



# FIFOI 2026

## THE MARKET



APRIL 14-19, 2026

# PROGRAM

# THE MARKET'S AMBITION

## FIFOI

### An incubator for the development of the audiovisual and film industry

**FIFOI : The Market Launches its Third Edition pursuing an ambition that extends far beyond the event itself: to become, in the medium and long term, a vital incubator for the development of the audiovisual and film industry in the Indian Ocean region.**

Designed as a human-scale space, the FIFOI Film Market fosters openness and dialogue. It encourages networking, showcases talent across generations, and creates an environment conducive to collaboration, co-creation, and cooperation among professionals from the region and around the world.

Over several days, writers, producers, broadcasters, distributors, technicians, trainers, and representatives from national and international institutions and major festivals come together to share their visions and collectively imagine the stories of tomorrow. Pitching sessions give project holders the opportunity to present their work to an audience of industry professionals, paving the way for decisive encounters and concrete development opportunities.

The Market also features presentations of broadcasters' editorial lines, as well as panels and roundtables addressing key issues: creation and new forms of storytelling, international co-production, the economic sustainability of production companies, and strategies to support projects through to completion. Dedicated networking spaces, including B2B meetings, extend these exchanges and foster new partnerships.

This new edition marks a significant step forward for the Market, with increased international participation and even richer expertise. The involvement of national and international guests helps establish FIFOI as a strategic platform for the development and promotion of projects from the region.

Rooted in the vibrant audiovisual and film sector of Réunion, the FIFOI Film Market acts as a bridge between French cinema and the audiovisual industries of the Indian Ocean. It is gradually becoming a reference space for co-production, financing, and the circulation of works from these territories.



# THE MARKET'S AMBITION

## Creative Producer Indaba program strengthens regional and international co-production dynamics and networking

In 2026, the Maison du Cinéma et des Jeux Vidéo (MCJV)—a public administrative institution under the Région Réunion chaired by Ms. Huguette Bello—will launch its initiative to support the film and visual media industries through an innovative international partnership with the Creative Producer Indaba (CPI).

By becoming a partner of the Creative Producer Indaba project—a residency program offered by The Realness Institute, based in South Africa, as part of FIFOI The Market 2026 (the Indian Ocean International Film Festival Market)—the Maison du Cinéma et des Jeux Vidéo aims to strengthen opportunities for international cooperation for professionals in Réunion, fostering synergies and the pooling of resources.

From April 12 to 18, 2026, in Saint-Paul, Réunion, La Maison du Cinéma et des Jeux Vidéo will host 15 emerging producers, mostly from the African continent, to participate in the Creative Producer Indaba during five days of in-person workshops and events designed to expand their international networks and stimulate economic and cultural cooperation in the Indian Ocean region by fostering exchanges with talent from Réunion (project developers, co-producers, and distributors).

Film professionals from Réunion and participants in FIFOI The Market will be invited to attend in-person highlights led by Creative Producer Indaba experts during the Festival.

### A word from the Maison du Cinéma et des Jeux Vidéo:

“ By partnering with the Creative Producer Indaba, a residency offered by the Realness Institute (South Africa) as part of FIFOI: The Market 2026, the Maison du Cinéma et des Jeux Vidéo aims to expand international cooperation opportunities for professionals in Réunion. This initiative promotes synergies and resource-sharing.

In this context, the Maison du Cinéma et des Jeux Vidéo supports the participation of 15 emerging producers, primarily from the African continent, to stimulate economic and cultural cooperation in the Indian Ocean region. It also encourages exchanges with Réunion’s talent—project holders, co-producers, and distributors.”



