



CARIBBEAN ALLIANCE OF  
FILM & TV PROFESSIONALS

# Market Attendance Report

European Film Market / Berlinale Film Festival  
Feb 15-21, 2024

## DATE

March 2024

## PRESENTED BY

Caribbean Alliance of Film  
and Television Professionals







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# At A Glance

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23 Caribbean screen-based MSME participants gained international exposure and visibility.

9.5% of the mtgs reported were with Streaming Platforms & Digital Exhibitors

80% found the experience to be “Valuable”

225 mins of Caribbean content was exhibited at the EFM / Berlinale

60% of the delegation established 10-19 new business contacts each

43 delegation meetings were reported

10 new Caribbean and LatAm countries became aware of CAFTPro

19% of the mtgs reported were with Financiers / Investors

9.5% of mtgs reported were with Production Companies

80% accomplished most or all of their goals

11.9% of the mtgs reported were with Sales Agents

9.5% of the mtgs reported were with Training Institutions





CARIBBEAN ALLIANCE OF  
FILM & TV PROFESSIONALS



# About CAFTPro

Founded in February 2023, CAFTPro is an alliance of Caribbean film and television professionals working to support the growth of the Caribbean film and television industries through targeted interventions and programmes.

There is a burgeoning film industry in the Caribbean. We believe that with greater international exposure, and the provision of more opportunities for doing business internationally and regionally then the growth of the industry will be accelerated.

CAFTPro is actively growing its membership base to be truly pan-Caribbean. The founding members represent: Antigua, Barbados, Cuba, Dominican Republic, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St Vincent and the Grenadines, Suriname, and Trinidad & Tobago.

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# CAFTPro Goals

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- **Promote the visibility of the Caribbean region as a film business destination**
  - Collaborate to attract international film producers to the region
  - Build global film festival networks to access opportunities to exhibit and curate Caribbean films
  - Create bridges to international financing and distribution for Caribbean film and television projects
- **Support Caribbean filmmakers through awareness and outreach**
  - Build relationships with like-minded international organisations and funding agencies
  - Present members and their film projects seeking possible co-production, financing and distribution partners
- **Upskill the region through market intelligence and transferable business know-how**
  - Identify international networks of support - training and professional development, film financing, and distribution - for Caribbean filmmakers

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Visibility

Access

Business

Upskilling





# About the EFM

The European Film Market (EFM) is one of the top three meeting places of the international film and media industries, and takes place within the Berlinale Film Festival. Over a period of eight days, around 10,000 representatives of the international film and media industries – primarily producers, buyers and sales agents, distributors and financiers – come together to network, exchange, inform themselves and do business.

EFM Market Data	2023	2024
Total number of global participants	11,500	12,000+
Number of Buyers attending	1302	1263
# Exhibitors (business & professional stands)	612	614
# Film presented / # screenings	773 / 1533	664 / 1209





# Market Attendance Strategy

In light of the ever-increasing presence of Caribbean film professionals at the European Film Market (EFM) and the creation of CAFTPro (Caribbean Alliance of Film and Television Professionals), it has become a CAFTPro organizational priority to organize targeted market attendance and host an authentic pan-Caribbean presence with inclusive representation invited from the English, French, Spanish, and Dutch Caribbean.

The purpose of hosting a Caribbean booth / stand in market is to:

- **Promote the Caribbean** as a unique region with its own authentic storytelling traditions,
- **Build a Caribbean film business community**, especially given the difficulties of inter-island travel
- **Cultivate business relationships** with European and other international screen industries

The presence of the Caribbean stand in market increases the profile of the Caribbean film industry on the international stage by fostering collaborations, driving investments into, and attracting resources to the Caribbean film ecosystem through:

- Networking and matchmaking events
- Meetings and presentations
- Work in progress showcases and promotional market screenings



KPI	Target	Results	% Success	Notes
# Caribbean MSME's gaining international exposure and visibility from attending the market	25	23	92%	In 2023, there were 20 participants, therefore the 2024 outcome shows a 15% increase over 2023. Also, the 2024 target reflects a 20% increase over the 2023 baseline of 20 participants.
Caribbean MSME's positively impacted	45	46	100%	23 participants at EFM 23 CAFTPro members in general
Attendees at the CAFTPro launch	200	165+	85%	Although exact numbers cannot be tracked as the reception was an open event, an estimated 165+attendees.
Number of mins of Caribbean content exhibited	120	225	100%	Kidnapping Inc - 103 mins Pepe - 122 mins
Business meetings booked at the Stand	20	43+	100%	As reported by delegation meeting monitoring forms





