international collaboration, business development and cultural exchange.

Our Purpose

AfroCannes creates opportunities for dialogue, financing, talent development, market access and cross-border partnerships by connecting the global creative industries with Africa and its diaspora.

2026 Theme

Narrative & Cultural Sovereignty

Exploring how creators, institutions and industries can strengthen ownership of stories, expand international collaboration and shape a more inclusive and sustainable global audiovisual ecosystem.



Duration: 4 -5 days

Start time: 9.00 AM

Closing time: 7.00 PM



Dates:

Friday, May 15, AfroCannes Day One

Saturday, May 16, AfroCannes Day Two

Sunday, May 17, AfroCannes Day Three

Monday, May 18, AfroCannes Day Four

Tuesday, May 19, AfroCannes Day Five



Venue:

Villa des Ministres, Cannes

Technikart Yacht



Day Activities: Panel discussions, screenings, masterclasses and cocktail reception



Networking:

May 15: Zambia Cocktail

May 16: Miriam Makeba Cocktail

May 19: Captain Beth Powell Cocktail

May 19: Closing & Fashion Party



Geographic Focus: Global



Strategic focus: general film trade / promotion / advocacy / content sourcing / financing / filming location promotion / distribution / partnership / education & training



Audience: Entire film industry ecosystem



Associated Event: African Pavillon



Promotional Activities: Product Showcase, Technology Showcase



Access: Free but requires registration on www.afrocannes.com

AfroCannes by the Numbers



AfroCannes is more than an event. It is a year-round platform that connects creative talent, industry leaders, public institutions and private partners to strengthen international collaboration and expand opportunities for African and diaspora storytelling within the global creative economy.

Stats	General	Details	Average
Number of attendees	1800	300 = per day	30 per session
Sessions	30	29 Panel Discussions 8 Interviews 3 Masterclasses	30 min to 60 min panels
Number of speakers	125	35+ per day	Average 3 panelists per sessions
Networking	4 Cocktail Receptions: • Zambia • Miriam Makeba Cocktail • Beth Powell 1 Closing Fashion Party with Orun	Minimum 50 person per cocktail and 150 at the afterparty	Average of 50 guests per cocktail reception
Number of partners	51	• Zambia, Country Partner • Pitch Session Partners: Congo + Japan • Audience Amplification Partners: Fanbase • Distribution Partner: MUBI • Film Destination Partner: Ambassade de France au Nigeria • CCI Development Partner: Orun Africa	
Special Guests	8	• Vic Mensa (Actor, Rapper) • Jimmy Jean-Louis (Actor) • Anshuman Jha (Actor) • Will Aime (Content Creator) • Lavalle Lavette (CEO Afrexhimbank Film Fund) • Rhavynn Drummer (Casting Director) • Ty Walker (Producer) • Juan Atkins (Musician)	
Articles	10 articles		
Social Media	900,000 Accounts reached on Instagram	800+ stories & mentions	800 posts



AfroCannes Highlights



AfroCannes 2026 marked a significant step in the platform's international development, expanding its geographical reach, strengthening its strategic partnerships and delivering its most comprehensive programme to date. The edition reinforced AfroCannes' role as a platform where creative talent, industry leaders and institutions converge to exchange ideas, build partnerships and shape the future of African and diaspora storytelling.



International Expansion

- Representatives from 92+ countries and territories
- Expanded institutional participation
- Increased international visibility



Industry Leadership

- 125 international speakers
- Producers
- Investors
- Festival executives
- Technology leaders
- Government representatives



Program

- Conferences
- Masterclasses
- Roundtables
- Official Screenings
- Business Meetings



Strategic Partnerships

- 51 partners
- Media
- Universities
- Governments
- Film Commissions
- Technology Companies



Networking

- Four networking receptions
- Yacht networking experience
- VIP industry meetings



Storytelling

- Four official screenings
- Filmmaker Q&As
- Cultural dialogue

AfroCannes Global Outreach



AfroCannes 2026 marked a significant step in the platform's international development, expanding its geographical reach, strengthening its strategic partnerships and delivering its most comprehensive programme to date. The edition reinforced AfroCannes' role as a platform where creative talent, industry leaders and institutions converge to exchange ideas, build partnerships and shape the future of African and diaspora storytelling.



