

# AfroCannes

Films in motion

M A Y 2 0 2 3 | C A N N E S

Volume II

There's more to diversity  
& inclusion in films

Live on

<https://www.youtube.com/watch?v=7Xa-yAAhWJU>

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Lauren Ekué, Author, & Stylist,  
France



Simone McIntyre, Actress,  
Producer, UK + Jamaica



Issraa Elkogali Haggstrom,  
Producer, Sweden



Jim Shamoan, Producer,  
Kenya



Mario Zvan, Producer, Kenya +  
Croatia



Chioma Ude, Founder, Africa  
International Film Festival,  
Nigeria



Ronya Man, Producer, Actress,  
Coach, Nigeria



Jimmy Akingbola, Actor, UK



Antonio Padovani, Producer,  
Germany



Caprice Crawford, Talent Agent,  
USA



Jeremy Zimmermann, Casting  
Director, UK



Keni Desai  
Founder, Urbnworx, UK



Helene Granqvist, President  
WIFTI



Kenny Gravillis, Graphic Designer,  
Founder, Gravillis Inc., UK + USA



Jon Gosier, Director, Producer,  
Financier, CEO of FilmHedge, USA



NuNu Deng, Producer, South  
Sudan



Rachel Kylian, Actress, Producer  
Comoros



Gabriel Agbahonou, Actor,  
Writer, Producer, Benin



Ayo Aloaba  
Actor, Nigeria + Austria



Ines Ben Zoubir, Documentary  
Filmmaker, Tunisia



Jana Wolff, Head of Marketing,  
EFM/Berlinale, Germany



Haneen Al Saleh, Producer,  
Kingdom of Saudi Arabia



Richard Lawson, Actor,  
Producer USA



Cajetan Boy, Writer-Director,  
Kenya



Jill Samuels, Founder,  
Films Without Borders &  
Producer, UK



Chibie Louis-Okoye, Producer,  
Nigeria - Canada



Maurice Fadida, Producer, USA



Theo Dumont, Co-Founder,  
HollyShorts Festival, USA



Adam Morse, Actor, Director,  
Writer, UK



Wayne Borg, Managing Director,  
Media Industries, Entertainment &  
Culture, NEOM



Jann Mardenborough,  
Racecar Driver, UK



Akram Zagbha, Director,  
Producer, Algeria



Bernard Bronner, CEO, Upscale  
Magazine, USA



Ibrahim Llateif, Producer,  
Director, Tunisia



Titi Ogufero, Media Proprietor  
Nigeria



Vinca Jarrett, Entertainment  
Lawyer, USA



Nathan Adabadze, Senior  
Investment Manager, Media  
Finance Capital, UK



Stefany Fruzzetti,  
Actress, Nigeria + Austria



Tonya Williams  
Executive Director, Reelworld  
Screen Institute, Canada



Enyinna Nwigwe, Actor,  
Producer, Nigeria



Francisca Ndinda, Youth  
Activist, Journalist, Kenya



Nkurunziza Mufuth, Art Director  
Rwanda



Zac Ntim, International Film  
Reporter, Deadline



Alhaji Adedayo Thomas, CEO,  
National Film & Video Censors  
Board, Nigeria



Diana Lodderhose  
International Features Editor  
Deadline



Moses Babatope, CEO,  
FilmOne, Nigeria



Maja Costa, Writer, Director,  
Italy



Steven Adams, Talent  
Manager, USA



Aleta Chappelle  
Director, Producer, Casting  
Director, USA



Coréon Du, Director, Producer,  
Angola



Baz Bamigboye,  
International Editor At Large  
Deadline



Alexandre Rideau, CEO,  
Mediawan Africa



Khedija Lemkecher, Producer,  
Tunisia



Grace Maharaj, VP, WIFT  
Sweden



Michel Zgarka, CEO, Hitlab,  
Canada



Kagisho Bapele  
Senior Deal Maker,  
IDC, South Africa

# AfroCannes

*Films in motion*

M A Y 2 0 2 3 | C A N N E S



## 2023 PROGRAM - AFROCANNES SESSIONS

### Session Types

#### **Blitz Intro/Talks: 5 min, 10 min**

These are short interviews with Ms. Angela Gordon or Ms. Simone McIntyre and Ms. Ines Ben Zoubir allowing the speaker to introduce themselves to the audience and talk briefly about their work, achievements and expectations. The Blitz Talks are held from 6.00pm onward at the media corner or outside the room.