# Full delegation list:

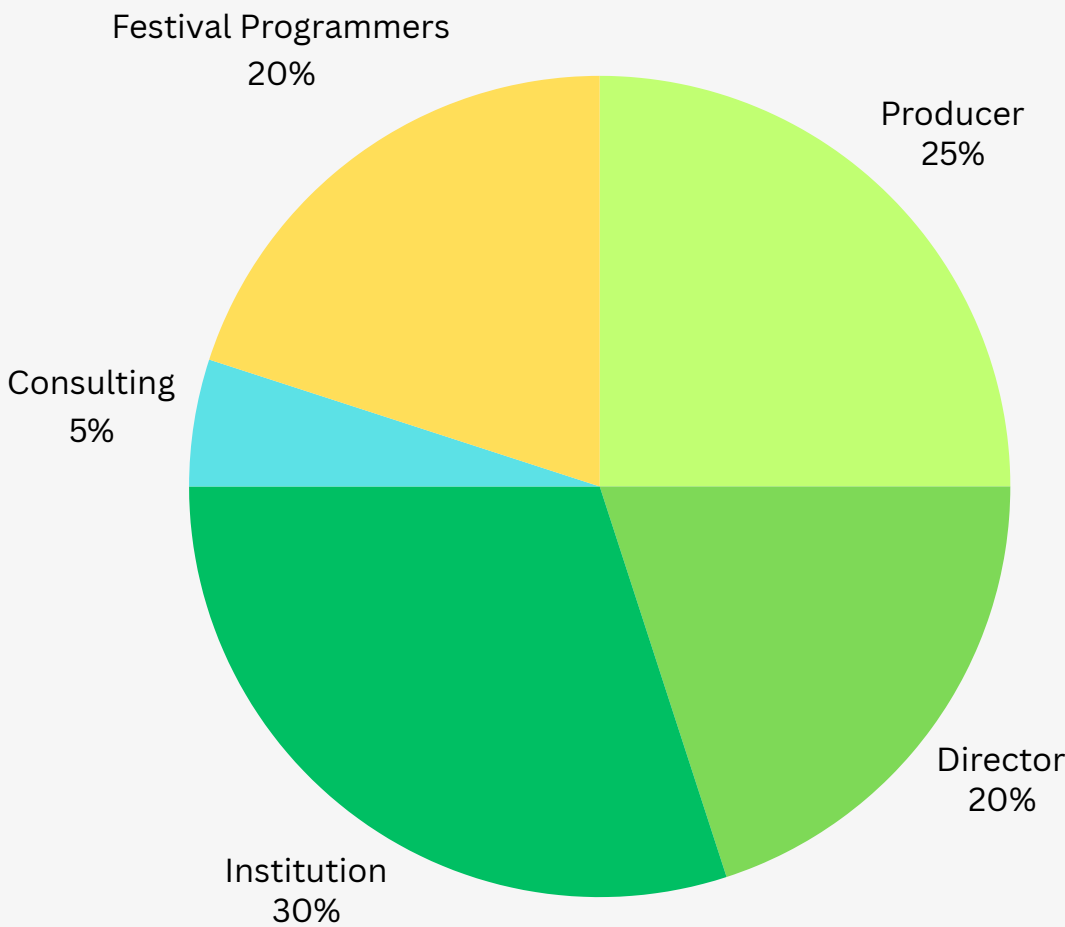
## CAFTPro representatives, independent filmmakers, partners and sponsors

In addition to the 21 participants listed who were facilitated via CAFTPro, the Caribbean stand attracted and mobilized 2 additional delegates of Caribbean heritage who were individually attending the EFM, found the booth and participated fully with all delegation activities

NO	ORGANIZATION	NAME	ONSITE?
1	BVI Tourism	Anke Heesen	Y
2	CAFTPro	Gilbert Mirambeau	Y
3	CAFTPro	Guetty Felin	Y
4	CAFTPro	Lei Gonzalez	Y
5	CAFTPro	Lesley Anne Macfarlane	Y
6	CAFTPro	Letay Williams	Y
7	CAFTPro	Mariel Brown	Y
8	CAFTPro	Noel Howell	Y
9	CAFTPro	Renee Robinson	Y
10	DGCINE	Lia Baez	Y
11	Independent	Laurence Magloire	Y
12	JAMPRO (Partner)	Jackie Jackson	Y
13	JAMPRO (Partner)	Sheldon Reid	Y
14	OIF (Partner)	Enrico Chiesa	Y
15	Third Horizon (Partner)	Jonathan Ali	Y
16	Third Horizon (Partner)	Juan Luis Matos	Y
17	BVI Tourism (Partner)	Natalie Hodge	N
18	CAFTPro	Klieon John	N
19	CAFTPro	Michelle Serieux	N
20	Third Horizon (Partner)	Onika Bobb	N
21	Third Horizon (Partner)	Romola Lucas	N

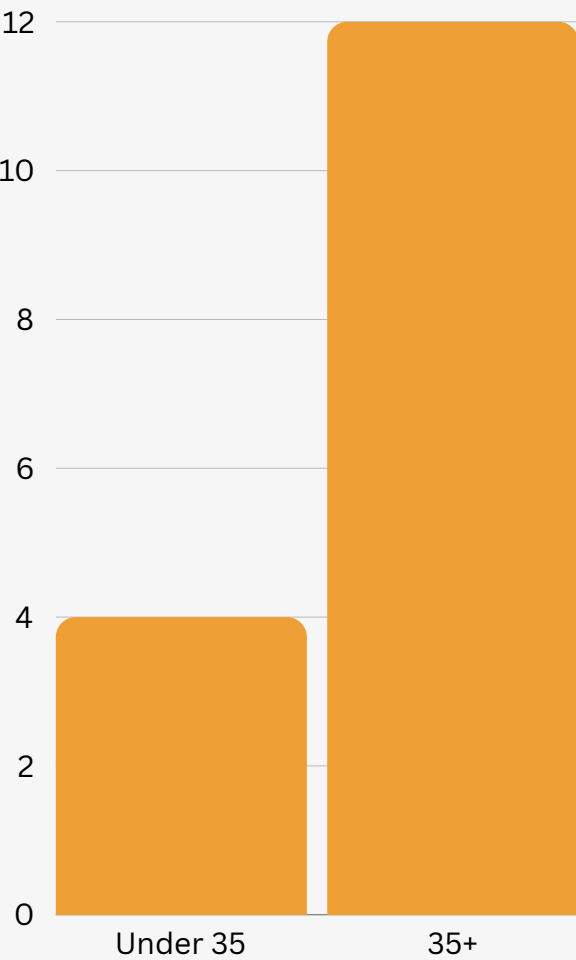
# BY JOB FUNCTION

The Caribbean delegation represented a variety of job functions within the screen industries



# BY AGE RANGE

The Caribbean delegation represented majority mid-career professionals with over 12-15 years working experience



# BY GENDER

The Caribbean delegation enjoyed strong participation from women in the screen industries