All professional meetings and the Film Market will take place in the heart of the city of Saint-Paul.  
Only accredited person are allowed during FIFOI: THE MARKET

Accreditation

**Tuesday, April 14<sup>th</sup>** 

AM

09:30 CHECK-IN & WELCOME

10:00

**LONGÈRE SUDEL FUMA**

**RON KOZÉ** moderated by Mohamed SAÏD OUMA

«From Local to Global»

with Amil SHIVJI, Manon AMACOUTY, Lydia MATATA et Aina RANDRIANATOANDRO

11:45



# Wednesday, April 15<sup>th</sup>



AM

09:30 CHECK-IN & WELCOME

10:00

**LESPAS CULTUREL LECONTE DE LISLE**

**MASTERCLASS** by Mehret MANDEFRO

**Building a profitable production company that sustains your career**

11:30

PM

01:30

**LESPAS CULTUREL LECONTE DE LISLE**

**Short Film Pitches – Fiction & documentary**

- ▶ *Bus depot* by Prantik NARAYAN BASU – India
- ▶ *Leaking Fridge, Crying Baby* by Bauddhayan MUKHERJI – India
- ▶ *The Child Will Carry You* by Cheta CHUKWU – Kenya
- ▶ *Ngithembe (Trust Me)* by Samke MAKHOBA – South Africa
- ▶ *Sitraka sy Telina* by Aina RANDRIANATOANDRO – Madagascar
- ▶ *Babouk-Man* by Boris LALLEMAND – La Réunion
- ▶ *Do lo la rivièr i koul da' mèr* by Célia BERBY MAILLOT – La Réunion
- ▶ *Chovu* by Lydia MATATA – Kenya

03:00

03:15

**LESPAS CULTUREL LECONTE DE LISLE**

**PANEL** with Gugi GUMILANG and Lova NANTENAINA

**Documentary: the secrets of a winning project**

04:15

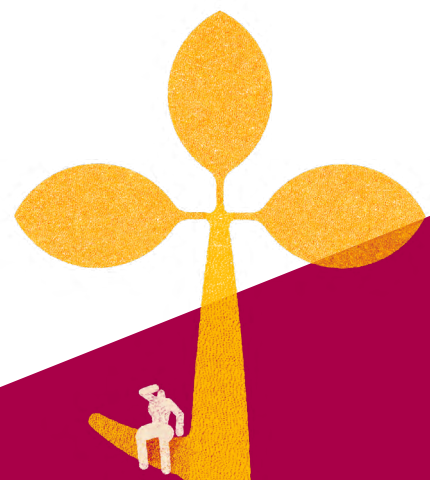
**PARALLEL SESSION**

03:30

**LONGÈRE SUDEL FUMA**

**NETWORKING : Short film**

04:30



# Thursday, April 16<sup>th</sup>

**AM**

**09:30 CHECK-IN & WELCOME**

**10:00**

## **LESPAS CULTUREL LECONTE DE LISLE**

**PANEL** hosted Diana ELBAUM and Mohamed SAÏD OUMA  
**Co-production therapy : Beyond the honeymoon**

**11:30**

**PM**

**01:30**

## **LESPAS CULTUREL LECONTE DE LISLE**

**Feature-length documentary pitches**

- ▶ *Children of the Sea* by Pooja SAMPATH and Umeed MISTRY – India
- ▶ *The Ones With The Tempered Flowers* by Neema NGELIME – Tanzania
- ▶ *De l'ombre à l'écran, une autre histoire du cinéma français* by Euzhan PALCY – France
- ▶ *A Little Love* by Soham KUNDU – India
- ▶ *Green migrants* by Ary-Misa RAKOTOBÉ – Madagascar
- ▶ *L'homme multiple* by Patrice CANABADY – Mauritius
- ▶ *The Weight I Carry* by Wairimu KIMOTHO – Kenya
- ▶ *Femmes des Îles de La Lune : au coeur d'un passage* by Natacha MOUSTOIFA – Mayotte