7
Continents

92
Countries



1800
Physical Attendees



29
Sessions



125
Speakers



4
Cocktails + Party



2
Screenings



51
Sponsors & Partners



900,000
Social Media
Accounts Reached



56,000
Contacts Reached

Continents / Regions	Countries	#
Africa	South Africa, Nigeria, Kenya, Ghana, Rwanda, Zambia, Côte d'Ivoire, Morocco, Tunisia, Senegal, Ethiopia, Namibia, Botswana, Uganda, Sudan, Zimbabwe, Angola, Cameroon, Togo, Benin, Lesotho, Madagascar, Sierra Leone, Guinea, Guinea-Bissau, Cabo Verde, Egypt, Congo, DR Congo, Burkina Faso, Liberia, and Mauritius	32
Asia + Australia	Japan, China, India, South Korea, Philippines, Singapore, Taiwan, Thailand, Kazakhstan, Australia	10
Caribbeans	Puerto Rico, Jamaica, Barbados, Trinidad & Tobago, Martinique, Guadeloupe, French Guiana, Suriname, and Saint Kitts & Nevis	9
Europe	France, Germany, United Kingdom, Italy, Spain, Portugal, Belgium, Netherlands, Switzerland, Sweden, Finland, Denmark, Norway, Estonia, Poland, Czechia, Austria, Ireland, Luxembourg, Monaco, Bulgaria, Slovakia, Hungary, Serbia, Croatia, Latvia, Lithuania, Greece, Ukraine, Kosovo, Romania, Russia, Malta, Cyprus, Georgia, Iceland, and Albania.	37
Middle East	Qatar, UAE, Bahrain	3
North America	United States, Canada, Mexico	3
South America	Brazil, Colombia, Costa Rica, Peru, Ecuador	5

Why International Representation Matters

The diversity of participating countries reflects AfroCannes' ability to connect mature film industries with emerging creative economies, creating opportunities for co-production, investment, skills development and long-term international collaboration.

Global Industry Leaders & Distinguished Guests



The strength of AfroCannes lies not only in the number of speakers it convenes, but in the breadth of expertise represented across the international audiovisual ecosystem. The 2026 programme brought together filmmakers, producers, investors, festival executives, policy makers, technologists, journalists, educators and cultural leaders, creating opportunities for dialogue across every stage of the creative value chain. (the list below is non-exhaustive)



Film Production, Directing & Storytelling

- **Kalungi Ssebandeke**, Actor, Writer, Director & Producer, United Kingdom + Uganda
- **Jimmy Jean-Louis**, Actor, Producer & Author, Haiti
- **Juliet Ibrahim**, Actress & Producer, Ghana
- **Anshuman Jha**, Actor, Producer & Director, India
- **Wil Aime**, Director & Digital Creator, France
- **Mandlakyase Dube**, Award-Winning Director, Producer & Screenwriter, South Africa
- **Paul Russell**, Producer, Director & Founder, Millstream Films & Media, United Kingdom + Italy
- **Tomomi Furuyama**, Producer, Japan



Festivals, Markets & International Programming

- **Petri Kemppinen**, Executive Producer & Audiovisual Strategist, Finland
- **Sten-Kristian Saluveer**, Academy Award-Nominated Producer & Strategist, Estonia
- **Heidi Zwicker**, Senior Programmer, Sundance Film Festival, United States (programmed)
- **Mimi Plauché**, Director, Chicago International Film Festival, United States
- **Faridah Gbadamosi**, Senior Film Programmer & Curator, Tribeca Festival, United States
- **Salym Fayad**, Director, MUICA African Film Festival, Colombia
- **Robyn Citizen**, Director of Programming, TIFF, Canada



Finance, Investment & Business

- **Erik Gordon**, VP Corporate Partners, FilmHedge, United States
- **Taylor Williams**, Venture Capitalist, Cleveland Avenue, United States
- **Arthur Cohen**, Executive Producer, France + United States
- **Mimo Kabbara**, Founder, Major Events Media, France + Canada + Lebanon



Casting & Representation

- **Nancy Bishop**, Emmy Award-Winning Casting Director, United Kingdom + Czech Republic
- **Luci Lenox**, Casting Director & Founder, The Actors Home, Ireland + Spain
- **Rhavynn Drummer**, Casting Director & Founder, RAD Media Studios, United States
- **Caprice Crawford**, Founder, Crawford Talents, United States + Germany



Artificial Intelligence, Technology & Innovation

- **Zoe Ramushu**, Producer & Founder, Wrapped, South Africa + Zimbabwe
- **Filson Ali**, Producer & Founder, Camera X, Sweden + Somalia
- **Donnie Beamer**, Senior Tech Advisor, City of Atlanta, United States
- **Justin Dawkins**, Interim COO & Product Steward, Fanbase, United States
- **Noah Washington**, Partnerships Lead, Fanbase, United States



Media & Journalism

- **Zac Ntim**, International Film Reporter, Deadline, Ghana + United Kingdom
- **Jerry Chiemekwe**, Film Critic & Storyteller, United Kingdom + Nigeria
- **Andrea Vogt**, Journalist & Co-Founder, Millstream Films & Media, United Kingdom + Italy
- **Daniela Scalia**, Journalist, Producer & CEO, Blulow, Italy



Music, Sports, Creative Industries

- **Luca Tramontin**, Former Professional Rugby & Football Player, Broadcaster, Italy
- **Abdoulaye Diaw**, CEO, Orun Africa, Senegal
- **Captain Beth Powell**, Pilot, Producer & Screenwriter, United States + Jamaica
- **Vic Mansa**, Rapper, Actor, Producer, United States + Ghana

High Profile Guests



AfroCannes received 125 speakers including a host of distinguished Global Industry Leaders and Celebrities. The event convened one of its strongest speaker line-ups to date, bringing together Academy Award nominees, Grammy-nominated artists, Hollywood executives, leading festival programmers, government leaders, financiers, casting directors, technology innovators, and internationally acclaimed filmmakers from more than 40 countries. The diversity and calibre of speakers reinforced AfroCannes' position as one of the leading global platforms connecting Africa and its diaspora with the international screen industries.



