



# The African International Film and TV Market innovates with FESPACO PRO



FESPACO intends to take a more active role in the development of African film industry by capitalizing on and optimizing existing initiatives. In this vein, the African International Film and TV Market (MICA) is innovating. The 2021 Edition of MICA taking place from October 17 to 22 October 2021 is now part of the festival professional component called FESPACO PRO, articulating around MICA (the film market), the YENNENGA WORKSHOPS, the YENNENGA LIBONI and the YENNENGA CONNECTION.

This innovation aims to support all the segments of filmmaking from initiation of a new project to optimization of existing services and initiatives, from authors, sales agents, distributors, exhibitors, producers to filmmakers. To achieve this, FESPACO PRO intends to provide a platform for meeting and exchange between film producers and distributors, streaming platform operators, broadcasters, African film festivals, national, regional and international institutions and agencies financing African cinema, and creation and coproduction support facilities.

In addition to this innovation, MICA 2021 offers African film professionals a film

market and unique coproduction opportunities through promotional stands, registration of companies and films in the FESPACO PRO official catalogue, on-demand screening sessions and rooms for conferences, roundtables and other meetings.

Debora OUEDRAOGO

**YENNENGA WORKSHOPS** include two activities, namely the Yennenga Post-Prod designed to support films in post-production phase. It is a platform that promotes coproduction partnerships and access to international market for African works. The second activity, known as Yennenga Academy comprised of a series of short vocational trainings in film trades, including business sector. It is a platform that brings together “aspiring filmmakers” in order to generate vocations or prepare the ground for new initiatives.

**YENNENGA LIBONI** is a tribune for exchanges between film professionals and the general public, including academics, students and film enthusiasts. YENNENGA LIBONI will also host the Forum and the Colloquium. The Forum is a public discussion space between teams of films in competition screened the day before and journalists and critics.

The Colloquium brings together specialists of the movie industry for exchanges on the edition theme or on issues relevant to FESPACO. The point here is to generate discussion and make recommendations to FESPACO and sector policy-makers.

**YENNENGA CONNECTON** is a platform for collaboration between FESPACO and main support mechanisms to African film creation. It includes three spaces: the development lab, dedicated funds and specific film production mechanisms.

Development lab is intended to be an incubator, a platform for identifying and supporting film projects in development phase. This initiative builds on the experience of OUAGA FILM LAB in Burkina Faso, which has succeeded in 6 years in bringing spotlight on hundreds of talents, of which some of projects have matured into films selected at several festivals.

Dedicated Funds are a framework for African film funds. Also known as “counters”, they reflect the will of countries and international organizations to provide tailored support to African cinema. This is the case with Fopica (Senegal), NFVF (South Africa), Fonsic (Côte-d’Ivoire), OIF Image Fund, World Cinema Fund Africa (Germany), Documentary Africa – Doc’A (Kenya), Young Francophone Creation Fund (Burkina Faso). Dedicated Funds provide a framework for meeting and exchange for existing funds to make themselves better known in a direct dialogue with directors and producers present at FESPACO.

Specific production mechanisms are also a physical platform with different opportunities, some very innovative, for supporting film projects, from writing to release. Set up in 2018, STEPS in South Africa provides a good example in this area. Through their GENERATION AFRICA project, this facility has been able to boost coproduction in Africa while integrating it into international distribution channels.



# FOCUS

## Atmosphere ahead of MICA opening

Here we go for the 19th edition of the African International Film and Television Market (MICA) from 17 to 23 October 2021. Exhibitors from all over Africa are taking possession of their stands.



Mrs Suzanne Kourouma / Sanou, MICA President

MICA President, Suzanne Kourouma / Sanou. “I hope that this MICA will be an opportunity for B to B encounters, co-production



Stand of the Ivorian Ministry of Culture, yet to be occupied projects between different countries and above all I hope there will be crowds”. “We hope that it will be a unique opportunity for the promotion of films”, Emmanuel KONKOBO Director of Cooperation and Public Relations of the African Regional Centre for

Living Arts in Africa (CERAV Africa) said. Decorated with the colours of Cote d’Ivoire the stand of the Ministry of Culture is attractive. “We shall exhibit Ivorian productions”, said Mrs Soumaourou. While exhibitors are busy setting up in their stands, visitors like Laure Centerville from France are looking forward to see what this biennale of African cinema has in store for them.

Adrien DJIGUEMDE

## MICA in figures e

The African International Film and TV Market (MICA) connects international buyers to sellers of film and audio-visual works. Its main purpose is to foster transactions between producers and buyers of African and Diaspora films.

### 51 films registered into the catalogue including:

- 13 fictional features
- 3 fictional shorts
- 21 feature documentaries

- 8 short documentaries
- 6 TV series
- 6 Séries télévisuelles

### 66 companies registered into the catalogue including:

- 18 National and International institutions and organizations
- 23 production companies
- 18 distribution, broadcasting companies and others
- 2 training schools
- 5 festivals

Gathered by Laetitia Arlette GOMINA

## PROGRAMME GENERAL DU FESPACO PRO

DATES	HEURES	ACTIVITES	ORGANISATIONS/INTERVENANTS	LIEU
Dimanche 17 Oct	08.30_10.00	Prise de contact participants Ateliers Yennenga (Academy et Post-Prod) avec le parrain Alain Gomis	FESPACO PRO	Salle Yennenga Connexion_FESPACO PRO
	10.00_11.30	Ouverture officielle du Fespaco Pro/MICA	Responsables Fespaco Pro/MICA	Salle de Conférence_Fespaco Pro
	11.30_12.00	Vernissage CINE_EXPO	Cinémathèque Fespaco (17 au 23 octobre)	Salle Expo CINE_FESPACO PRO
	12.00_13.00	Conférence inaugurale UE-CULTURE : Appui aux industries culturelles et à la coproduction audiovisuelle	Ambassadeur de la DUE.BF/Responsable programme Culture/Représentante ACP.UE	Salle de Conférence_Fespaco Pro
	14.00_16.00	Panel des fonds de coproduction : ACP UE Culture et autres fonds	World cinema fund ACP; Clap ACP; Deental ACP; Jeune création francophone; FOPICA; FONSI; FAIC; PAIC-GC; REDSEA; Dox box; Doc'A; KZNFC;	Salle de Conférence_Fespaco Pro
	16.30_18.00	Panel sur le renforcement de l'entrepreneuriat des femmes réalisatrices dans pays ACP	ACP/UE	Salle de Conférence_Fespaco Pro

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