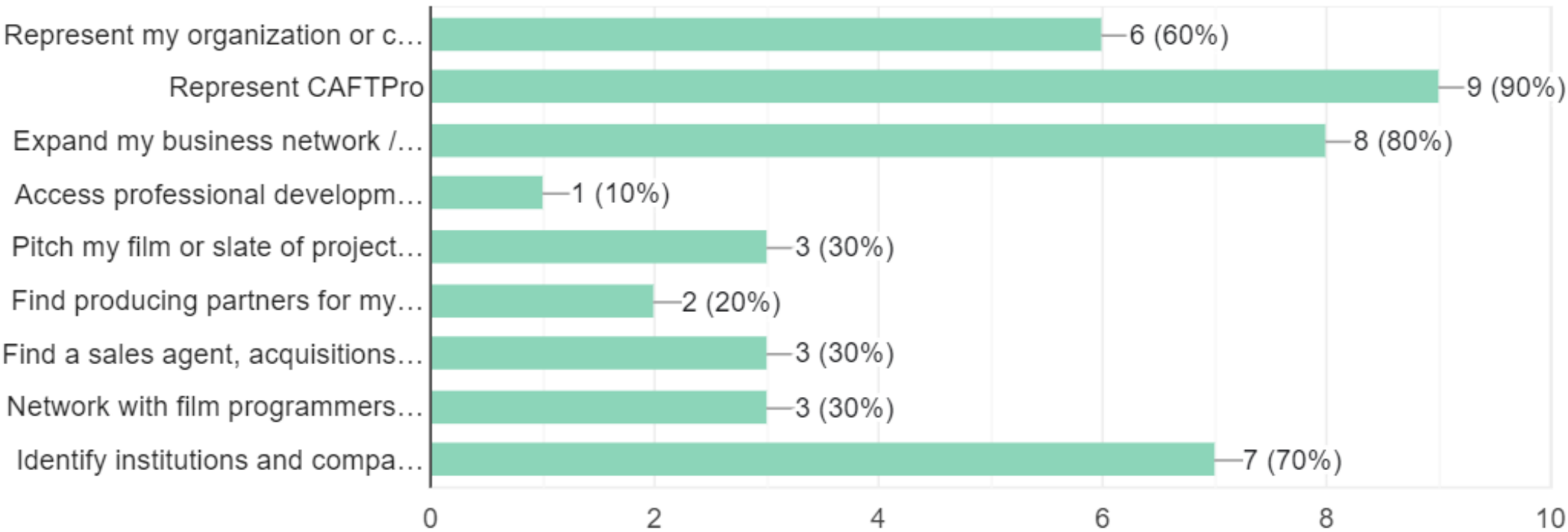


# Delegation Survey Sample

## 5. What were your goals for market attendance for this year's EFM?

Copy

10 responses

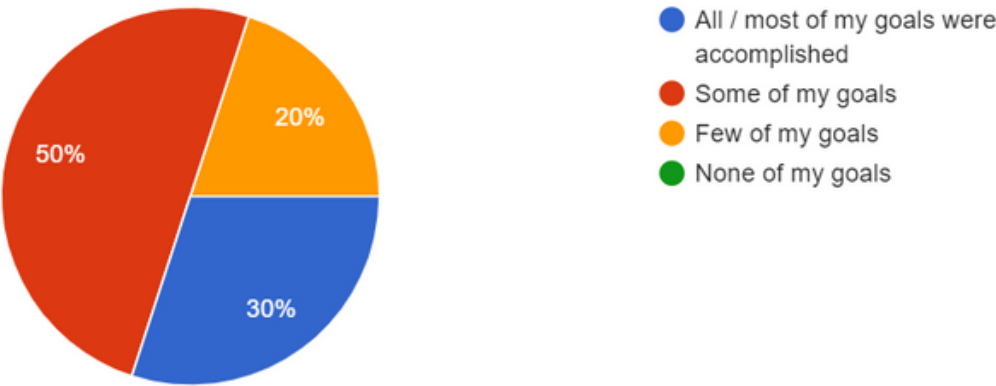


### Legend Key

- Represent my organization or company
- Represent CAFTPro
- Expand my business network / contacts
- Access Professional Development, seminars, panels, workshops etc
- Pitch my film or slate of films to financiers and investors
- Find producing partners for my film or slate of films
- Find a Sales agent, acquisitions agent, buyer, or distributor
- Network with film programmers from other film festivals
- Identify institutions or companies for future partnerships