Juan Atkins, DJ & Inventor of the Tech Music Trend, USA



Violetta Sofia, Visual Artists, Photogrephaher @ Deadline & National Gallery, UK + Cameroon



Juliet Ibrahim, Actress, Producer Ghana



Vic Mansa, Actor, Rapper, USA



Donnie Beamer, City of Atlanta Tech Advisor & **Justin Dawkins**, Fanbase COO USA



Simone Pennant OBE, Producer, UK



Arthur Cohen, Producer, USA | **Orla Garriques**, Inner City Films, Canada | **Maria Galas**, AFICI, USA



Casting directors: **Nancy Bishop**, **Rhavynn Drummer**, **Luci Lenox** | Talent Agent: **Caprice Crawford** and Actor: **Welket Bungué**



Jean-Marie Teno, Director, Cameroon



Wil Aime, Director, Content Creator, France



Tarik Mounim, Actor, Morocco



Festival Programmers: **Salym Fayed** (MUICA, Colombia), **Faridah Gbadamodi** (Tribeca) | **Robyn Citizen** (TIFF) | **Mimi Plauché** (Chicago) | Talent Agent: **Caprice Crawford** and Actor: **Welket Bungué**



Actors: **Maria Gal**, Brazil, **Jimmy Jean-Louis**, Haiti



Banks & Film Funds: **Osahon Akpata**, CEO, CANEX INC (Afreximbank) | **Lavelle Lavette**, CEO, Afreximbank Film Fund



Education: **Sten-Kristian Saluveer**, MAIEPP, Estonia | **Petri Kemppinen**, Nordisk Fund, Finland | **Ene Katrine Rasmussen**, National Film School, Denmark



Musician: **Counba Gawlo**, Senegal



Music Supervisor: **Clementine Koumenda**, France + Cameroon



Actors: **Anshuman Jha**, India



Film Financier: **Erik Gordon**, FilmHedge, USA



Pilot: **Captain Beth Powell**, USA



African Finance Lobby: **Abdulaye Diaw**, Senegal

Global Industry Leaders & Distinguished Guests



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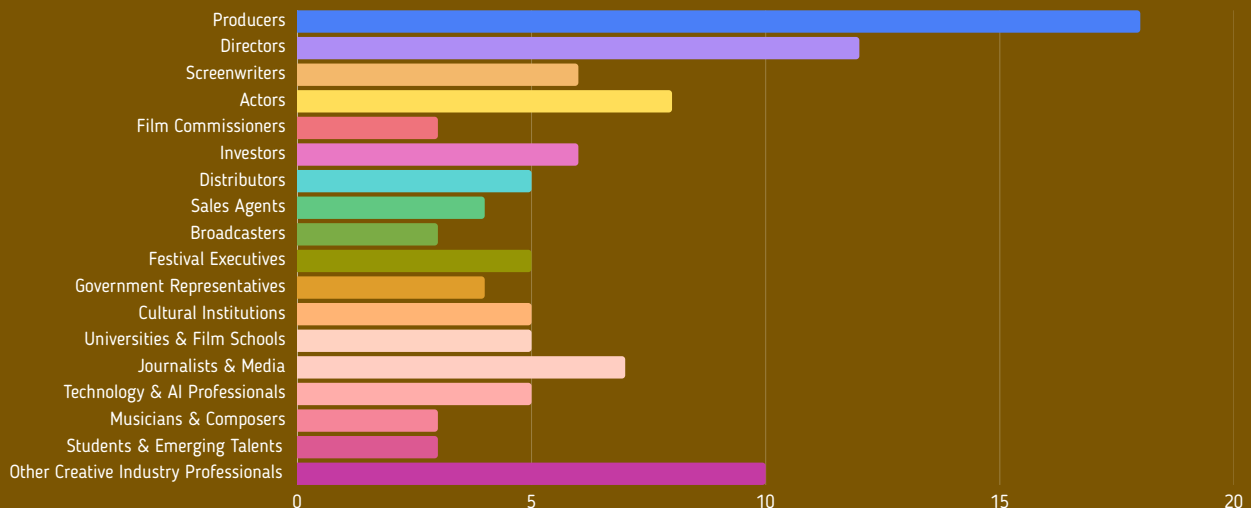
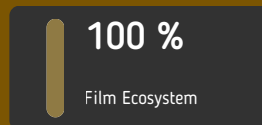
AfroCannes Audience



AfroCannes attracts a multidisciplinary audience representing the full audiovisual value chain. The 2026 edition brought together filmmakers, investors, policy makers, technology innovators, cultural institutions, educators and media professionals, creating a unique environment for cross-sector collaboration and international business development.