#### **Short Insights: 10 min, 15 min, 20 min**

These are short insights by one or more presenters, where he/she/they share a perspective on his/her/their work and the organization/country they are working for. The moderator will only briefly introduce the speaker and let the session run. At the end of the session, the moderator will take up to 2 questions and then close the conversation, thank the speaker and introduce the next speaker.

#### **Strategic Insights: 25 min**

This is a short masterclass on a specific topic led by an industry expert.

#### **Conversations: 20 min, 25 min**

These are actual conversation between the moderator, the audience and the presenter(s).

#### **Panels Discussion / Debate: 30min, 45min**

These are panel discussion with a minimum of two speakers, and the conversation is led by the moderator.

#### **Post-Screening Discussion**

Discussion between the filmmaker and the moderator before or after the screening

**Q&A:** Given the number of speakers and sessions, Q&A with audience will be limited to tops 2 questions. Further discussions can be continued in the Media Corner.

**AV:** The entire event and activities will be filmed by a professional film crew and photographer

**Cocktails:** By invitation

**Media Corner:** corner for interviews and Blitz talk

**Photocall / Backdrop photo op:** a 3m x 3m media wall will be available for that effect

**Interviews with media partners:** at their discretion, except for special requests

**Venue:** Hotel Gray d'Albion, 38 rue des Serbes, Cannes

**Meeting Room:** Salon Croisette on the 1st floor near the restaurant

**Access to the event:** free for all, register on the website beforehand

**Social Media:** @afrocannes

**Partner Event:** The African Pavilion in the Palais des Festivals by Agence Culturelle Africaine - stand 23.07

**Time keeping:** AfroCannes sessions are designed to give a moment of shine to everyone. We invite all speakers to be at the venue or on Zoom/Teams at least 30 minutes before their sessions. We also advise to be aware of others and respect time constraints.



# AfroCannes

In the business of diversity  
and inclusion in films

M A Y 2 0 2 3 | C A N N E S

MAY 17, 2023 - DAY 1

LA CROISSETTE MEETING ROOM - 1ST FLOOR HOTEL GRAY D'ALBION

10.20 AM - 10.25 AM

Greetings Introduction by Prudence Kolong, Founder of Yanibes & AfroCannes

Opening Remarks by the host and moderator, Enyinna Nwigwe, Actor & Producer, Nigeria



10.30 AM Short Insight

## From Sembene Ousmane to Ruth E. Carter: A look at representation in films

Starting with "Noire de" from Sembène Ousmane (Sénégal), one of the greatest African filmmakers and concluding with Ms. Ruth E. Carter, Oscar winning costume designer, Lauren Ekué, author and stylist, will explore how Black women and fashion collide in movies.



Speaker  
Lauren Ekué, Author, & Stylist,  
France



Moderator:  
Simone McIntyre, Actress,  
Producer, UK + Jamaica

10.50 AM BREAK

10.55 AM Strategic Masterclass

## How to Access International Markets

A crash course on international film markets: how do they work, what do they offer and how to benefit from them in order to promote your content.



Speaker  
Jana Wolff, Head of Marketing -  
EFM/Berlinale, Germany



Moderator  
Enyinna Nwigwe, Actor,  
Producer, Nigeria

11.30 AM BREAK

11.35 AM Panel Discussion

## Empowerment and storytelling: an unfinished journey

From Tunisia; going through Canada, then to Sweden via Saudi Arabia, what does it take to tell an authentic, empowering, unbiased story?