## 5.a. To what extent did you accomplish your goals?

10 responses

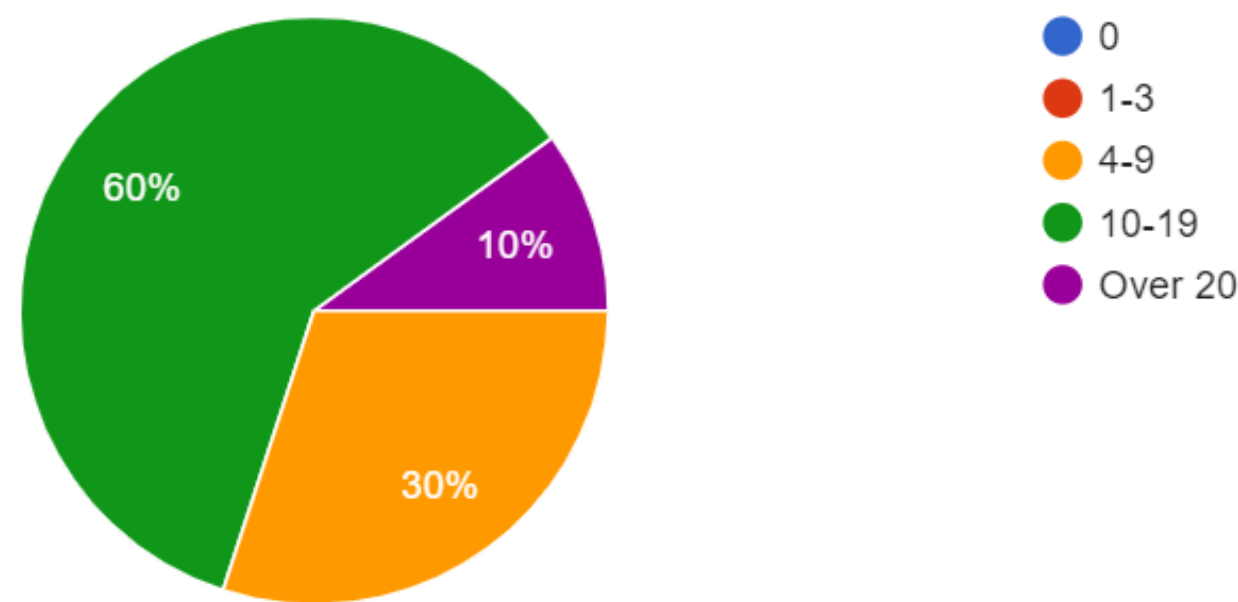




# Delegation Survey Sample

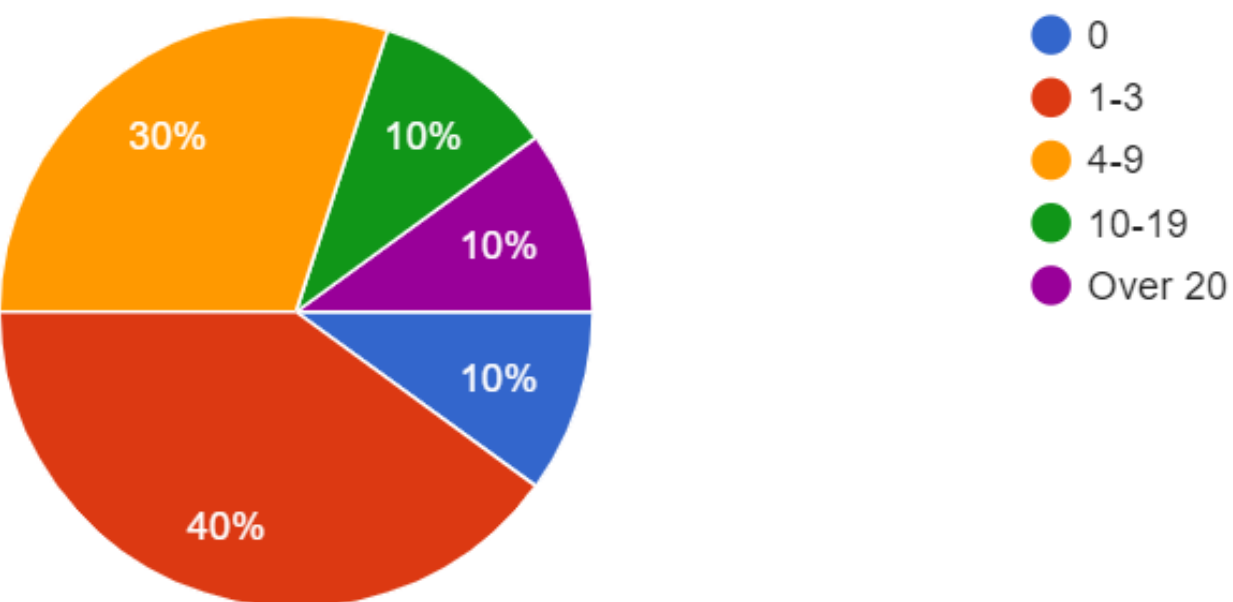
6. How many new contacts did you make at this year's EFM?

10 responses



6.a. How many meetings did you schedule or attend at this year's EFM?

10 responses



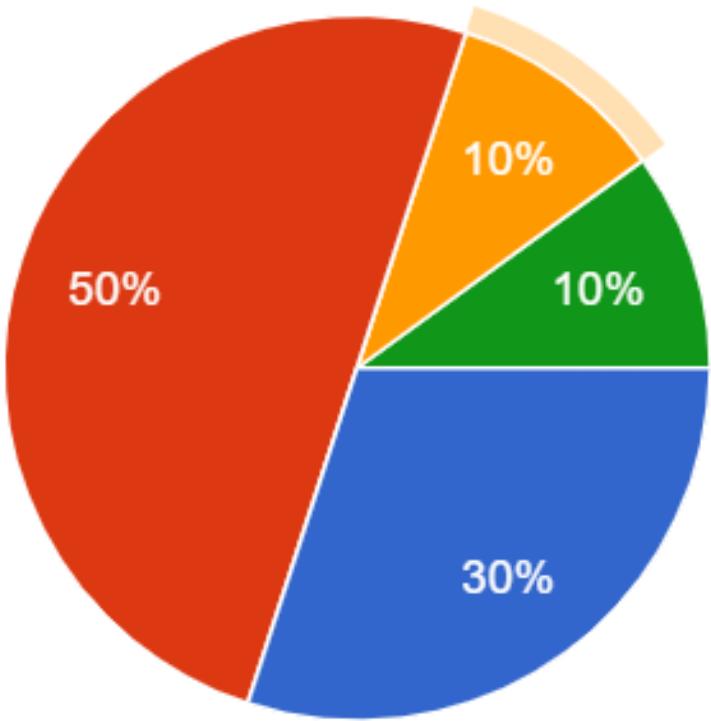


# Delegation Survey Sample

7. How would you describe your strategy to maximize your market attendance at this year's EFM?

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10 responses



- I was able to pre-schedule all / most of my meetings and screenings prior to EFM
- I was able to set up all / most of my meetings and screenings while at EFM
- I had some market attendance strategy, and felt somewhat prepared for the market
- I had limited / no market attendance strategy, and need more support in preparing for the market