**03:00**

## **LESPAS CULTUREL LECONTE DE LISLE**

**MASTERCLASS** by Hédi ZARDI

**Festival strategy & international sales**

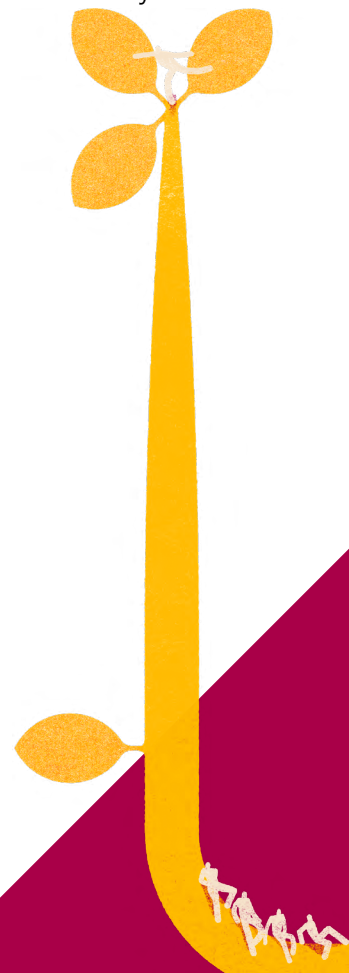
**04:15**

## **PARALLEL SESSION**

### **LONGÈRE SUDEL FUMA**

**NETWORKING** Feature-length documentary

**04:30**



# Friday, April 17<sup>th</sup>

**AM**

**08:45 CHECK-IN & WELCOME**

**09:15**

**LONGÈRE SUDEL FUMA**

**Line up France Télévisions** with Sophie CHEGARAY, Aurélie CHESNÉ, Toufaily ANDJILANI, Valérie FILAIN, Stéphane PESSIN and Marie SAWIAT

**10:45**

**11:00**

**LONGÈRE SUDEL FUMA**

**PRESENTATION** by Lisa CHALVET  
Reunion regional support & funds

**12:00**

**PM**

**01:30**

**LONGÈRE SUDEL FUMA**

**PRESENTATION** by Daphné BRUNEAU  
The new CNC territorial policy

**02:45**

**03:00**

**LONGÈRE SUDEL FUMA**

**MASTERCLASS** with Georg TILLER  
How AI transforms the materiality of cinema itself : theoretical reflection and practical insights

**04:30**

# Saturday, April 18<sup>th</sup>

**AM**

**08:30 CHECK-IN & WELCOME**

**09:00**

**LONGÈRE SUDEL FUMA**

**In conversation with Aïssa MAÏGA** hosted by Estelle JOMARON-GALABERT

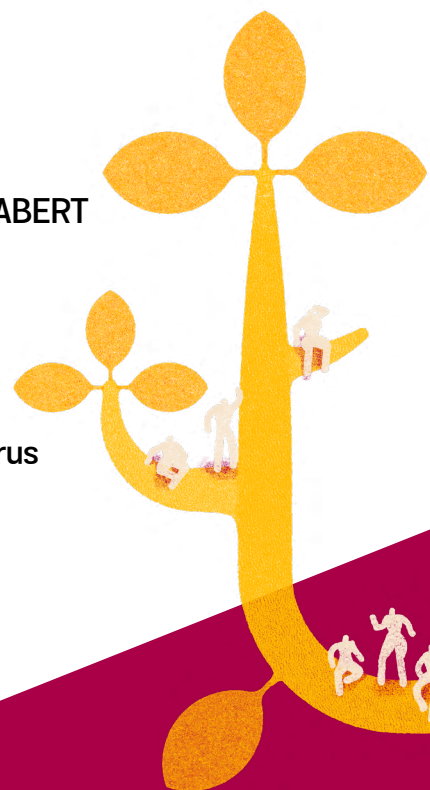
**10:30**

**10:45**

**LONGÈRE SUDEL FUMA**

**Music on screen** hosted by Estelle JOMARON-GALABERT  
with Michel MEY, Aleksand SAYA, Yannis NANGUET aka Boogie and Aurus

**12:00**





# THE MARKET

# DETAILS

Accreditation



## Tuesday, April 14<sup>th</sup>

9:30 AM - CHECK-IN & WELCOME

10:00 - 11:45 AM | LONGÈRE SUDEL FUMA

**RON KOZÉ**, moderated by Mohamed SAÏD OUMA

with film maker *Amil SHIVJI*, *Manon AMACOUTY*, *Lydia MATATA* and *Aina RANDRIANATOANDRO*

Together, these storytellers, filmmakers and critics explore the specificity of place in their work and how their respective contexts shape both the form and content of their storytelling. Drawing on selected examples from their films and creative practices, the discussion examines how they navigate and challenge systemic constraints, from limited infrastructure and funding to questions of visibility and access.