Moderator:  
Simone McIntyre, Actress,  
Producer, UK + Jamaica



Speaker  
Ines Ben Zoubir, Documentary  
Filmmaker, Tunisia



Speaker  
Haneen Al Saleh, Producer,  
Kingdom of Saudi Arabia



Speaker  
Issraa Elkogali Haggstrom,  
Producer, Sweden



Speaker  
Richard Lawson, Actor, Producer  
USA



Speaker  
Tonya Williams  
Executive Director, Reelworld  
Screen Institute, Canada



# AfroCannes

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MAY 17, 2023

12.25 PM BREAK

12.30 PM Strategic Insights

## Filming without borders in Kenya and Rwanda

Kenya is home to a host of incredible talent in front and behind the camera, as well as a diverse landscape which makes it a very attractive filming location. Rwanda has fast transformed into a strategic East African hub with investments in key sectors including the creative industries. How does the East African film mindset and business model compare to continental juggernauts, Nollywood in Nigeria and South Africa? How to further enhance the visibility of East African filmmakers on the global stage, create more bridges and empower local creatives?



Speaker  
Jim Shamon, Producer, Kenya



Speaker via Zoom  
Cajetan Boy, Writer-Director, Kenya



Speaker via Zoom  
Mario Zvan, Producer, Kenya + Croatia



Speaker  
Jill Samuels, Founder, Films Without Borders & Producer, UK



Moderator:  
Angela Gordon, Producer, USA



Speaker via Zoom  
Nkurunziza Mufuth, Art Director Rwanda



Speaker via Zoom  
TFrancisca Ndinda, Youth Activist, Journalist, Kenya

1.15 PM BREAK

1.20 PM Panel discussion

## Nigeria: A new turning point

Boasting an industry as old as Hollywood, with its first movie screened in Lagos in 1903, to becoming the 2nd largest film market in the world in terms of production, and, 3rd in terms of revenue, Nigeria has transformed creative industries across the continent into viable economic drivers, to welcoming all major streamers, what is the next chapter for film in Nigeria?



Speaker  
Alhaji Adedayo Thomas, CEO, National Film & Video Censors Board, Nigeria



Speaker  
Chibie Louis-Okoye, Producer, Nigeria - Canada



Speaker  
Chioma Ude, Founder, Africa International Film Festival, Nigeria



Speaker  
Enyinna Nwigwe, Actor, Producer, Nigeria



Speaker  
Ronya Man, Producer, Actress, Coach, Nigeria



Moderator:  
Zac Ntim  
Features Editor  
Deadline

2.15 PM BREAK

2.20 PM Preview and Discussion

## Rise: A Story about Empowerment

Rise, directed by Maritte Lee Go tells the story of a young Nigerian princess who, after the kidnapping of her sister and murder of her family, must infiltrate the terrorist camp to save her sister. Inspired by Michelle Obama's #bringbackourgirls campaign, which had the mission of rescuing the thousands of girls from bondage. (Including 10 min preview of the movie)



Speaker  
Maurice Fadida, Producer, USA



Speaker  
Jimmy Akingbola, Actor, UK



Moderator:  
Diana Lodderhose  
International Features Editor  
Deadline



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3.10 PM BREAK

3.15 PM Market screening + discussion

## **Mângata: The Road to the Moon**

*The story of Alya, a young astronaut of Nigerian descent, on a mission to the moon, who has an encounter that helps her overcome a traumatic event from her past.*

A movie that benefited from the European Space Agency aid.



