



Zuma
International
Film Festival



Storytelling for
Global influence:
Film as a soft power
and economic force.

1 - 5 DECEMBER 2025
Abuja, Nigeria.

Sponsorship Brochure



FEDERAL CAPITAL
TERRITORY
ADMINISTRATION



HANNATU MUSA MUSAWA, Esq.

Honourable Minister

FEDERAL MINISTRY OF ART, CULTURE, TOURISM AND THE CREATIVE ECONOMY

CHIEF HOST



HIS EXCELLENCY,
BARR. EZENWO NYESOM WIKE, CON
HONOURABLE MINISTER,
FEDERAL CAPITAL TERRITORY ADMINISTRATION (FCTA)
CO - CHIEF HOST



DR MARIYA MAHMOUD

HONOURABLE MINISTER OF STATE
FEDERAL CAPITAL TERRITORY ADMINISTRATION (FCTA)

SPECIAL HOST



DR ALI NUHU

Managing Director - Nigerian Film Corporation

CHAIRMAN, ZUMA INTERNATIONAL FILM FESTIVAL ORGANIZING COMMITTEE

HOST

2025 SPONSORSHIP

Zuma International Film Festival
Theme: "Storytelling for Global Influence: Film As A
Soft Power and Economic Force"

Nigeria's film industry is the second largest in the world by output, contributing billions annually to the economy and employing well over one million people. This powerful sector holds enormous potentials not just for storytelling, but for diplomacy, investment, and economic transformation across Africa.

To accelerate that potential, the Nigerian Film Corporation (NFC) government's pivotal agency under the Federal Ministry of Art, Culture, Tourism, and the Creative Economy established the Zuma International Film Festival (ZUMA), a flagship platform to showcase Africa's creativity and amplify Nigeria's position as Africa's largest Film Market and its leadership in global cinema.

The 2025 edition of the festival will take place in Abuja Nigeria's Capital from December 1st to 5th, under the resonant theme: "Storytelling for Global Influence: Film as a Soft Power and Economic Force."

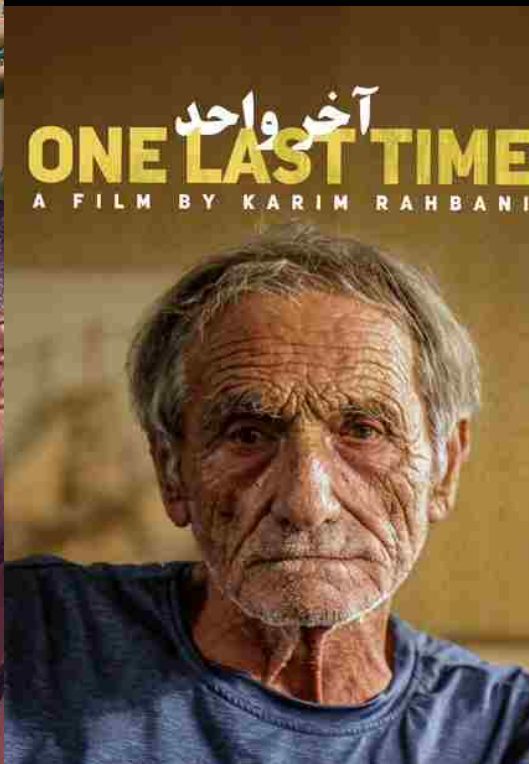
This theme underscores the power of cinema not merely as entertainment, but as a vehicle for diplomacy, identity, investment, economic growth and international influence. It speaks directly to the evolving role of film in national branding and the creative economy.

ZUMA 2025 will rally key stakeholders and a diverse constellation of high-level participants, around the shared belief that African stories matter and that they can shape perception, policy, and prosperity across borders. They include;

- Senior government officials and policy makers,
- Acclaimed filmmakers from Nigeria, Africa, and around the world
- Ambassadors, High Commissioners, and members of the diplomatic corps
- Executives from multinational corporations and international creative agencies
- Delegates from Film Festivals, Creative entrepreneurs, youth and students.
- Financiers, international partners and film lovers.