### Amil SHIVJI

Amil Shivji is a Tanzanian filmmaker & educator whose cinema deconstructs power while celebrating resilience of marginalized peoples. His films have premiered at TIFF, Berlinale, Locarno and *Tug of war* (FIFOI 2024) was Tanzania's second ever submission to the Oscars®.



### Manon AMACOUTY

Manon Amacouty is a screenwriter and director from Reunion Island, a graduate of ESRA Paris. Winner of the Talents la Kour residency with her short film *La Petite Sirène*, she later directed the series *En Boucle* for France Télévisions and the political mockumentary *NFR - The New Free Reunion*, broadcast on Canal+. She is currently developing a thriller series set in Reunion Island, while actively engaging in LGBTQIA+ rights and film education.



### Lydia MATATA

Lydia Matata is a filmmaker based in Nairobi, Kenya, whose work explores the people, issues, and experiences that move her. Her latest documentary, *Kenyan on Mars*, is currently screening on Al Jazeera's Africa Direct platform. She is also one of the writers of *Country Queen*, Kenya's first original Netflix series.



### Aina RANDRIANATOANDRO

Aina Randrianatoandro is a film critic and aspiring filmmaker based in Antananarivo. He is both an individual member of FIPRESCI and a board member of the Association of Film Critics of Madagascar (ACCM). Winner of the Pan-African Film Criticism Award in 2020, he regularly contributes to media coverage of various international film festivals.

# Wednesday, April 15<sup>th</sup>

09:30 AM - CHECK-IN & WELCOME

10:30 - 11:30 AM | LESPAS CULTUREL LECONTE DE LISLE

**MASTERCLASS** by Mehret MANDEFRO

**Building a profitable production company that sustains your career**

A masterclass for independent producers ready to stop starting over. Learn how to go from individual projects to a slate-driven production company that attracts serious capital and strategic partners that ensure your work grows.



## Mehret MANDEFRO

Mehret Mandefro is an award-winning producer and writer whose work across documentary and fiction, film and TV, has appeared on Showtime, Amazon, American Masters, PBS, Apple, and Netflix. Born in Addis Ababa, she co-founded Truth Aid Media in the United States, A51 Pictures in Ethiopia, and the Realness Institute in South Africa, a nonprofit that trains African film and television professionals and connects them to the global entertainment industry.

01:30 - 03:00 PM | LESPAS CULTUREL LECONTE DE LISLE

**Short Film Pitches** - Fiction & documentary

- ▶ **Bus depot** by Prantik NARAYAN BASU – India
- ▶ **Leaking Fridge, Crying Baby** by Bauddhayan MUKHERJI – India
- ▶ **The Child Will Carry You** by Cheta CHUKWU – Kenya
- ▶ **Ngithembe (Trust Me)** by Samke MAKHOBHA – South Africa
- ▶ **Sitraka sy Telina** by Aina RANDRIANATOANDRO – Madagascar
- ▶ **Babouk-Man** by Boris LALLEMAND – La Réunion
- ▶ **Do lo la rivièr i koul da' mèr** by Célia BERBY MAILLOT – La Réunion
- ▶ **Chovu** by Lydia MATATA – Kenya

## Wednesday, April 15<sup>th</sup>

03:15 - 04:15 PM | LESPAS CULTUREL LECONTE DE LISLE

**PANEL** with Gugi GUMILANG and Lova NANTENAINA

### **Documentary : the secrets of a winning project**

Ever wonder what really happens to your film or grant application after you hit «submit»? Documentary strategist Gugi Gumilang and filmmaker Lova Nantenaina will discuss behind-the-scenes look at the «black box» of documentary selection. Gugi will pull back the curtain on how projects are evaluated, while Lova will share his firsthand experience navigating these same hurdles as a director. Explore the «Three Pillars» of a winning dossier –Clarity, Access, and Intention– and learn how to make your story stand out in a crowded global market while staying true to your unique cultural voice.