Indicator	2026
Registered Delegates	2,000+
In-Person Participants	1,800
Countries & Territories	92+
Global Speakers	125
Strategic Partners	51
Programme Days	5
Official Venues	2

- Film Production
- Finance & Investment
- Television & Streaming
- Music
- AI & Technology
- Government
- Education
- Media
- International Festivals
- Creative Industries



Strategic Partnerships & Institutional Ecosystem



AfroCannes' continued growth is supported by a diverse ecosystem of strategic partners spanning the creative industries, finance, media, education, technology, government and international cultural institutions. Together, these organisations contribute expertise, networks, resources and thought leadership that strengthen AfroCannes as a platform for international collaboration and industry development.

Official Media Partner

DEADLINE

Country Partner



MC Partner



CCI Development Partner



Film Destination Partner



Audience Activation Partner



Distribution Partner



Product Placement Partner



International Pitch Session Partners



Confectionary Partner



Masterclass Partner



Host Partner



Industry Partners



Collaborative Partners



Key Program Excellence



AfroCannes 2026 delivered a multidisciplinary programme designed to stimulate dialogue, foster international partnerships and address the evolving challenges and opportunities shaping the global audiovisual industry. Across five days, the programme explored financing, production, technology, cultural diplomacy, artificial intelligence, music, distribution and narrative sovereignty through conversations led by internationally recognised industry leaders.

Programme Themes

Financing & Investment

- Film financing
- Co-production
- Investment readiness
- Private capital
- Public funding

Storytelling & Content

- Narrative Sovereignty
- African storytelling
- Script development
- Global audiences
- Intellectual property

Technology & Innovation

- Artificial Intelligence
- Emerging technologies
- Digital production
- Future of content

Industry & Markets

- Distribution
- Sales
- Streaming
- Festival strategies
- Audience development

Music & Creative Industries

- Film music
- Cultural industries
- Cross-sector collaboration

Leadership & Policy

- Cultural diplomacy
- Public policy
- Government collaboration
- International cooperation

Programme Outcomes

The programme created opportunities for knowledge exchange between established and emerging professionals while facilitating dialogue between creators, investors, public institutions, technology leaders and international organisations. The multidisciplinary structure encouraged cross-sector collaboration and reflected the increasingly interconnected nature of the global creative economy.

International Producers & Financing

- Petri Kemppinen (Finland) – Executive Producer & Audiovisual Strategist, CEO, Good Hand Production; Former CEO, Nordisk Film & TV Fund; Former CEO, Aurora Studios.
 - Delivered insights into European co-production, financing mechanisms, and Nordic film collaboration.
- Sten-Kristian Saluveer (Estonia) – Academy Award-nominated Producer & Strategist; Strategic Advisor, Cannes Next; Director, MAIEFP.
 - Discussed AI, immersive storytelling, innovation ecosystems, and the future of global media.
- Erik Gordon – Vice President, Corporate Partners, FilmHedge (USA)
- Karl Hillbrink – Founder, InFilmPact (Germany)
- Taylor Williams – Venture Capitalist, Cleveland Avenue (USA)
- Mimo Kabbara, Founder, Major Media Events (Lebanon/France/Canada)



Conversation That Shaped AfroCannes 2026



AfroCannes 2026 convened internationally recognised leaders to examine the forces shaping the future of the global creative industries. From cultural authenticity and financing to artificial intelligence, distribution and cross-sector collaboration, these conversations generated practical insights, challenged conventional thinking and reinforced AfroCannes' role as a platform for dialogue, innovation and international partnership.

Cultural Authenticity & Narrative Sovereignty



How authentic storytelling strengthens cultural identity while creating global commercial opportunities.

Financing the Future of African Cinema



New investment models, co-productions and sustainable financing pathways for African and diaspora storytelling.

Artificial Intelligence & the Future of Filmmaking



Exploring how AI is reshaping creativity, production, rights management and audience engagement.

Global Distribution & Market Access



Strategies for expanding the international reach of African and diaspora films across festivals, broadcasters and streaming platforms.

Women Leading the Creative Economy



Celebrating women driving innovation, leadership and entrepreneurship across the global audiovisual industry.

Music, Film & Cross-Industry Collaboration



Examining how music, film and the wider creative industries can collaborate to unlock new audiences and business opportunities.

Building International Co-Productions



Strengthening partnerships between producers, financiers, broadcasters and public institutions to expand cross-border collaboration.