The festival will feature curated events such as:

- Zuma Light-Up Night
- NFC Annual Film Lecture
- Co-Production Dialogue
- Film Trade Forum
- Women in Film Forum
- Emerging Talent Platform
- Pitching Sessions
- Film as a National Asset Symposium
- Award Night & Closing Gala



What Your Partnership Unlocks



ZUMA International Film Festival is not just a cultural event — it's a gateway into Africa's fastest-growing creative economy, a platform of influence, and a driver of pan-African storytelling for global impact.

As a flagship initiative of the Nigerian Film Corporation, ZUMA thrives through strategic partnerships with organizations committed to unlocking Africa's creative and economic potential.

Your partnership with ZUMA 2025 unlocks:

Continental Brand Leadership

Align your brand with Nigeria's globally recognized film industry and Africa's creative economy frontier.

High-Level Influence & Access

Engage directly with policymakers, creatives, global media, and development institutions shaping Africa's future.

Audience Reach & Market Expansion

Connect with Africa's youth, creative entrepreneurs, and cross-sector investors across media, tech, and the arts.

Unrivalled Brand Visibility

Amplify your presence across premium festival platforms—from red carpet moments and digital activations to global media coverage and stakeholder sessions.

Legacy Impact

Legacy positioning as a catalyst for Africa's cultural and economic renaissance

For sponsorship and partnership inquiries, please contact:

Halima Oyelade (Festival Director) – +234 806 339 0420

Jeremiah (Festival Secretariat) – +234 803 504 6119



N250 Million

FRONTLINE SPONSOR *(Exclusive Category – One Slot Only)*

As the premier sponsor of Zuma International Film Festival 2025, the **Frontline Sponsor** plays a transformational role—supporting up to 50% of the festival's total programme funding. This exclusive position guarantees unmatched visibility, high-level engagement, and sustained brand association with Nigeria and Africa's most influential film and creative economy event.

Your sponsorship fuels flagship segments including the **Co-Production Dialogue, Film Trade Forum, Opening Industry Conversation, Women in Film Forum, Digital Innovation Lab, Emerging Talent, Film as National Asset, Pitching Session**, and the **Award Night/Closing Ceremony**.

Sponsorship Benefits

- Exclusive designation as Frontline Sponsor
- Title rights for venues and major events
- Extensive pre-event, on-site, and post-event media exposure (local & international)
- Feature on all official festival advertising and digital campaigns
- Corporate advert on the outside back cover of the Festival Brochure
- Strategic brand positioning as a key player in Nigeria's creative economy
- Speaking slots at the Press Conference and key festival segments
- Dedicated booth space at **FilmX (Film Market)**
- On-screen advertorials during festival programming
- Branding on exclusive festival souvenirs: t-shirts, caps, mugs, etc.
- Experiential marketing opportunities throughout the festival
- Showcase privileges: Present awards and join panel discussions
- Access to all festival venues and restricted guest areas
- Direct association with top actors and filmmakers throughout the five-day event
- Appearances in select live radio/TV interviews
- Endorsement by the Nigerian Film Corporation and A-list celebrities
- Continuous brand engagement through post-festival programmes and platforms
- Enhanced Corporate Social Responsibility (CSR) profile through youth empowerment and industry development
- Stronger relationship positioning with the Federal Government and cultural policymakers



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N150 Million

(Two Slots Only)

The Diamond Sponsor tier offers major visibility and brand elevation through curated segments of the festival. This package supports high-impact programmes such as the **Opening Ceremony / Zuma Light-Up Night, the NFC Annual Film Lecture, and the Emerging Talent** showcase (or two other curated segments).

Position your brand at the heart of storytelling, innovation, and youth empowerment in Africa's fastest-growing creative industry.