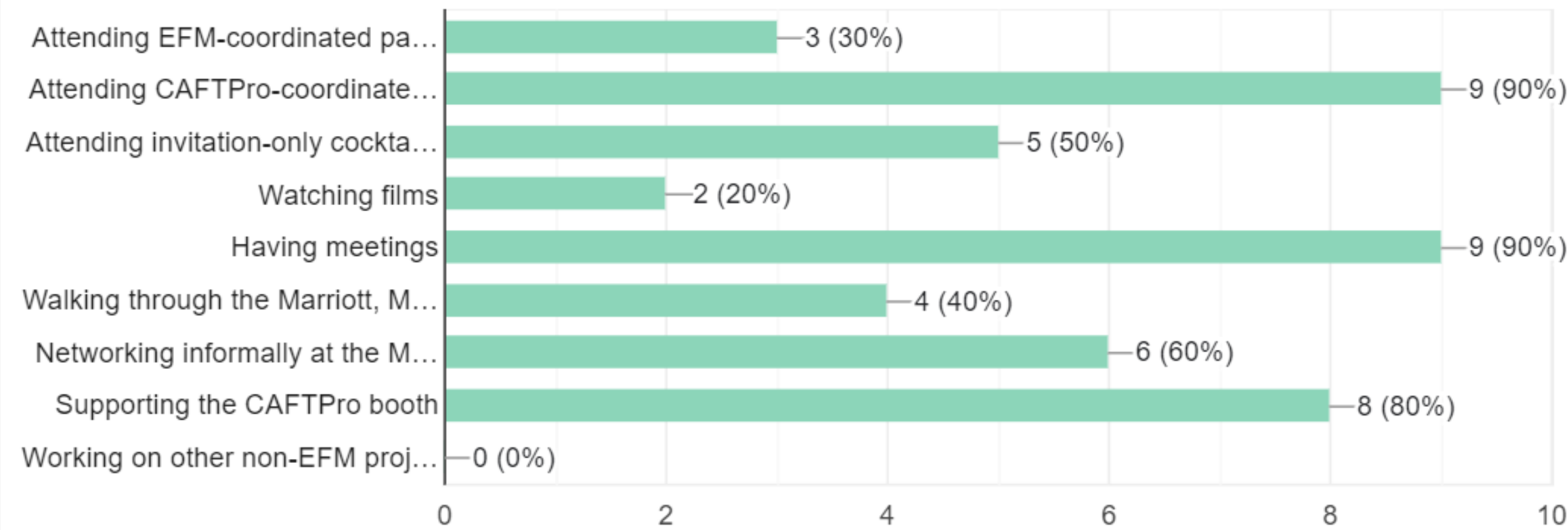


# Delegation Survey Sample

8. How did you most use your time at this year's EFM?

Copy

10 responses



- Legend Key**
- Attending EFM coordinated panel discussions, workshops, seminars, and talks
  - Attending CAFTPro coordinated programming panel,s, networking, group meetings, and talks
  - Attending invitation-only cocktails and events
  - Watching films
  - Having meetings
  - Walking thorough the Marriott, MGB, or other EFM venue visiting booths
  - Networking informally at the Marriott or other EFM venue
  - Supporting the CAFTPro booth
  - Working on other non-EFM projects or deadlines





# Testimonials From the Delegates

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*“We were ONE. The umbrella of Caribbean film production. This unity gives power to the group and it is a good way to have an impact on the industry and also help and guide the countries where the development of cinematographic industry is much needed”.*

*“Every day on the stand felt like a proud moment to be able to point to the works of Caribbean filmmakers represented on the stand design. Every day reaffirmed how significant it was to have a Caribbean presence at the EFM and to be able to talk about that in each networking conversation was impactful”.*

*“It was great to see how much interest was generated for the region through the collective, the booth was a hit!”*

*“We pulled it off with grit and stamina. We accomplished even much more than we aimed for.”*

# Programming & Activations

1. Pre-Market Briefing
2. Panel Discussion / Networking Breakfast
3. CAFTPro Launch / Networking Cocktail
4. Group Business Meetings on the Stand
5. Market and Competition Screenings
6. Caribbean Dinner







# Learning: Panel Discussion / Networking Breakfast



Guetty Felin

**SMALL ISLANDS, BIG PICTURES**  
Reimagining new models of  
collaboration with the Caribbean  
film industry



Nora Philippe



Renee Robinson



Daniel Deboulay



Chloe Walters-Wallace



Jonathan Ali



Tamara Tatishvili

Presented by CAFTPro with  
support from Flourishing Films





FLOURISHING FILMS

## Small Islands, Big Pictures: Reimagining new models of collaboration with the Caribbean film industry

Friday 16 Feb from 9am at Gropius Bau 'Think Tanks' room

CAFTPro hosted a networking breakfast and panel discussion with industry experts on new models of collaboration to accelerate the growth of the Caribbean film industry. The sessions were facilitated by Guetty Felin writer/ director/ producer at BelleMoon Productions and founding member of CAFTPro, and presented with the support of Flourishing Films.

Speakers included Renee Robinson (Creative Economy Consultant), Jonathan Ali (Third Horizon and Locarno Open Doors), Daniel Deboulay (Sony Pictures), Tamara Tatishvili (Hubert Bals Fund), Chloe Walters-Wallace (Firelight Media) and Nora Philippe (EURODOC)









# Networking: Launch Cocktail & Caribbean Dinner



CAFTPRO LAUNCH & NETWORKING COCKTAIL

The international launch of the CAFTPro organization was delivered at the EFM Happy Hour networking event to present the Caribbean delegation. The event was hosted at the Stand on Feb 18 at 6pm, and was attended by approx 200 persons.



CARIBBEAN DINNER

A group dinner was organized by EFM Chief Diversity Officer, Themba Bebe, who has also been integral in the formation of CAFTPro and the market attendance process and experience. The dinner included the entire CAFTPro as well as other industry professionals with Caribbean heritage or alliance, as identified by the EFM. The dinner took place on Feb 18 at 830pm.