The Business of Storytelling



Exploring how intellectual property, entrepreneurship and strategic partnerships can transform creative ideas into sustainable businesses.

Japan – Country of Honour

Recognising Japan as the 2026 Marché du Film Country of Honour, AfroCannes dedicated a special pitch session with:

- Tomomi Furuyama – Producer (Japan)
- Yoshimi Joya – Film Director (Japan)
- Shun Seki – Film Director (Japan)
- Soji Arai – Film Producer (Japan)
- Sachiko Miyase – Film Director (Japan)



Sessions' Spotlights

Film Promotion & Festival Strategy

Industry leaders Salym Fayad (MUICA, Colombia), Faridah Gbadamosi (Tribeca Festival), Robyn Citizen (TIFF) and Mimi Plauché (Chicago International Film Festival) shared practical strategies for positioning films on the international festival circuit, building audience engagement and navigating global distribution opportunities.

Film, Technology & Innovation: Syracuse & Atlanta

Industry professionals including Donnie Beamer, Yusuf Abdul-Qadir and leading innovators explored how emerging technologies, digital ecosystems and creative entrepreneurship are reshaping the future of filmmaking and content creation.

Bollywood Focus

Actor, producer and filmmaker Anshuman Jha examined the evolution of India's film industry, highlighting opportunities for international collaboration, independent cinema and cross-cultural storytelling.

Captain Beth Powell & the Legacy of Bessie Coleman

Captain Beth Powell reflected on the enduring legacy of aviation pioneer Bessie Coleman, exploring themes of courage, representation and perseverance through the lens of cinema and historical storytelling.

Cultural Authenticity in Film

Featuring Vic Mens, Bea Wangodu, Tera Carissa, Cecilia W'Emedi and international industry experts, this conversation examined the importance of authentic representation, cultural ownership and narrative integrity in global filmmaking.

Casting 101

Award-winning casting professionals Luci Lenox, Nancy Bishop, Rhavynn Drummer and actor Welket Bungué offered practical guidance on auditioning, talent development, international casting and building sustainable acting careers.

AI & Film

Sten-Kristian Saluveer, Petri Kemppinen, Ene Katrine Rasmussen and Filson Ali explored how artificial intelligence is transforming film development, production, financing and audience engagement while addressing the ethical implications of emerging technologies.

Career Sustainability

Industry leaders Luci Lenox, Maria Gal and Jimmy Jean-Louis discussed strategies for building long-term careers in the creative industries, focusing on resilience, continuous learning, international networking and professional adaptability.



Cultural Authenticity in Film with Vic Mens, Bea Wangodu, Tera Carissa, Cecilia W'Emedi and more



Casting 101 with Luci Lenox, Nancy Bishop, Rhavynn Drummer and Welket Bungué



AI & Film with Sten-Kristian Saluveer, Petri Kemppinen, Ene Katrine Rasmussen & Filson Ali



Career Sustainability with Luci Lenox, Maria Gal & Jimmy Jean-Louis



Film promotion with Salym Fayad (MUICA, Colombia), Faridah Gbadamosi (Tribeca), Robyn Citizen (TIFF), Mimi Plauché (Chicago)



Syracuse & Atlanta Film & Tech panel with Donnie Beamer, Yusuf Abdul-Qadir and more



Bollywood Focus with Anshuman Jha



Captain Beth Powell & the legacy of Bessie Coleman

Screenings



As part of its commitment to championing outstanding storytelling from Africa and the global African diaspora, AfroCannes 2026 presented a curated programme of feature films and documentaries that celebrated cultural heritage, historical narratives, and contemporary voices. The official screenings included:

- **Miriam Makeba: The Voice of Africa (Documentary)** – May 16, 2026, followed by a discussion with members of the filmmaking team.
- **Masinga (Feature Film)** – May 17, 2026, showcasing contemporary African storytelling.
- **Bessie Coleman (Documentary by Beth Powell)** – May 19, 2026, followed by a live Q&A with the director and a book signing.

AfroCannes 2026
The Narrative & Cultural Sovereignty Edition

SCREENING INVITATION

MIRIAM MAKEBA
THE VOICE OF AFRICA

Miriam Makeba, The Voice of Africa
Dir.: Mandlakayise W. Dube
South Africa

May 16, 2026
5:00pm
AfroCannes Villa, Cannes

15 - 19 May 2026
The Cannes Film Festival
Register: www.afrocannes.com

Organized By
YANIBES FOUNDATION

Official Media Partner
DEADLINE

AfroCannes 2026
The Narrative & Cultural Sovereignty Edition

SCREENING INVITATION

MASINGA
THE CALLING

Masinga - The Calling
Dir.: Mark Engels
South Africa

May 17, 2026
3:00pm
AfroCannes Villa, Cannes

15 - 19 May 2026
The Cannes Film Festival
Register: www.afrocannes.com

Organized By
YANIBES FOUNDATION

Official Media Partner
DEADLINE

Marketing & Brand Identity



AfroCannes 2026 implemented an integrated marketing and communications strategy designed to maximize audience engagement, strengthen brand visibility and promote participating speakers, partners and events across digital, print and on-site platforms. Through a coordinated campaign before and during the Festival de Cannes, AfroCannes reinforced its international presence while providing valuable exposure for its partners and collaborators.