Sponsorship Benefits

- Official recognition as Diamond Sponsor
- Major media visibility across traditional and digital platforms
- Publicity inclusion on all official Zuma promotional materials
- Strategic speaking slots at the Festival Press Conference and other sessions
- Full-page corporate advert in the Festival Brochure
- Prominent branding at sponsored programme venues
- Access to all festival venues and target audiences
- On-screen advert insertions during film screening
- Free booth space at **FilmX (Film Market)** for display or product activation
- High-impact market engagement through experiential activities
- Product placement and activation rights throughout festival grounds
- Appearances in key live radio and television engagements
- Direct association with movie stars and filmmakers during the festival
- Showcase privileges: Present awards and join relevant panel discussions
- Increased brand recognition across Abuja, the FCT, and Nigeria at large



(High-Impact Category – Multiple Slots Available)

As a **Gold Sponsor**, your brand will be prominently featured across multiple platforms, benefiting from high-level association with Africa's thriving film and digital economy. This tier supports at least **two (2)** curated festival segments, with substantial visibility across both pre-event and post-event platforms.

By sponsoring at this level, your organization will expand its footprint in the cultural and creative industries while reaching influential audiences across Nigeria and Africa.

Sponsorship Benefits

- Official recognition as **Gold Sponsor**
- Extensive media exposure across local and international platforms
- Publicity on all Zuma Film Festival advertising channels
- Speaking opportunity at the Press Conference and festival segments
- Full-page corporate advert in the Event Brochure
- Strategic branding at programme venues and key events
- On-screen ad insertions during film screenings
- Product activation opportunities throughout the festival grounds
- Access to all venues and premium festival zones
- Booth space at **FilmX (Film Market)** to tap into high traffic and targeted engagement
- Opportunity to present awards and participate in relevant panel discussions
- Association with high-profile filmmakers and actors during the five-day festival
- Appearances in selected live radio and television engagements
- Amplified brand recognition within Abuja and across Nigeria
- Direct access to youth, creatives, policymakers, and cultural influencers





N35 Million

ZUMA LIGHT-UP NIGHT / OPENING CEREMONY

Sponsorship: ₦35 Million

Date: December 1, 2025

Time: 6:00 PM

Session Brief

The **Zuma Light-Up Night** serves as the grand opening of the festival a dazzling evening that officially launches a week-long celebration of cinema. This elegant, open-air ceremony is a fusion of cultural sophistication and creative energy.

Guests include film professionals, top government officials, diplomats, investors, and key stakeholders from the private sector. The evening features red carpet moments, high-level networking, and culminates in the screening of the festival's Opening Film, followed by a stylish cocktail reception that sets the tone for the rest of the week.

This high-visibility event is a prime opportunity for your brand to align with prestige, glamour, and creative excellence.

Sponsor's Benefits

- Official status as **Zuma Partner**
- 1-minute corporate advert shown before film screenings
- Inclusion in pre-event media press conferences
- Mentions across Zuma Film Festival dedicated media platforms
- Free strategic booth at **Film-X (Film and Equipment Market)**
- Corporate advert placement in the official festival brochure
- Publicity on all Zuma adverts (electronic and print)
- Five (5) reserved VIP seats for film screenings
- Branding presence at the screening venue
- Celebrity association with sponsor's brand throughout the night
- Enhanced brand visibility and recognition across all festival channels



N25 Million

Film Screenings

Sponsorship: ₦25 Million

Date: December 1 – 4, 2025

Time: 4:00 PM – 8:00 PM Daily

Session Brief

Film screenings is at the heart of the Zuma International Film Festival. Over four days, audiences will enjoy curated, free public screenings of local and international films, showcasing diverse genres and storytelling styles.

This platform provides unique exposure for film lovers, buyers, and creatives to experience world-class content, engage with A-list actors and filmmakers, and explore collaboration opportunities. These screenings create fertile ground for **business networking**, including co-productions, film rights sales, and distribution deals between Nigerian and international industry players.

Sponsors benefit from continual brand presence across a wide, multicultural audience.