## Business: Group Meetings at the Stand

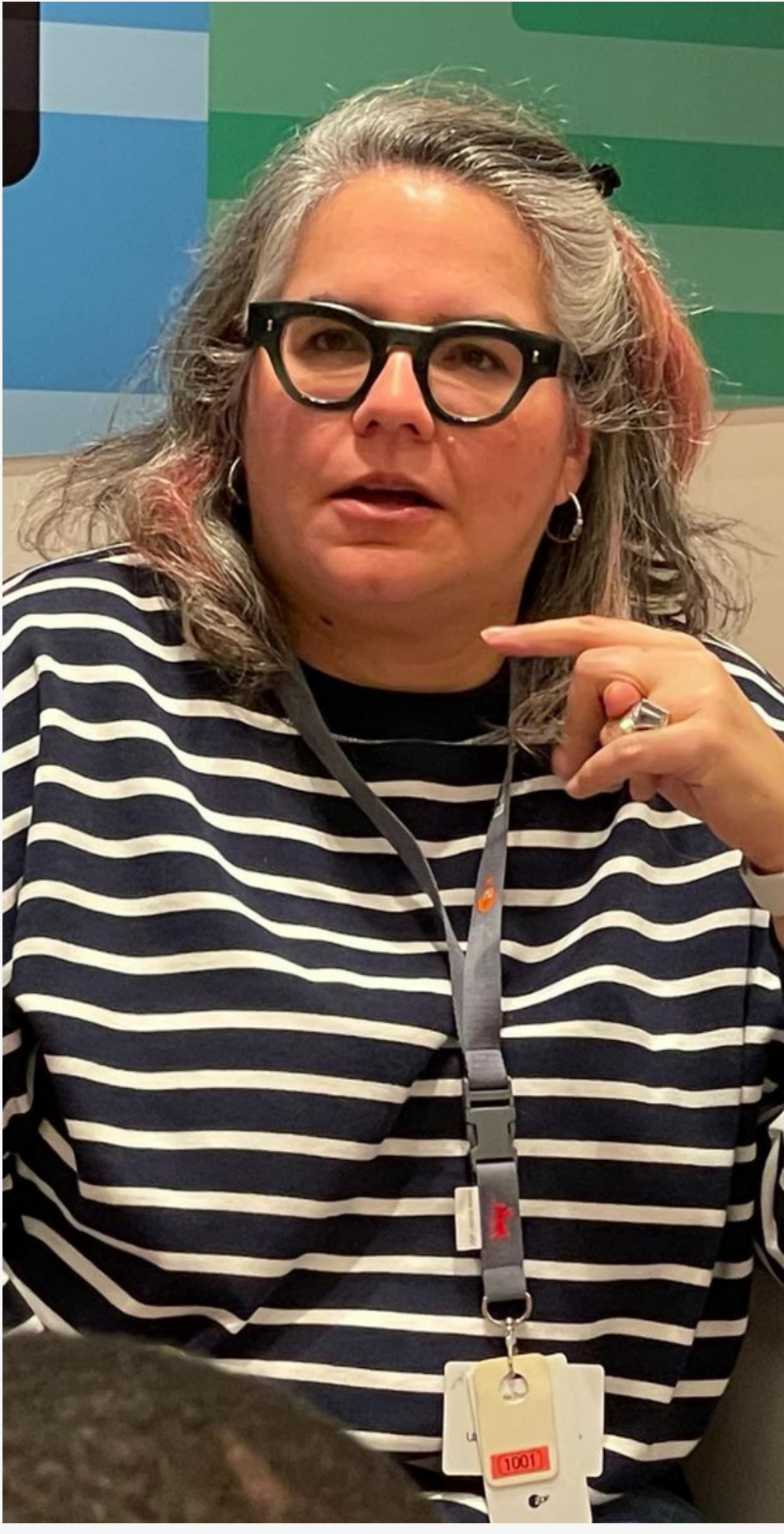
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- **British Film Institute** on Sat Feb 17 at 11am. Presenters included Melanie Hoyes, Director of Inclusion and Miranda Gower Quian, Inclusion Partner.
- **Black Screen Office (Canada)** on Feb 19 at 10am. Presenter was Joan Jenkinson, Executive Director. Key insights included process of research on that state and impact of diversity in content landscape that has been conducted by the BSO to be used for further advocacy and raising funds and partnerships. BSO Symposium to be staged Apr 2, 2024.
- **Producer Pitches with Fiction Park** on Feb 19 at 11am. The delegation undertook the role of national representatives to pitch destination filming in their country to Executive Producers of Fiction Park - Maria Tsigka and Markus Halberschmidt. The production company is currently seeking a tropical destination for a project under development. Pitches were heard from Antigua, British Virgin Islands, Dominican Republic, Jamaica, and Trinidad & Tobago.











# Screenings: Kidnapping Inc (Haiti) & Pepe (Dominican Republic)

Although a specific CAFTPro screening of Caribbean works in progress was not possible for this edition, two (2) Caribbean films were exhibited at the EFM / Berlinale