Brand Identity & Creative Campaign

A consistent visual identity was developed across all communications, reflecting the 2026 theme, Narrative & Cultural Sovereignty. From promotional artwork and event branding to digital campaigns and venue signage, every element contributed to a cohesive and recognisable AfroCannes experience.

Marketing Assets Produced

The 2026 communications campaign included a comprehensive suite of promotional materials, including:

- Official event posters and visual campaign
- Speaker announcement graphics
- Panel and masterclass promotional artwork
- Daily programme schedules
- Digital advertisements and social media campaigns
- Partner and sponsor recognition materials
- Website updates and event landing pages
- Email newsletters and participant communications
- Step-and-repeat backdrop and venue branding
- Roll-up banners, directional signage and printed collateral
- Press releases and media kits
- VIP invitations and digital registration assets

On-Site Brand Visibility

AfroCannes maintained a strong visual presence across its venues through professionally branded environments, including conference stages, networking spaces, sponsor recognition displays, printed programmes, branded photography backdrops and digital presentation materials, ensuring consistent visibility for AfroCannes and its strategic partners.

Digital Communications

The digital campaign supported participant engagement before, during and after the event through the AfroCannes website, newsletter campaigns, social media platforms and partner networks, extending the reach of programme announcements, speaker highlights, screening promotions and event updates to international audiences.

Why It Matters

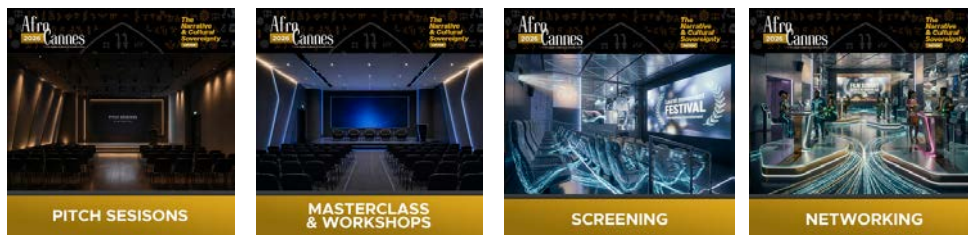
A strong communications strategy extends the impact of AfroCannes beyond the physical event. By combining consistent branding with targeted digital outreach and high-quality promotional materials, the platform enhances audience engagement, increases partner visibility and contributes to the long-term recognition of AfroCannes as an international creative industry platform.

Marketing Elements (Sample)

Social Media Posters (Speakers/Session, Screenings Partners)



Onsite Signage



Media Walls



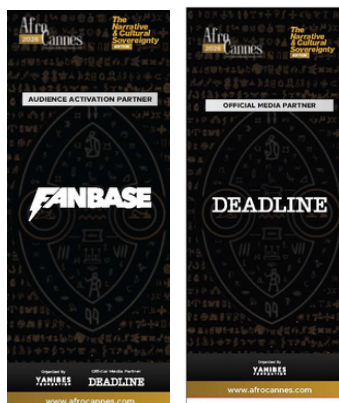
Digital Billboards In Cannes



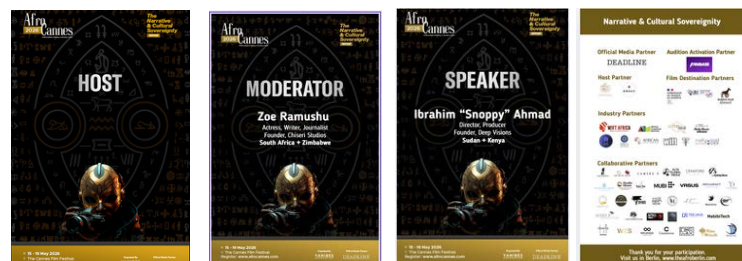
Since 2023, AfroCannes 15 seconds ads are run every 30 minutes from 7.00 AM to 2 AM, for the 12 days of the Festival de Cannes, in 2 prominent locations:

- La Croisette (near the Carlton Hotel on 2 billboards,
- and on top of the Hotel Splendid across Cannes Film Festival registration building

Roll- Ups



Badges



Car Decals



Venues, Parties & Cocktails & Crowds



AfroCannes 2026 was held over five days—May 15, 16, 17, 18, and 19—across two exceptional venues in Cannes.