Moderator:

Enyinna Nwigwe, Actor,  
Producer, Nigeria



Speaker  
Antonio Padovani, Producer,  
Germany



Speaker  
Stefany Fruzzetti, Actress, Nigeria



Speaker  
Maja Costa, Writer, Director,  
Italy



Speaker  
Ayo Aloaba  
Actor, Nigeria, Austria

3.55 PM BREAK

4.00 PM Strategic Insights

## **Diversity & Inclusion at the Gate: A casting director, a talent manager, a talent agent and a talent debate**

*How to sustain diversity and inclusion in the film ecosystem? What role do casting directors and talent manager play in reasserting the tenets of inclusive and diverse filmmaking within the industry? How to avoid "window dressing" behind the scene and tokenism on screen?*



Moderator:

Steven Adams, Talent  
Manager, USA



Speaker  
Caprice Crawford, Talent Agent,  
USA



Speaker  
Jeremy Zimmermann, Casting  
Director, UK



Aleta Chappelle  
Director, Producer, Casting  
Director, USA



Speaker  
Adam Morse, Actor, Director,  
Writer, UK



Speaker  
Rachel Kylian, Actress, Producer  
Comoros



Keni Desai  
Founder, Urbnworx, UK

4.45 PM BREAK

4.50 PM Debate

## **The African brand in films: from indigenous to global**

*What defines an African film? And what is the African brand in films? How is it marketed? Or how could it be marketed? How do platforms/FAST tread with the diverse and varied content coming from the African continent? Should it be treated as a monolith? Are streamers redefining or defining the African brand in films? Is there an indigenous, authentic African film brand?*



Moderator: Zac Ntim  
Features Editor  
Deadline



Speaker  
Chioma Ude, Founder, Africa  
International Film Festival,  
Nigeria



Speaker  
Coréon Du, Director, Producer,  
Talent Agent, Angola



Speaker  
Kagisho Bapele  
Senior Deal Maker, IDC, South Africa



Speaker  
NuNu Deng, Producer, South  
Sudan



Speaker  
Ibrahim Llateif, Producer,  
Director, Tunisia



Speaker  
Jim Shamoan, Producer, Kenya





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5.40 PM BREAK

5.50 PM Conversation

En aparté with Jann Mardenborough, racecar driver

*Jann Mardenborough is a renown British racing driver of Afro descent whose incredible story is the subject of an upcoming movie. He's also part of MFT (Motor Formula Team) one of the only African descent owned and diverse racing team based in Mauritius and Monaco.*



Speaker

Jann Mardenborough, Racecar Driver,  
UK



Moderator:

Diana Lodderhose  
International Features Editor  
Deadline

6.30 PM BREAK

7.00 PM - 8.30 PM - Salon Croisette Main Room  
AfroCannes Networking Session



Host:

Theo Lighthart

7.10PM - 8.30 PM - Salon Croisette - Media Corner



Blitz Talks speakers

*The Blitz talks are held at AfroCannes Media corner (a maximum of 10 min per talk).*



Moderator:

Simone McIntyre, Actress,  
Producer, UK + Jamaica



Moderator:

Angela Gordon, Producer, USA



Moderator:

Ines Ben Zoubir, Documentary  
Filmmaker, Tunisia



Speaker at 7.05 PM

Ronya Man, Producer, Actress,  
Coach, Nigeria



Speaker at 7.35 PM

Akram Zaghba, Director,  
Producer, Algeria



Speaker at 7.15 PM

Gabriel Agbahonou, Actor,  
Writer, Producer, Benin



Speaker at 7.45 PM

Haneen Al Saleh, Producer,  
Saudi Arabia



Speaker at 7.25 PM

Stefany Fruzzetti, Actress, Nigeria



Speaker at 7.55 PM

Issraa Haggstrom, Producer,  
Sweden + Sudan



Speaker at 8.05 PM

Rachel Kylian, Actress, Producer,  
Comoros



Speaker at 8.15 PM

Coréon Du, Director, Producer,  
Angola

8.30 PM End of AFROCANNES DAY 1 Sessions



# AfroCannes

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MAY 18, 2023 - DAY 2

LA CROISSETTE MEETING ROOM - 1ST FLOOR HOTEL GRAY D'ALBION

10.05 AM WELCOME & RECAP

10.10 AM AfroCannes tribute to important African filmmakers

**Peace Anyiam-Osigwe, founder of the African Movie Academy Awards, Nigeria**  
**Shona Ferguson, Producer of Kings of Jo'burg, South Africa**