**KIDNAPPING INC**

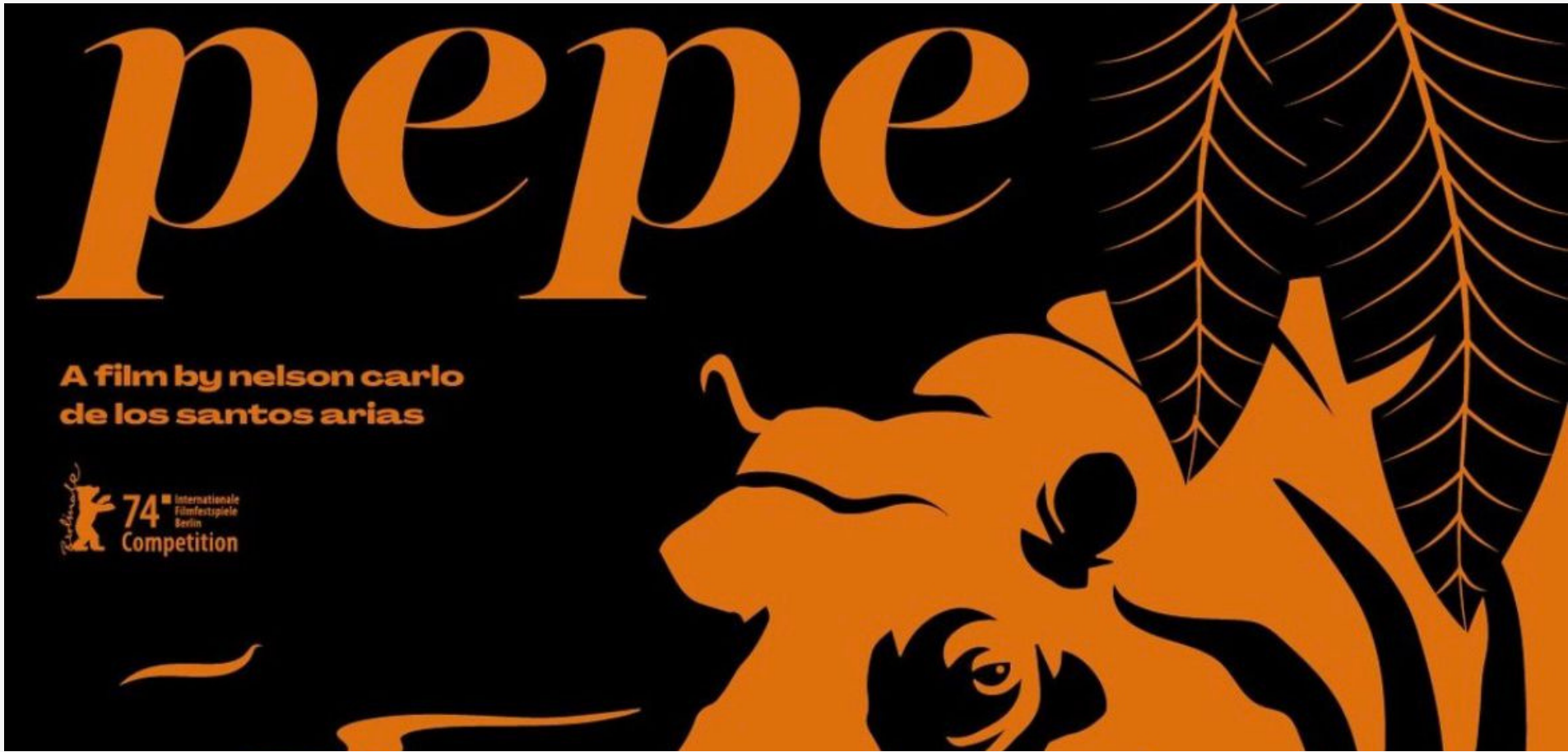
Produced by Gilbert Mirambeau (Haiti), a market screening of this film was organized by the international sales agent, XYZ Films, on Feb 17th at Cinemaxx. This was attended by 10 members of the delegation. The film, a Canada-France-Haiti co-production, was screened in official selection at Sundance in Jan 2024.



**PEPE**

This film was the first film from the Dominican Republic to be screened in competition at the Berlinale. The film was directed by Nelson Carlo de los Santos Arias (Dominican Republic) and facilitated by the DGCine Film Commission. Lia Baez, Director of International Affairs at DGCine is a founding member of CAFTPro. De los Santos Arias was awarded the silver bear as Best Director at Berlinale.







# Key Insights

## 1. **There is a strong global demand for working with, in, and for the Caribbean region**

- a. All CAFTPro programming was fully attended, despite limited time to promote the activations and with competing events. There was a consistent flow of unscheduled visitors to the booth.
- b. Support received from the EFM and other partners was rooted by larger discussions around development goals for international trade in creative products and services
- c. After the Locarno Open Doors spotlight on the Caribbean, there has been even greater interest from other markets and festivals to explore the possibilities of the region.
- d. Members of the delegation have completed deal-making since the market conclusion.
- e. Successful screenings of Kidnapping Inc and the award-winning Pepe.

## 2. **Consistent upskilling across the region is crucial**

- a. The practice pitching and group meetings demonstrated some skillset divergence that we can not allow to widen, given the current window of opportunity with global demand.

## 3. **Focus on data-driven insights and regional research can unlock funding and advocacy**

- a. The experience of the BSO demonstrated the fundamental possibilities when deploying data-centered research to drive partnership and effect change.



# Lessons Learned

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- **Management of Stand Schedule and Programming Schedule**

- Improvement needed on coordinating pre-scheduled meetings and prioritizing the table space for stand partners and those actively conducting meetings.
- Reception desk needs designated staff to host/greet visitors, collect contact information, manage schedule etc
- More publicity and press coverage to be coordinated in advance
- Programming (group meetings and events) came together very late, but could really result in a strong, impactful EFM programme
- The general planning for market attendance requires a full 4-5 months at least, pending funding. This has to be accounted for in the annual schedule of commitments. Several funding commitments full through at the last minute

- **Use of time by delegation on site**

- Although some persons noted that it was difficult to secure film tickets and to pre-schedule meetings, this has to be embraced as the responsibility of each individual. CAFTPro cannot be responsible for scheduling individual business meetings or securing individual film tickets.





# Partnerships

From an initial database of 73 potential partners, outreach and partner negotiation was conducted with 55 institutions representing 22 countries across the Caribbean and Latin America. CAFTPro expresses its warmest gratitude and appreciation to the partners who joined us for this first edition of Market Attendance at the EFM.





