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BRAZIL TO TAKE CENTER STAGE AT THE 2025 MARCHÉ DU FILM AS COUNTRY OF HONOUR

As the official 2025 Country of Honour of the Marché du Film, Brazil will showcase the vibrancy of its audiovisual industry through a dynamic lineup of programs, panels, showcases, and events from 13 to 21 May, during the 78th Festival de Cannes. Aligned with the Brazil-France Season — the celebration will feature major project showcases, promising Brazilian talents and key industry figures, as well as the world premiere of Kleber Mendonça Filho's "The Secret Agent," competing for the Palme d'Or.

Paris – 8 May 2025

The **Marché du Film – Festival de Cannes** is preparing to spotlight Brazil's vibrant film industry and creative excellence from **13 to 21 May 2025**, during the 78th Festival de Cannes.

As the official **Country of Honour**, Brazil will captivate attendees through an exciting lineup of showcases, programs, and events that highlight the vitality of its audiovisual sector, the creativity of its talents, and its deep commitment to international collaboration.

This landmark edition also marks a record-breaking moment for Brazilian participation at the market, with a 50% increase in professionals attending compared to previous years — a clear sign of the country's growing global presence and industry momentum.

Organized by the **Ministry of Culture of Brazil**, in partnership with the **Ministry of Foreign Affairs** (through the **Guimarães Rosa Institute** and the **Brazilian Embassy in Paris**) and **ApexBrasil**, Brazil's participation in Cannes will play a key part of the **Brazil-France Season**, a cultural initiative celebrating 200 years of diplomatic relations between the two nations.

Throughout the event, Brazilian filmmakers, producers, and industry talents will feature prominently across several of the Marché du Film's key programs:

- **Producers Network:** Five promising Brazilian producers and their latest works will be introduced during one of the Producers Network's exclusive Breakfast Meetings, fostering networking and co-production opportunities.
- **Cannes Docs:** Brazil will present a vibrant slate of four docs-in-progress in search of post-production support, gap financing and/or festival exposure.
- **Goes to Cannes:** In collaboration with the Festival do Rio, five Brazilian fiction works-in-progress will be showcased to connect filmmakers with potential sales agents, distributors and festival programmers.
- **Spot the Composer:** Two talented Brazilian composers have been selected for this unique matchmaking program linking emerging music talents with directors and producers.
- **Cannes Makers:** Two rising Brazilian professionals are among the ten participants in this intensive mentoring & training program, designed for the future leaders in international sales.
- **Co-Production Day:** In partnership with the CNC, the France-Brazil Co-Production Meetings will connect ten Brazilian producers with French producers through a series of curated one-to-one meetings designed to spark new collaborations.



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In addition, Brazil will host **three conference panels** at the Marché du Film to offer an in-depth look at its dynamic audiovisual sector. Featuring notable speakers from top Brazilian institutions, the sessions will introduce the vast network of institutions driving Brazil's audiovisual policies, a presentation of key Brazilian associations open to international collaboration, and a showcase of major industry players who will share strategies for global partnerships.

Market participants eager to explore new collaborations can connect with Brazilian representatives at the Palais des Festivals, where dedicated booths will be hosted by **Cinema do Brasil, SPCINE (São Paulo Cinema & Audiovisual Company)** and **RioFilme (Rio de Janeiro Film Commission)**. These spaces will offer insights into co-production incentives, funding opportunities, and partnership prospects within Brazil's dynamic audiovisual sector.

Further amplifying Brazil's presence, ***The Secret Agent (O Agente Secreto)*** by acclaimed director Kleber Mendonça Filho has been officially selected In Competition and will compete for the Palme d'or. Filmed between Recife and São Paulo, this gripping drama — starring Wagner Moura — explores the political tensions in 1977, during Brazil's military dictatorship. A Brazilian-French co-production (MK2 Productions, Lemming, One Two Films), the film captures the spirit of creative collaboration driving this year's bicentenary cultural exchange.

Brazil will officially kick off the 2025 Marché du Film by co-hosting the Marché's highly anticipated **Opening Night Party** at the **Plage des Palmes**, the Festival and Marché's official beachside venue, with the distinguished presence of Brazil's Minister of Culture, Margareth Menezes inviting attendees to experience an unforgettable evening infused with Brazilian culture and festivities.

From showcasing new talent and projects to fostering major international partnerships, Brazil's 2025 participation at the Marché du Film promises to be a resounding testament to the diversity, innovation, and global ambition of its film and audiovisual industry.

To view the full schedule of Brazil's programming at the Marché du Film, please visit:

➔ <https://www.marchedufilm.com/programs/brazil-country-of-honour/schedule/>

The Marché du Film – Festival de Cannes opens its doors on 13 May 2025, with the film market running until 21 May and the Festival concluding its activities on 24 May.

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About Marché du Film – Festival de Cannes

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, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Producers Network, Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry – all set against the prestigious and iconic backdrop of Cannes.

Website: www.marchedufilm.com

About the Ministry of Culture of Brazil

The Ministry of Culture (MinC) is responsible for planning and implementing Brazil's national cultural and arts policies. The structure of the Ministry includes agencies that provide direct and immediate assistance to Minister Margareth Menezes, seven secretariats (Executive Secretariat; Secretariat for Citizenship and Cultural Diversity; Secretariat for Copyright and Intellectual Property; Secretariat for Creative Economy and Cultural Promotion; Secretariat for Education, Books and Reading; Secretariat for Audiovisual Production; Secretariat for Cultural



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Committees), four collegiate agencies (National Council for Cultural Policy; National Commission for Cultural Incentives; National Cultural Fund Commission; Superior Council for Cinema) and State Offices in all states of the Federation. The Ministry of Culture also has seven linked entities (National Cinema Agency; National Institute of Historical and Artistic Heritage; Brazilian Institute of Museums; National Library Foundation; Rui Barbosa House Foundation; Palmares Cultural Foundation and National Arts Foundation).

Website: <https://www.gov.br/cultura/pt-br>