Speaker:  
Enyinna Nwigwe, Actor,  
Producer, Nigeria



10.20 AM BREAK

10.25 AM Conversation

**En aparté with Kenny Gravillis**

*Kenny Gravillis is a British born and US-based acclaimed graphic designer who has also dabbled into music. He is a member of the Academy of Motion Picture Arts and Sciences. His journey so far in the film industry is a testament to his incredible resilient and unique talent. He's discussing the importance of design, visuals and his creative approach and process.*



Moderator:  
Baz Bamigboye,  
International Editor At Large  
Deadline



Speaker:  
Kenny Gravillis, Graphic Designer,  
Founder, Gravillis Inc., UK + USA

10.50 AM BREAK

10.55 AM Short Insights

**From Pitch to Screens: Crossing the right T's**

*What USPs make a film project viable for financing? How to integrate festival and awards diversity and inclusion requirements in the storytelling?*



Moderator:  
Zac Ntim  
Features Editor, Deadline



Speaker:  
Jon Gosier, Director, Producer,  
Financier, CEO of FilmHedge, USA



Speaker:  
Keni Desai, CEO, Urbnworx, UK+USA



Speaker  
Alexandre Rideau, CEO,  
Mediawan Africa

11.30 AM BREAK

11.35 AM Conversation

**NEOM and Africa: A story developing**

*NEOM is a special economic zone being currently developed in Saudi Arabia and at completion, aimed to become a global hub and a connected community powered by talent. So what does NEOM have in mind for the African creative industry?*



Moderator:  
Enyinna Nwigwe, Actor,  
Producer, Nigeria



Speaker:  
Wayne Borg, Managing Director, Media Industries, Entertainment & Culture,  
NEOM

12.10 PM NEOM Cocktail Lunch - By Invitation Only - RSVP [info@yanibes.com](mailto:info@yanibes.com)



Introduction by:  
Enyinna Nwigwe, Actor,  
Producer, Nigeria



Host:  
Wayne Borg, Managing Director, Media Industries, Entertainment & Culture,  
NEOM



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MAY 18, 2023 - DAY 2

LA CROISSETTE MEETING ROOM - 1ST FLOOR HOTEL GRAY D'ALBION

1.20 PM BREAK

1.25 PM Conversation

## En aparté with Richard Lawson

*In 2005, Richard Lawson, a seasoned Hollywood actor and producer, created his own acting/empowerment studio called the Richard Lawson Studios. On the surface, it's an acting school. Underneath the hood, it's an empowerment academy. Since its inception, he's empowered people to identify their dream and then provide the tools to help them manifest it. Richard will tell us more about his career and his latest projects.*



Moderator:  
Steven Adams, Producer, Talent  
Manager, USA



Speaker  
Richard Lawson, Actor, Producer, USA

1.55 PM BREAK

2.00 PM Debate

## Diversity and inclusion advocacy & support

*An update on the current climate in the film industry, in front and behind the scene. A review of the effectiveness of policies in lobbying for diversity and inclusion. The strategic guide to prevent window dressing in lieu of sustainable and organic inclusive strategies. Addressing gap in IP value, talent pay and other inequities that plague the implementation of fair practice in the film industry.*



Moderator:  
Simone McIntyre, Actress,  
Producer, UK



Speaker  
Tonya Williams, Executive Director  
Reelworld Screen Institute, Canada



Speaker  
Grace Maharaj, VP, WIFT  
Sweden



Speaker  
Khedija Lemkecher, Producer,  
Tunisia



Speaker  
Helene Granqvist, President  
WIFTI



Speaker  
Titi Ogufere, Media Proprietor  
Nigeria

2.45 PM BREAK

2.50 PM Strategic Insights

## Show Me The Money: The future of Film Financing

*What are the viable financing models for independent film producers with limited access to institutional funding mechanisms? What resulted from NFT, Blockchain and tech-focused financing schemes?*