Sponsor's Benefits

- Official status as **Zuma Partner**
- 1-minute corporate advert shown before each screening
- Inclusion in pre-event media press conferences
- Free strategic booth at **Film-X (Film and Equipment Market)**
- Corporate advert in the official festival brochure
- Publicity via all festival adverts (digital and traditional)
- **Five (5)** reserved VIP seats for screenings
- Branding of screening venues
- Celebrity endorsement via on-site brand association
- Increased brand recall through consistent visual presence



N55 Million

EMERGING TALENT WORKSHOP

Sponsorship: ₦55 Million

Date: December 2–5, 2025

Time: 10:00 AM – 4:00 PM Daily

Theme: *Export Ready: Positioning Nigerian Films for Global Markets*

Session Brief

The **Emerging Talent Workshop** is a skill-building hub focused on upskilling early and mid-career Nigerian filmmakers and film students to become globally competitive. Participants will receive intensive, hands-on mentorship from international film experts.

Key learnings include packaging films for streaming platforms, pitching to global buyers, and positioning Nigerian stories for export while preserving authentic narratives. Sponsorship supports the entire ecosystem—**from technical equipment and logistics to training and accommodation.**

This segment reinforces your brand's commitment to youth empowerment, innovation, and cultural export.

Sponsor's Benefits

- Strategic recognition as a **Zuma Partner**
- Sponsor branding on participants' kits (T-shirts, face caps, etc.)
- Brand during the workshop
- Inclusion in pre-event media press conferences
- Highlighted mentions across festival platforms
- Visibility as a driver of capacity building and economic empowerment
- Long-term brand association with the success stories emerging from this segment
- Free strategic booth at **Film-X (Film and Equipment Market)**



N25 Million

Women in Film Forum

N25 million

Theme: Power Behind the Lens:
African Women Shaping Global Cinema

Date: Tuesday, 2nd December, 2025

Time: 10am – 12 noon.

Session Brief:

This session celebrates the rising influence of African women in film—directors, producers, writers, cinematographers, and executives—who are crafting narratives that transcend borders. Panelists will share how they have leveraged storytelling as a tool for soft power, gender equity, and economic participation. It will also explore the policy and structural supports needed to empower more women to lead African cinema's global charge.

Through candid discussions, they will offer insights into their successes and the challenges they have faced as women in a traditionally male-dominated vocation. This session aims to inspire and empower emerging female filmmakers by showcasing real-life stories of resilience and innovation.

Sponsor's Benefits:

- Strategic Zuma Partner.
- Appearances in Pre-Event Media Press Conferences.
- News mention on Zuma Film Festival dedicated platforms.
- Free Strategic Booth at the Film and Equipment Market (Film-X).
- Corporate advert in the festival event brochure.
- Publicity on Zuma adverts – electronic and print.
- Branding of screening venues.
- Movie stars and industry experts direct association with the sponsor's brand at the workshop.



N20 Million

THE CO-PRODUCTION DIALOGUE

N20 million

Theme: From Local Screens to Global Scenes:
Strategic Partnerships for African Cinema

Date: Tuesday, 2nd December, 2025

Time: 1pm – 3pm.

Session Brief:

This session focuses on building transnational alliances to fund, produce, and distribute African stories. From government cultural attachés to film commissions and bilateral cultural exchange programs, the panel will explore how to build the kind of global relationships that position African cinema as both a soft power tool and economic lever.

Who should Attend:

- Filmmakers and production companies.
- Producers, investors and financiers.
- Broadcast companies, sales agents and distributors.
- Film commissions and industry experts.

Sponsor's Benefits:

- Strategic Zuma Partner.
- News mention on Zuma Film Festival dedicated platforms.
- Free Strategic Booth at the Film and Equipment Market (Film-X).
- Corporate advert in the festival event brochure.
- Publicity on Zuma adverts – electronic and print.
- Movie stars and industry experts direct association with the sponsor's brand at the workshop.



N15 Million

PITCHING SESSION

N15 million

Theme: Next Narrative – Rising Voices, Global Visions

Date: Tuesday, 2nd December, 2025

Time: 4pm – 8pm.

Session Brief:

A fast-paced, high-energy showcase and mentorship forum where selected young filmmakers, screenwriters, and digital storytellers pitch their projects to a panel of industry veterans, potential investors, and festival programmers. This space provides direct feedback, visibility, and pathways to development labs, co-production opportunities, and talent incubators that can elevate new voices from Nigeria to the world stage.