#### **Gugi GUMILANG**

Gugi Gumilang is a documentary strategist and producer working across industry platforms. As Program Director of In-Docs, he leads Docs by the Sea and serves on the International Programming team at Hot Docs by contributing to the global non fiction ecosystem.



#### **Lova NANTENAINA**

Lova Nantenaina was born in 1977 in Madagascar into a modest family. After studying social sciences, he earned a master's degree from the Toulouse Film School (ENSAV) in 2009. Since then, he has sought to film his native island and his adopted island, La Réunion, with a grounded perspective. Endemika Films is the name he chose for his production company based in Antananarivo. His internationally recognized works (IDFA, Hot Docs, TIFF, DOXA, FESPACO...) reflect a singular take on issues of memory and resistance to destructive globalization.

03:30 - 04:30 PM | LONGÈRE SUDEL FUMA

### **NETWORKING : SHORT FILM**

## Thursday, April 16<sup>th</sup>

09:30 AM - CHECK-IN & WELCOME

10:00 - 11:30 AM | LESPAS CULTUREL LECOINTE DE LISLE

**PANEL** hosted by Diana ELBAUM and Mohamed SAÏD OUMA

### Co-production therapy : Beyond the honeymoon

Is co-production a marriage of convenience or a risky love at first sight? From the initial spark to post-distribution exhaustion, Diana and Mohamed invite you to a “therapy session” for producers and filmmakers. Between North-South imbalances and the pitfalls of post-colonial prejudices, they deconstruct the myths of partnership. Learn how to align your interests, protect your vision, and transform the “passionate blindness” of a project into a lasting professional union.



#### Diana ELBAUM

Diana Elbaum has produced a wide range of award-winning films, initially in advertising and then in motion pictures. She is known for masterfully bringing together international talent and financing. Her work and curiosity have taken her around the world several times, enabling her to enroll cutting-edge writers, directors and talent from all continents.

01:30 - 03:00 PM | LESPAS CULTUREL LECOINTE DE LISLE

### FEATURE DOCUMENTARY PITCH

- ▶ *Children of the Sea* by Pooja SAMPATH and Umeed MISTRY – India
- ▶ *The Ones With The Tempered Flowers* by Neema NGELIME – Tanzania
- ▶ *De l'ombre à l'écran, une autre histoire du cinéma français* by Euzhan PALCY – France
- ▶ *A Little Love* by Soham KUNDU – India
- ▶ *Green migrants* by Ary-Misa RAKOTOBE – Madagascar
- ▶ *L'homme multiple* by Patrice CANABADY – Mauritius
- ▶ *The Weight I Carry* by Wairimu KIMOTHO – Kenya
- ▶ *Femmes des Îles de La Lune : au coeur d'un passage* by Natacha MOUSTOIFA – Mayotte

# Thursday, April 16<sup>th</sup>

03:15 - 04:15 PM | LESPAS CULTUREL LECONTE DE LISLE

**MASTERCLASS** by Hédi ZARDI

**Festival strategy & international sales**

In an ever-evolving film market characterized by fragile economic balances and shifting geopolitical contexts, how can our stories find their paths to circulation and distribution? As buyers become increasingly cautious and the market polarizes around a limited number of high-profile titles, it is crucial to identify the key steps to bring a strong, unapologetically unique and distinctive film to theaters.