Moderator  
Steven Adams, Co-Founder, Alta  
Global Media, USA



Speaker  
Vinca Jarrett, Entertainment  
Lawyer, USA



Speaker  
Michel Zgarka, CEO, Hitlab,  
Canada



Speaker (to be confirmed)  
Nathan Adabadze, Senior  
Investment Manager, Media  
Finance Capital, UK



Speaker  
Keni Desai, Founder,  
Urbanworx, UK



Speaker  
Jon Gosier, Director, Producer,  
Financier, CEO of FilmHedge, USA

# AfroCannes

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MAY 18, 2023 - DAY 2

LA CROISSETTE MEETING ROOM - 1ST FLOOR HOTEL GRAY D'ALBION

3.25 PM BREAK

3.30 PM Conversation & Tribute

## En aparté with Jimmy Akingbola & Harry Belafonte

Harry Belafonte, the iconic singer, civil right activist, actor from Jamaica, has left an impressive legacy and created a path for many filmmakers across the world. Jimmy Akingbola is a trained actor who has made his career playing unfrogettable characters on screen while in life, he's a champion of giving back with his TriForce Networks initiative that enable creatives to connect and make things happen, no matter their background or ease of access to decision makers and talent spotters. .



Moderator  
Steven Adams, Producer, Talent  
Manager, USA



Speaker  
Jimmy Akingbola, Actor, Producer, UK

3.50 PM BREAK

3.55 PM Strategic Insights

## The art of packaging, marketing, promoting and selling content



Moderator  
Enyinna Nwigwe, Actor,  
Producer, Nigeria



Speaker  
Theo Dumont, Co-Founder,  
HollyShorts Festival, USA



Speaker  
Alexandre Rideau, CEO,  
Mediawan Africa



Speaker:  
Kenny Gravillis, Graphic  
Designer, UK



Speaker  
Bernard Bronner, CEO, Upscale  
Magazine, USA



Speaker  
Akram Zaghba, Producer,  
Algeria



Speaker:  
Moses Babatope, CEO,  
FilmOne, Nigeria

4.40 PM BREAK

4.45 PM Strategic Insights

## Focus on Emerging Producers and on Co-production models



Moderator  
Simone McIntyre, Actress,  
Producer, UK + Jamaica



Speaker  
Chibie Louis-Okoye, Producer,  
Nigeria + Canada



Speaker  
Gabriel Agbahonou, Actor,  
Director, Producer, Benin



Speaker  
NuNu Deng, Producer, South  
Sudan



Speaker  
Coréon Du, Producer, Angola



Speaker  
Khedidja Lemkecher, Producer,  
Tunisia



Speaker  
Haneen Al Saleh, Producer,  
Saudi Arabia

5.35 PM BREAK

5.40 PM AfroCannes Honors and Closing Cocktail

## AfroCannes Honorees



Presenter  
Enyinna Nwigwe, Actor,  
Producer, Nigeria



Chioma Ude, Founder, Africa  
International Film Festival,  
Nigeria



Coréon Du, Producer, Angola



Jann Mardenborough, Racecar  
Driver, UK



Skander Dhaoui, Director of  
Photography, Tunisia

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M A Y 1 8 , 2 0 2 3

7.00PM - Closing of DAY 2 and of the AfroCannes sessions

M A Y 1 9 , 2 0 2 3

6.00 PM - 7.30 PM

AfroCannes X Rise Yacht Party -By Invitation Only

RSVP [rsvp@altaglobalmedia.net](mailto:rsvp@altaglobalmedia.net) with the title AfroCannes Yacht Party

2.20 PM BREAK

2.25 PM Debate

**The African brand in films: from indigenous to global**

*What defines an African film? And what is the African brand in films? How is it marketed? Or how could it be marketed? How do platforms/FAST tread with the diverse and varied content coming from the African continent? Should it be treated as a monolith? Are streamers redefining or defining the African brand in films? Is there an indigenous, authentic African film brand?*