Emerging directors and producers with less than five years of experience will compete, with the top five pitches receiving support in equipment, funding, distribution, and mentorship. Attendees will include, filmmakers and production companies, producers and financiers, broadcasters, sales agents, and distributors, film commissions and industry experts.

Who Should Attend:

- Producers, Directors and Financers.
- Exhibitors, distributors, sales agents and broadcast companies.
- Industry experts, stakeholders and emerging film professionals.

Sponsor's Benefits:

- Strategic Zuma Partner.
- News mention on Zuma Film Festival dedicated platforms.
- Corporate advert in the festival event brochure.
- Publicity on Zuma adverts – electronic and print.
- Movie stars and industry experts direct association with the sponsor's brand at the workshop.



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N25 Million



Digital Innovation Lab

N25million

Theme: The Streaming Shift: Africa's Stories in The Global Content Pipeline

Date: Wednesday, 3rd December, 2025

Time: 10 am – 12 noon

Session Brief:

With streaming giants expanding across Africa, this session will explore how Nigerian and African filmmakers can secure a strong position in the global content supply chain. A conversation between a leading streaming exec and a Nigerian filmmaker will examine platform strategies, content curation, and what "export-ready" African content looks like in the age of digital diplomacy.

Filmmakers will learn from Nigerian content creators who have successfully navigated online platforms, sharing strategies for content creation that attracts and engages audiences.

Sponsor's Benefits:

- Strategic Zuma Partner.
- Appearances in Pre-Event Media Press Conferences.
- News mention on Zuma Film Festival dedicated platforms.
- Free Strategic Booth at the Film & Equipment Market (Film-X).
- Corporate advert in the festival event brochure.
- Publicity on Zuma adverts – electronic and print.
- Movie stars and industry experts direct association with the sponsor's brand at the workshop.



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N50 Million

NFC ANNUAL FILM LECTURE

Theme: From Policy to Power: The Future of Africa's Cinematic Influence

Date: Wednesday, 3rd December, 2025

Time: 10 am – 1pm

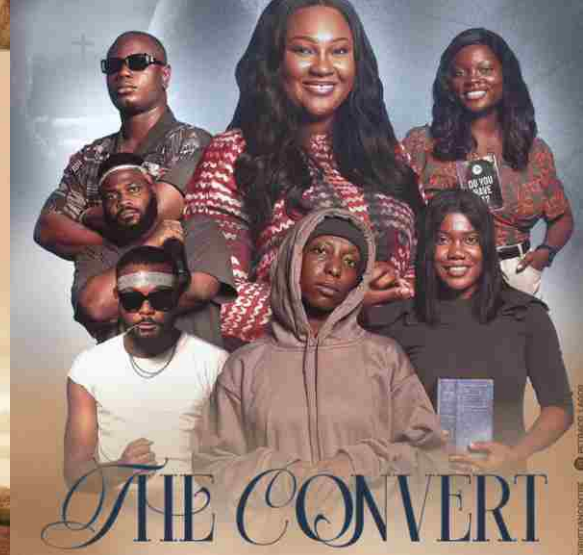
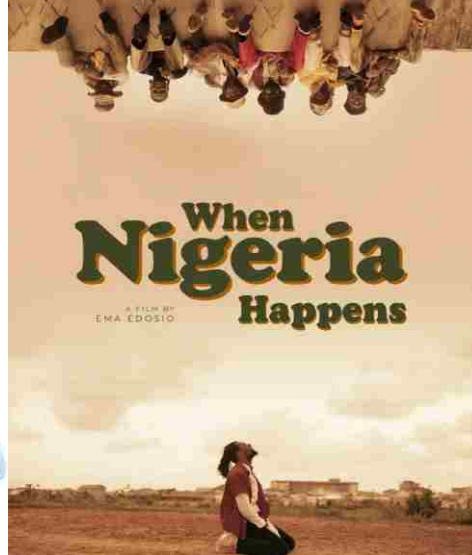
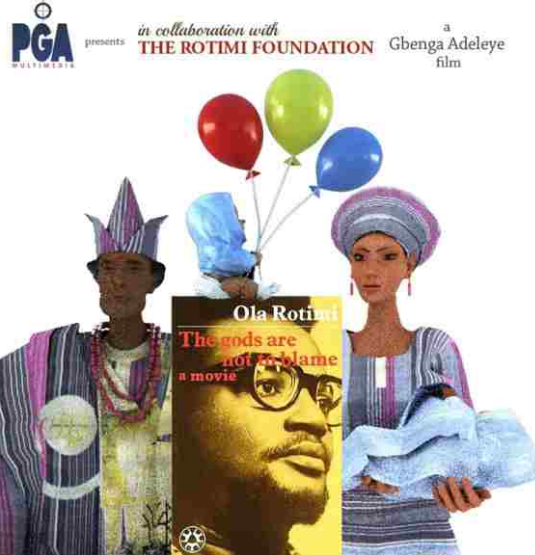
Session Brief:

A closed-door policy and strategy roundtable bringing together stakeholders from government (Ministry of Foreign Affairs, Ministry of Arts, Culture, and the Creative Economy), film commissions, and international cultural bodies (like UNESCO, OIF, or the British Council). The session will focus on crafting actionable frameworks for using film in Nigeria's foreign policy, trade missions, and bilateral cultural pacts.

The lecture will underscore the fact that the time for policy is now, but its purpose must be power. By envisioning film as a strategic asset – not just an artistic endeavour – Africa can reclaim its narratives, amplify its cultures, and command a rightful space on the global stage.

Sponsor's Benefits:

- Increased brand recognition in the FCT and across the country.
- On-screen advert insertions at movie screenings.
- Publicity on all Zuma adverts
- Product activation opportunities.
- News mention on Zuma Film Festival dedicated reports.
- Opportunity to speak at the Festival Press Conference and also during the festival itself
- Full page sponsor's corporate advert published in the Event Brochure.
- Prominent branding of programme venue.
- Free booth for product display or activation at the Film X i.e Film Market availing Sponsor huge potential market traffic
- Showcase Opportunities - Opportunity to present awards, participate in relevant panel discussions
- Appearances in selected Live Radio and Television media Engagements.
- Movie star direct association with sponsor's brand all through the five days of the festival.
- Extensive media exposure coverage in local and international media.
- Access to receptive audiences for brand or service propagation activities
- Access to all event venues.



N45 Million

ZUMA 2025 FLAGSHIP SESSION

N45million

Tagged: Film as a National Asset

Date: Thursday, 4th December, 2025

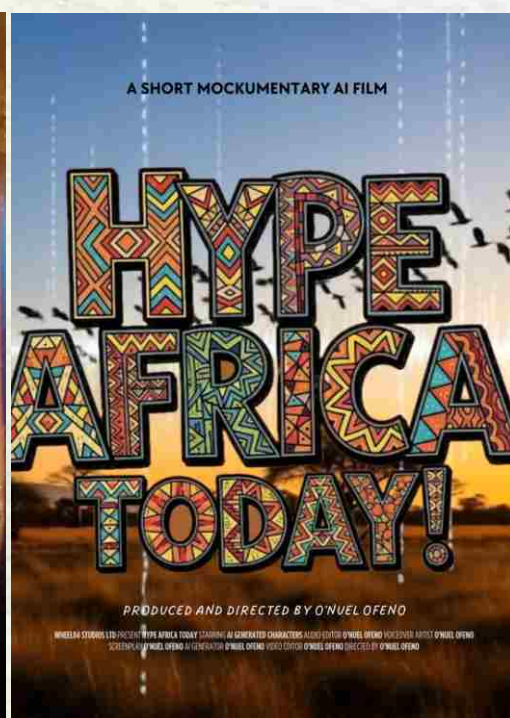
Time: 10 am – 12pm

Morning Session: Plenary

Branding Nigeria: Telling the Nation's Story Through Film

Session Brief:

Cinema is more than an art form—it's a nation's global signature. This flagship session explores how countries have used film as a strategic tool for national branding, shaping public perception, building cultural capital, and influencing global dialogue. Nigeria, home to Nollywood and a powerhouse of African creativity, is uniquely positioned to do the same.