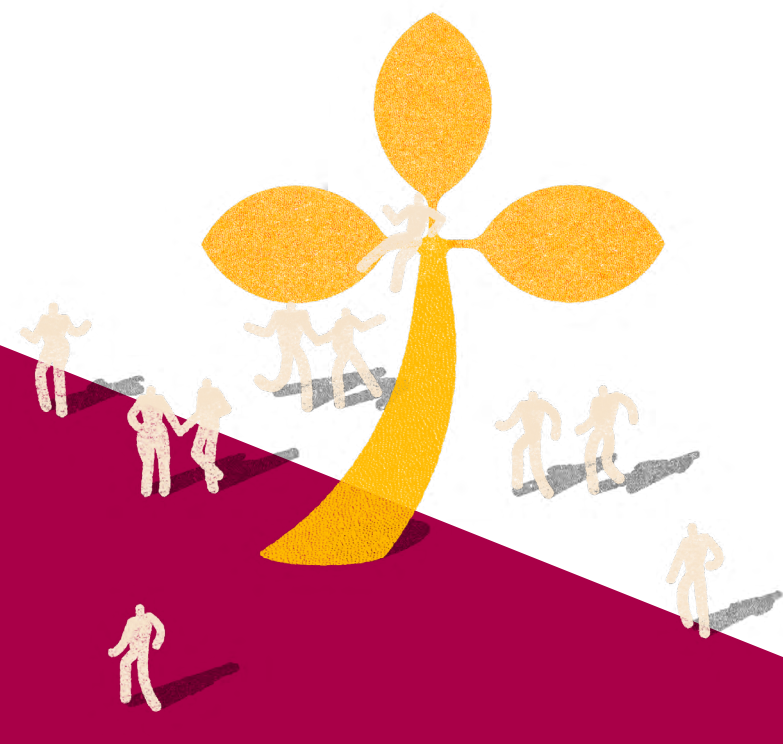


### Hédi ZARDI

With more than 20 years of experience in the film and TV industry in a wide variety of fields, Hédi Zardi has built a deep comprehensive knowledge of the international landscape as a dynamic and forward-thinking project developer and creative producer. He is the head of the Atlas workshops, the industry programme of the Marrakech International Film Festival

03:30 - 04:30 PM | LONGÈRE SUDEL FUMA

**NETWORKING : FEATURE DOCUMENTARY**



**Friday, April 17<sup>th</sup>** 

08:45 AM - CHECK-IN &amp; WELCOME

09:15 - 10:45 AM | LONGÈRE SUDEL FUMA

**Line up France Télévisions** with Sophie CHEGARAY, Aurélie CHESNÉ, Toufaily ANDJILANI, Valérie FILAIN, Stéphane PESSIN and Marie SAWIAT

Meeting with the heads of programs at the France Télévision group, including the Overseas Department. What editorial guidelines are in place, and how can one collaborate with these departments ?



**Sophie CHEGARAY**  
Commissioning editor, documentaries



**Aurélie CHESNÉ**  
Short film Program advisor



**Valérie FILAIN**  
Regional Director Réunion La 1ère



**Stéphane PESSIN**  
Commissioning Editor Réunion La 1ère



**Toufaily ANDJILANI**  
Regional Director Mayotte La 1ère



**Marie SAWIAT**  
Commissioning Editor Mayotte La 1ère

# Friday, April 17<sup>th</sup>

## 11:00 AM - 12:00 PM | LONGÈRE SUDEL FUMA

### **PRESENTATION** by Lisa CHALVET

## **Reunion regional support programs & funds**

Producers, expand your global ambitions through the Regional Film and Audiovisual Fund and explore a fast-growing strategic territory: Reunion Island, France and Europe located in the Indian Ocean region. This information session offers direct access to funding mechanisms, support schemes, and concrete co-production opportunities with partners from a rapidly evolving creative ecosystem. Emerging talent, exceptional locations, attractive incentives: the region provides fertile ground for bold, internationally competitive collaborations.



### **Lisa CHALVET**

Lisa works to promote French cinema and audiovisual creations to a variety of audiences and professionals as Head of film and audiovisual industries department at La Réunion Region.

## 01:30 - 02:45 PM | LONGÈRE SUDEL FUMA

### **PRESENTATION** by Daphné BRUNEAU

## **The new CNC territorial policy**

The Centre National du Cinéma et de l'image animée (CNC) is committed to addressing current challenges that are transforming the various sectors of film and animation through actions carried out at international, national, and local levels. Indeed, the CNC works closely with local authorities as part of its partnership policy, which also ties it to the Réunion Region. The new partnership framework aims to stand out with strengthened ambitions in media literacy and cultural outreach.



