

# MICA REGULATION

## AFRICAN INTERNATIONAL FILM AND AUDIO-VISUAL MARKET (MICA)

MICA is organized as part of the Pan-African Film and Television Festival of Ouagadougou (FESPACO).

It is a framework for meeting, promotion and interaction open to professionals and film, audio-visual and motion picture works.

**Article 1:** This Regulation aims to spell out the organizational, operational and participation conditions for professionals of the industry in MICA.

**Article 2:** The 22<sup>nd</sup> Edition of MICA is taking place from *23 to 28 February 2025*.

**Article 3:** MICA offers the following services:

- Registration into FESPACO PRO/MICA catalogue;
- On demand screening sessions;
- Exhibitions at MICA Pavilion.

Participation in MICA implies full adherence to this Regulation.

**Article 4:** Deadline for registration of films and companies in FESPACO PRO/MICA catalogue as well as stand rental is **31 December 2024 at 23h59mn the latest** via the platform by **clicking here**.

Registration material (in French and English) shall include:

- **FOR FILMS**
  - a (01) technical and artistic data sheet;
  - a (01) synopsis (400 characters);
  - a (01) bio-filmography of the director (400 characters);
  - a (01) poster of the film;
  - a download and viewing link of the film or first episodes of TV series in MPEG-4 (H.264) format, valid up until **31 March 2025**;
  - an (01) ID photo of the director (JPEG 300 dpi format);
  - photos of the film (in portrait and landscape, JPEG 300 dpi format).
- **FOR COMPANIES**
  - Presentation note of company;
  - Company logo (JPEG 300 dpi format);
  - Full address (WhatsApp, phone numbers, Email, Web site, ...).

Registration fees for films and companies into FESPACO PRO/MICA catalogue is Euro **Fifty (50)**, or CFA **Thirty-two thousand five hundred (32,500)** per film, non-refundable.

**Article 5:** Deadline for registration of films for on demand screening sessions is **22 February 2025 the latest** via the platform by **clicking here**.

Registration material (in French and English) for on demand screening shall include:

- a (01) technical and artistic data sheet;
- a (01) synopsis (400 characters);
- a (01) bio-filmography of the director (400 characters);
- a (01) poster of the film;
- a download and viewing link of the film or first episodes of TV series in MPEG-4 (H.264) format, valid up until **31 March 2025**, or a copy of the film on USB drive or external hard drive.

Screening fee is Euro **Fifty (50)**, or CFA **Thirty-two thousand five hundred (32,500)** per hour, non-refundable.

**Article 6:** Registration deadline for MICA Pavilion is **15 January 2025** and online by **clicking here**.

Only companies, institutions and associations in the film, audio-visual and motion picture sector can register for MICA Pavilion.

Stands are made available in standard size of **nine (09) m<sup>2</sup>** at Euro **Seven hundred sixty-three (763)**, or CFA **Five hundred thousand (500,000) each, with a maximum stand area of thirty-six (36) m<sup>2</sup> per institution**.

**Article 7:** Registration into FESPACO PRO/MICA gives right to visibility on FESPACO PRO/MICA communication materials.

**Article 8:** Sending and return of film copies are the responsibility of director, producer or distributor.

Parcels shall be marked « **For cultural use only** » and « **With no commercial value** ».

Transport costs and possible custom duties for parcels sent by express service must have been entirely paid for. Otherwise, FESPACO PRO/MICA shall reserve the right to reject such parcels.

FESPACO PRO/MICA shall not assume responsibility for shipping mistakes or damages from transport of films.

FESPACO PRO/MICA shall not be responsible for deteriorations due to poor initial condition of copies.

**Article 9:** Renting a stand gives you access to the power grid, two (02) Professional badges, a (01) table and two (02) chairs, an internet connection, access to the B2B lounge and other amenities.

Additional badges shall be the responsibility of stand tenant and payment shall be made with the Accounting Officer of FESPACO.

**Article 10:** Access to FESPACO PRO /MICA is upon presentation of a (01) badge.

**Article 11:** The General Delegate of FESPACO shall be competent to hear any dispute over the interpretation and application of the provisions of this Regulation.

Amicable settlement shall be favoured in the event of a dispute.

**Article 12:** Only the French version of this Regulation shall prevail.

**The General Delegate of FESPACO**

**Moussa Alex SAWADOGO**  
*Officier de l'Ordre de l'Étalon*