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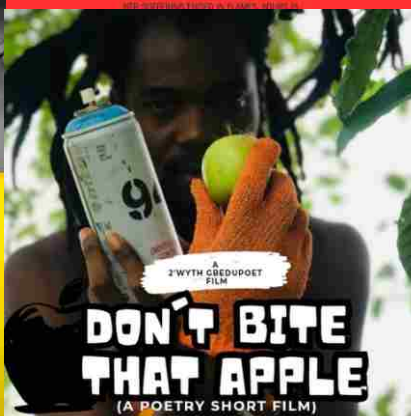
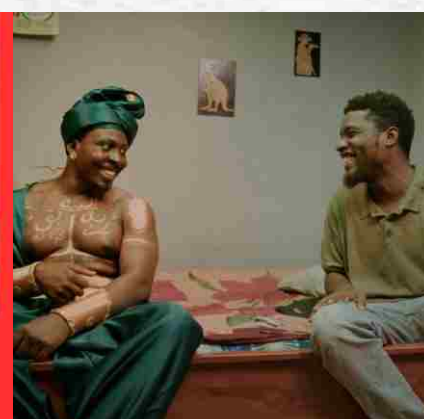
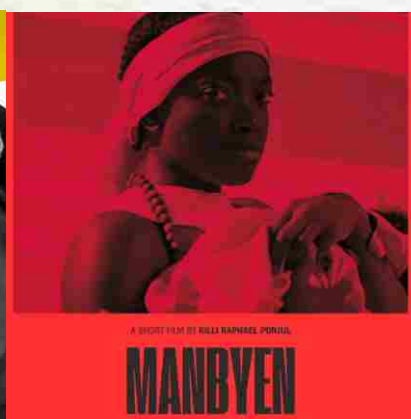
Evening Session

Showcase & Screening Segment: (Evening at the Cinema)

World Stage: Films That Moved the Global Conversation

Session Brief:

A powerful curated screening segment showcasing international and African films that have transcended entertainment to shape global narratives, influence policy, and elevate national brands. Each screening will be followed by filmmaker Q&A sessions exploring the *intent*, *context*, and *strategic partnerships* that transformed their films into cultural milestones and instruments of global influence. This segment highlights cinema's ability to not only tell stories but to move the world.





N30 Million

FILM TRADE FORUM

Date: December 4th 2025

Time: 1:00PM – 3:00 PM

Theme: Cinema as Commerce:
Unlocking Africa's Film Economy
for Global Markets

Brief:

A deep dive into the film industry's economic potential, this session will focus on how Nigerian and African filmmakers can monetize content across borders—through co-productions, streaming platforms, IP licensing, and film tourism. It will bring together producers, financiers, and policymakers to discuss funding models, cross-continental distribution, and policy frameworks that elevate film from a cultural product to a scalable economic asset.

Sponsor's Benefits:

- Increased brand recognition in the FCT and across the country.
- On-screen advert insertions at movie screenings.
- Publicity on all Zuma adverts
- Product activation opportunities.
- News mention on Zuma Film Festival dedicated reports.
- Opportunity to speak at the Festival Press Conference and also during the festival itself
- Full page sponsor's corporate advert published in the Event Brochure.
- Prominent branding of programme venues.
- Free booth for product display or activation at the Film X i.e Film Market availing Sponsor huge potential market traffic
- Showcase Opportunities - Opportunity to present awards, participate in relevant panel discussions
- Appearances in selected Live Radio and Television media Engagements.
- Movie star direct association with sponsor's brand all through the five days of the festival.
- Extensive media exposure coverage in local and international media.
- Access to receptive audiences for brand or service propagation activities
- Access to all event venues.



TECHNOLOGY AND AI MASTERCLASS:

Theme: Harnessing AI to Scale Storytelling and Soft Power

Date: Friday, 5th December, 2025

Time: 10 am – 12 noon

N15 Million

Session Brief:

This session explores the intersection of African creativity and artificial intelligence, focusing on how filmmakers can use AI tools for script development, language dubbing, visual effects, data-driven marketing, and distribution intelligence. It will showcase case studies, ethical considerations, and opportunities for collaboration between tech startups and creatives, all aimed at scaling the influence and export potential of African stories.