### **Daphné BRUNEAU**

A former lawyer, Daphné Bruneau joined the CNC as a legal studies officer. She subsequently served as Head of the Territorial Action Department and then as Head of the Territorial and Cultural Action Department before being appointed Deputy Director. Her department is responsible for supporting professionals—particularly authors and training programs awarded by La Grande Fabrique de l'Image—as well as promoting the distribution of works to all audiences, with a focus on media and film education initiatives (such as Ma Classe au Cinéma and Passeurs d'Images), and fostering territorial cooperation.

**Friday, April 17<sup>th</sup>** 

03:00 - 04:30 PM | LONGÈRE SUDEL FUMA

**MASTERCLASS** with Georg TILLER

## **How AI transforms the materiality of cinema itself : theoretical reflection and practical insights**

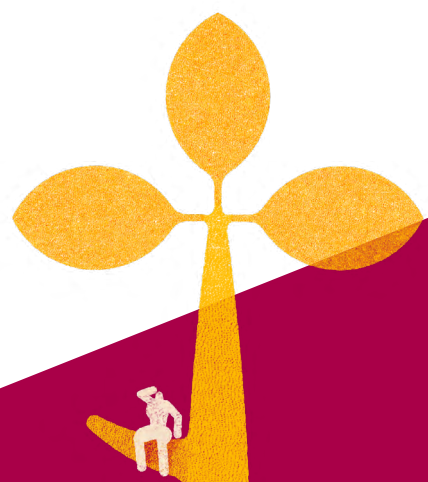
After the screening of his AI-generated short film *The Valley Where LOAB Lives* (presented at the 2026 Berlinale), filmmaker Georg TILLER will present the creative and technical processes used in making the film. He will share the main principles of his artistic manifesto and address the major questions raised by artificial intelligence in cinema: copyright, ethical issues, responsibility, and regulatory evolution.

This talk aims to spark a strategic discussion on how AI can become a creative, structuring, and sustainable tool for the audiovisual industry in the Indian Ocean region.



### **Georg TILLER**

Austrian filmmaker and producer developing hybrid cinema at the intersection of documentary, fiction and AI-generated imagery. His films have premiered at festivals including Berlinale, Rotterdam, Hot Docs and FIDMarseille.



# Saturday, April 18<sup>th</sup>

08:30 - 09:00 AM | CHECK-IN & WELCOME

09:00 - 10:30 AM | LONGÈRE SUDEL FUMA

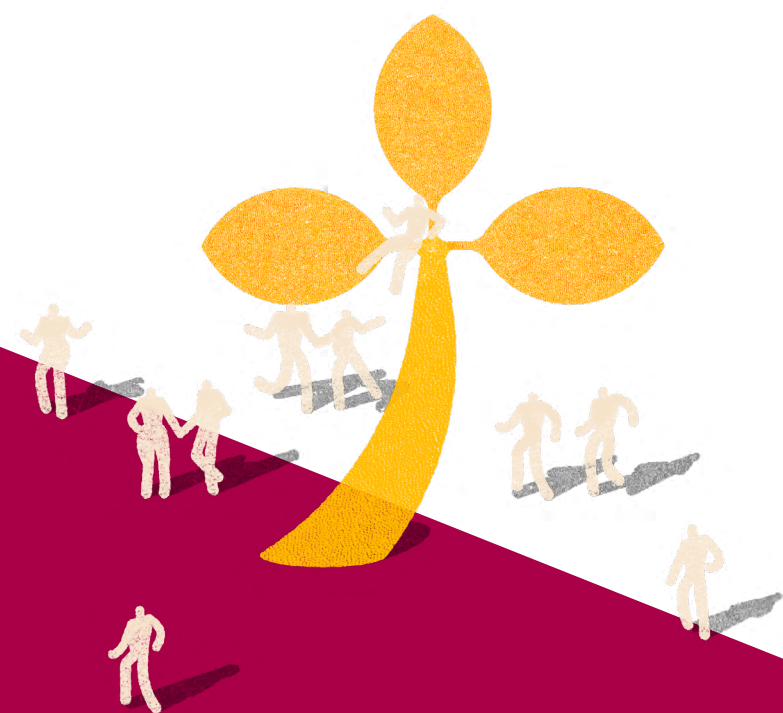
**In conversation with Aïssa MAÏGA** hosted by Estelle JOMARON-GALABERT