**THIRD  
HORIZON**



**FLOURISHING FILMS**



	Partner Entitlements				
Tier of Partner	Diamond Partner	Gold Partner	Silver Partner	Gem Partner Individual Filmmaker	Gem Partner Independent ProdCo
Cost of Package	€10,000.00	€5,000.00	€3,000.00	€1,200.00	€1,500.00
Meeting Tables	12 Reserved 30-min. mtg slots	6 Reserved 30-min. mtg slots	Mtg slots as available	Access to 3 pre-booked mtg slots; ability to book additional	Access to 4 pre-booked meeting slots; ability to book additional
Reception Area	Included	Included	Included	N/A	Included
Lounge	Included	Included	Included	N/A	Included
Promotional Infrastructure	Priority: digital signage, wall design, video loop, brochure rack, reception Desk, social media posts	Secondary digital signage, wall design, video loop, brochure rack, reception Desk, social media posts	Tertiary: digital signage, wall design, video loop, brochure rack, reception Desk, social media posts	Limited	Limited
Badges	3 badges included. Transferable. Responsible for travel / accom	2 badges included. Transferable. Responsible for travel and accom	1 badge included. Transferable. Responsible for travel and accom	1 badge included	1 badge included, under CAFTPro. Extra E500 for sharing fee. Responsible for travel and accom
Advertising	Not included in advertising. CAFTPro entitlement only	Not included in advertising. CAFTPro entitlement only	Not included in advertising. CAFTPro entitlement only	Not included in advertising. CAFTPro entitlement only	Not included in advertising. CAFTPro entitlement only
Networking	5 specially invited guests, inclusion in launch announcement	3 specially invited guests, inclusion in launch announcement	Inclusion in launch announcement	N/A	Invited to launch
Digital Presence	Full access	Full access	Full access	Full access	Full access
Sharing Fee	Included	Included	Included	N/A	Not included. Additional E500 sharing fee to be paid if separate designation
Additional Badges	E430 per additional badge (over 3 included)	E430 per additional badge (over 2 included)	E430 per additional badge (over 1 included)	E430 per badge (over 0 included)	E430 per additional badge (over 1 included)
Market Screening	At cost, if desired	At cost, if desired	At cost, if desired	At cost, if desired	At cost, if desired



# COME MEET THE CARIBBEAN. JOIN US AT OUR HAPPY HOUR.

Sunday 18 Feb  
From 6pm  
Stand #137  
The Marriott Hotel,  
Potsdamer Platz

CAFT  
PRO



@caftpro



Guetty Felin

**SMALL ISLANDS, BIG PICTURES**  
Reimagining new models of  
collaboration with the Caribbean  
film industry



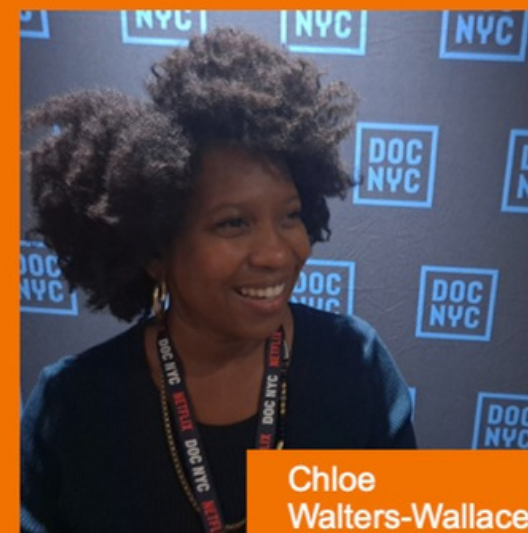
Nora Philippe



Renee Robinson



Daniel Deboulay



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Presented by CAFTPro with  
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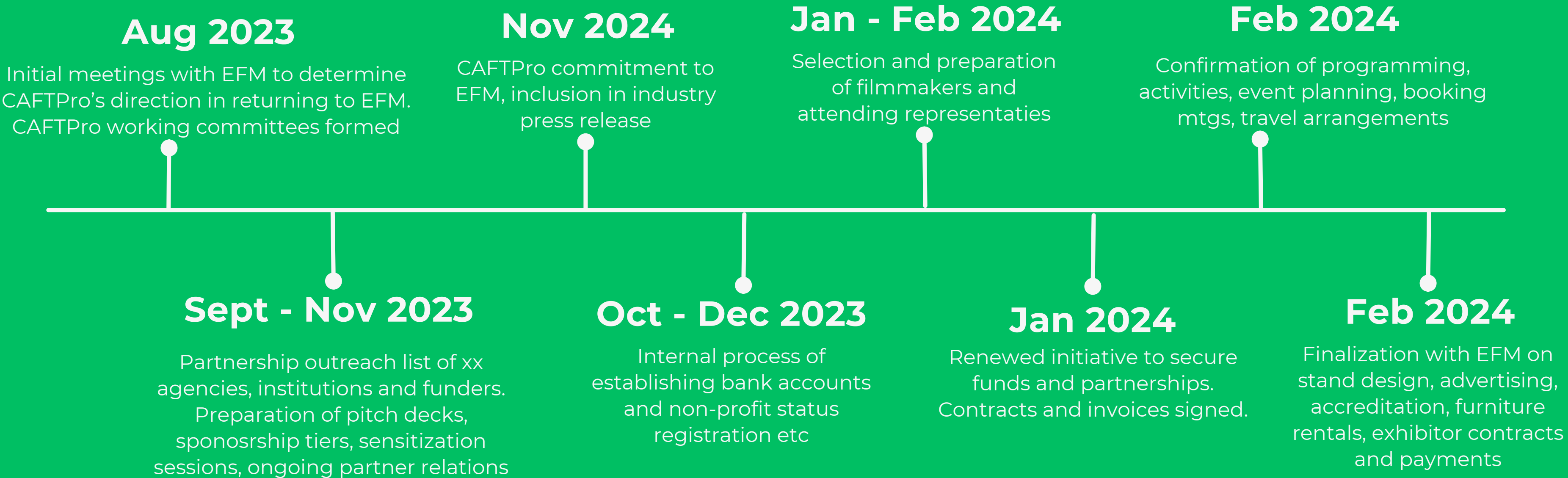






# Planning Timeline

Significant work was undertaken by CAFTPro to prepare for this activation







CARIBBEAN ALLIANCE OF  
FILM & TV PROFESSIONALS

# Let's Talk!



## EMAIL

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## SOCIAL MEDIA

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## WEBSITE

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