The main programme took place at La Villa des Ministres, an elegant private villa nestled in the hills above Cannes, approximately ten minutes by car from the Palais des Festivals. To ensure a seamless experience, AfroCannes operated a dedicated shuttle service, transporting speakers, delegates, and participants between the Palais and the venue throughout the event.

On May 18, participants enjoyed a unique networking experience aboard a private yacht moored in the Port of Cannes. The exclusive gathering provided an informal setting for filmmakers, producers, investors, and industry leaders to continue conversations, strengthen professional relationships, and celebrate the spirit of AfroCannes against the backdrop of the French Riviera.



AfroCannes 2026 featured a series of exclusive networking and celebration events throughout the programme, including:

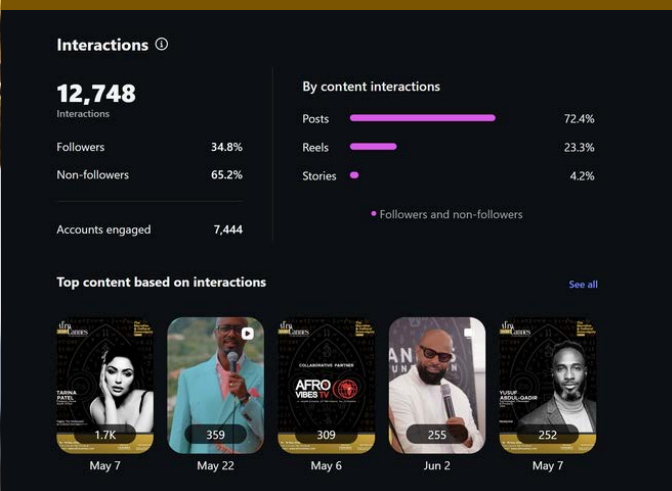
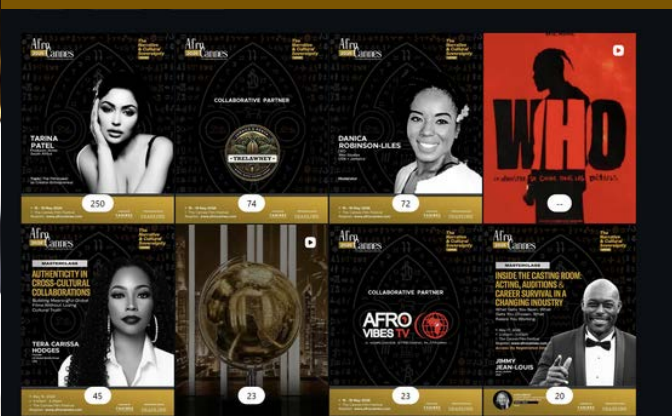
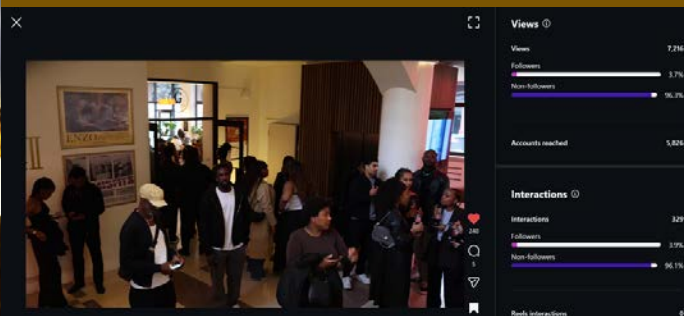
- Zambia Cocktail Reception – May 15
- Miriam Makeba Cocktail Reception – May 16
- Beth Powell Cocktail Reception – May 19
- Orun Closing Fashion Party – May 19, celebrating the conclusion of AfroCannes 2026 with fashion, culture, music, and networking.



Social Media



AfroCannes 2026 generated strong international visibility across digital and social media, reaching over 1 million accounts, with 600+ social media posts and stories, while benefiting from the unprecedented global momentum of the Cannes Film Festival, where #Cannes2026 generated more than 1.4 trillion hashtag views and the Festival's official content exceeded 337 million views worldwide. This digital exposure significantly strengthened AfroCannes' international profile, expanded engagement with filmmakers, partners and institutions, and reinforced Yanibes Foundation's position as a leading platform for African and diaspora cinema.



Deadline Hollywood
132,899 followers
2mo •

Narrative Sovereignty. Creator Power. Global Alliances.

Deadline x AfroCannes 2026 arrives in Cannes bringing together the creators, executives, studios, brands, investors, and cultural leaders shaping the global entertainment landscape.

This year's theme reflects a new era of storytelling — one driven by ownership, collaboration, audience connection, and cultural influence across film, television, music, fashion, media, and technology.