## Aïssa MAÏGA

Aïssa Maïga is a prominent French actress, writer, director, and producer of Senegalese and Malian descent. In 2026, she stars in several projects: a TV movie by Corinne Masiero, the sci-fi film *Juste après l'Aube* by Olivier Boillot, and the political thriller *Killing of a Nation* by Mexican director Carlos Bolado. Known for memorable roles in *Il a déjà tes yeux* and *Bienvenue à Marly-Gomont*, she also built an international career with *Taken Down*, *The Boy Who Harnessed the Wind*, and *King Shaka*.

In 2018, she co-authored *Noire n'est pas mon métier*, a manifesto exposing racism in the French film industry. As a director, she co-directed *Regard Noir* (2021) and wrote and directed *Marcher sur l'eau* (2021), an acclaimed climate documentary. In 2025, she appeared in *Promis le ciel* by Erige Sehiri, selected in Cannes.



# Saturday, April 18<sup>th</sup>

10:45 AM - 12:00 PM | LONGÈRE SUDEL FUMA

**PANEL** hosted by Estelle JOMARON-GALABERT

**Music on screen** with Michel MEY and Aleksand SAYA, Yannis NANGUET aka Boogie, and Aurus

This year, FIFOI is innovating with a workshop dedicated to the alliance between music and cinema. The goal: Move away from royalty-free music and promote local creations by bringing together composers, directors, writers, and producers from Réunion and the Indian Ocean region.



**Michel MEY**  
La Réunion and Mayotte SACEM Regional  
Director



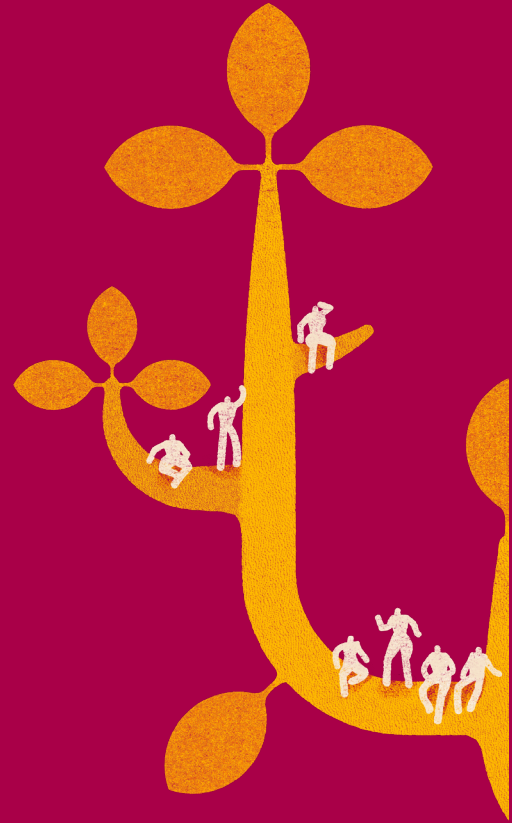
**Aleksand SAYA**  
Musician, composer



**Aurus**  
Musician, composer



**Yannis NANGUET dit Boogie**  
Musician, composer



**PRACTICAL**

**INFO**





## SAINT-PAUL

**Lespas culturel Leconte de Lisle**  
5 Rue Eugene Dayot, Saint-Paul

**Longère Sudel Fuma**  
20 Place du Général de Gaulle, Saint-Paul

**Information**  
marketcoordination@fifoi.re

## THANKS TO OUR PARTNERS



# FIFOI

## THE MARKET

[HTTPS://FIFOI.RE](https://fifoi.re)



La Réunion