Who Should Attend:

- Filmmakers, Director and Producers.
- Screenwriters and Content Creators.
- Animators, VFX Artists and Game Developers.
- Investors and Venture Capitalists.
- Students and Aspiring Creatives.

Sponsor's Benefits:

News mention on Zuma Film Festival dedicated platforms. Free Strategic Booth at the Film & Equipment Market (Film-X).

Publicity on Zuma adverts – electronic and print.



N100 Million

Award Night & Closing Ceremony

Date: Friday, 5th December, 2025

Time: 5pm

Awards Night — Session Brief:

The Zuma International Film Festival Awards Night marks the grand finale of a week-long celebration of cinematic excellence, creativity, and cultural exchange. This glamorous event brings together filmmakers, industry stakeholders, government officials, media practitioners, and international guests to celebrate outstanding achievements in film and storytelling.

Awards are presented across multiple categories honoring directing, acting, cinematography, short films, and emerging talent alongside special recognition for significant contributions to the African film industry. The evening also features cultural performances, messages from distinguished guests, and a reflection on the festival's highlights, partnerships, and growing impact in advancing Africa's cinema.

Sponsor's Benefits:

- Increased brand recognition in the FCT and across the country.
- On-screen advert insertions at movie screenings.
- Publicity on all Zuma adverts
- Product activation opportunities.
- News mention on Zuma Film Festival dedicated reports.
- Opportunity to speak at the Festival Press Conference and also during the festival itself
- Full page sponsor's corporate advert published in the Event Brochure.
- Prominent branding of programme venues.
- Free booth for product display or activation at the Film X i.e Film Market availing
- Sponsor huge potential market traffic
- Showcase Opportunities - Opportunity to present awards, participate in relevant panel discussions
- Appearances in selected Live Radio and Television media Engagements.
- Movie star direct association with sponsor's brand all through the five days of the festival.
- Extensive media exposure coverage in local and international media.
- Access to receptive audiences for brand or service propagation activities
- Access to all event venues.



ZUMA International Film Festival 2025 Sponsorship and Partnership packages do not include official scheduled and programmed speaking opportunities, except where agreed upon negotiation.

Unless the context otherwise requires, all Sponsorships and Partnerships are negotiable.

All Sponsorships/Partnerships shall be duly acknowledged.

Authorised and verifiable Consultant of Zuma International Film Festival is mandated to undertake Sponsorship/Partnership negotiations.

Apart from authorised and designated Zuma International Film Festival officials and Consultants, no Sponsorship/Partnership negotiations should be concluded for and on behalf of ZUMA International Film Festival.

All Sponsors/Partners should please NOTIFY through written documentation and offers, upon negotiation and agreement.

All Sponsors/Partners shall have access to all festival events and shall be duly recognised with promotional hypes.

Sponsors/Partners shall assume responsibility to protect, indemnify, defend and hold ZUMA International Film Festival, its officials, Consultant(s) against harmless claims, losses and damages to persons or property, government charges or fines arising from or caused by Sponsor's/Partner's installation, removal, maintenance, use of festival venues thereof, except and of course such liability is caused by the sole negligence of the owners of the venue, its employees and agents.

All exhibition/displays shall be within authorised, yet visible points. Festival organisers shall ensure that the principle of first come, first served is adhered to in the offer and allocation of exhibition space/booth in the erected stand.



Film entry still open till Sep. 5th 2025
all films should be submitted through

www.filmfreeway.com/zumafilmfestival

For sponsorship and partnership inquiries, please contact:

Halima Oyelade (Festival Director) – +234 806 339 0420

Jeremiah (Festival Secretariat) – +234 803 504 6119

www.zumafilmfest.com

ZUMA FESTIVAL 2025



**Storytelling for Global
Influence**

Film as a Soft Power & Economic Force

DECEMBER 1 - 5 2025