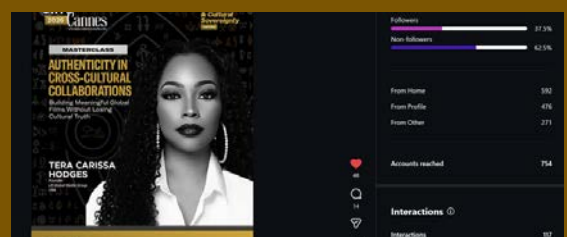
AfroCannes continues to create a space where creative vision meets global opportunity, and where African perspectives lead conversations shaping the future of culture worldwide.

Culture moves markets.
Stories create influence.
Global alliances shape what comes next.

AfroCannes 2026 - 15 - 16, May 2026 at the Villa Pompadour. Free. Access by registration only. www.afrocannes.com

#ad #afrocannes #deadline #cannes2026 #narrativesovereignty #creatorpower #globalalliances #culture #entertainment #creativeeconomy

15 - 19 May 2026



- 900,000 Accounts on Instagram
- 200 Posts on LinkedIn

Pictures



Pictures



Impact



Measurable Impact

AfroCannes continued to demonstrate its value as a platform where conversations become collaborations.

Outcomes included:

- New international co-production discussions initiated.
- Producers connected with potential financing partners.
- Actors introduced to international casting professionals.
- Film projects identified for festival and distribution opportunities.
- New collaborations established between African and European creative organisations.
- Ongoing partnerships formed with universities and educational institutions.
- Talent identified for future international casting opportunities.

One notable success story involved a Ugandan playwright connecting with an Atlanta theatre owner, opening discussions for future productions—an example of the practical opportunities created through AfroCannes.

Industry Networking

Networking remained one of AfroCannes' greatest strengths.

Participants engaged in:

- Curated B2B meetings
- Networking receptions
- Producer matchmaking
- Investor introductions
- Casting conversations
- Festival strategy sessions
- International partnership meetings
- Cultural exchange discussions

Unlike traditional networking events, AfroCannes focused on facilitating long-term relationships that continue throughout the year.

Education & Talent Development

A major focus of AfroCannes 2026 was creating pathways for the next generation of creatives.

New initiatives launched include:

- International virtual casting workshops
- Student mentorship programmes
- Professional feedback sessions for actors
- University partnerships
- Masterclasses with international experts
- Talent scouting collaborations
- Career development sessions

These initiatives will continue throughout the year under the Yanibes Foundation's global programming.

Conclusion

AfroCannes 2026 reaffirmed its position as one of the leading international platforms connecting Africa and its diaspora with the global creative industries. By bringing together professionals from more than 92 countries, facilitating meaningful partnerships, championing ownership of African stories, and launching new talent development initiatives,

AfroCannes demonstrated that its impact extends far beyond the Cannes Film Festival. More than an event, AfroCannes has become a year-round ecosystem where collaboration, innovation, cultural exchange, and business converge—empowering creators to build sustainable careers while ensuring African and diaspora stories continue to shape the future of global cinema.

Yanibes Foundation

Team & Collaborators

Yanibes Foundation is a not for profit organization registered in France, focused on promoting diversity, inclusion and sustainability and enriching cultural exchanges in the realm of arts, media and audiovisual.

We also run a free international mentorship program (Yanibes Mentorship Program). One of our partners, the Sudanese Filmmakers Association won the BAFTA Movers & Shakers awards in 2023 for their role in supporting and nurturing filmmakers during COVID and the war. An initiative that was also part of our mandate at Yanibes Foundation. AfroBerlin and AfroCannes are free initiatives designed to amplify the voices of emerging filmmakers from diverse backgrounds (including filmmakers with disabilities) at major festivals.

www.yanibes.com



Prudence Kolong
Organizer + Onsite
Operations
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+ English
France / Sweden



Yvette Kayogire
Head of
Partnerships
Languages: English
+ French + Swahili
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Elena Dobrev
Social Media +
Onsite Operations
Languages: English
+ Bulgarian
Bulgaria / Sweden



**Esther Afi Edi
Sessenou**
Project Assistant
Languages: English
+ French
Togo



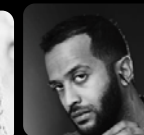
NuNu Deng
Head of Industry
Relations
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USA / South Sudan



Aicha Abbouzi
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Gigante Films
Language: Arabic+
French + German +
English
France + Morocco



Kelly Woolfolk
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+ Spanish + French
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Anouar Moatassim
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Screenwriter and
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Actor
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Brixton Film
Festival
Languages: English
+ Patois
UK



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Founder
Continental
Entertainment
Languages: English +
Yoruba
USA + Nigeria



Sydney Levine
Advisor
Founder,
Sydney's Buzz
Languages: English
USA



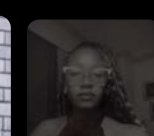
**Foued
Bendahmane**
Videographer
Languages: French
+ English
France + Tunisia



Alan Floyd
Founder,
Madd soul
Productions
Languages: English
USA



Lele Aliga Norah
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Uganda



Noel Odera
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