

PAN-AFRICAN FESTIVAL OF CINEMA AND TELEVISION OF OUAGADOUGOU

24TH FEBRUARY - 3RD MARCH 2007

REPORT ON THE 20TH EDITION

FESPACO, the Pan-African Festival of Cinema and Television of Ouagadougou brings together every 2 years, stakeholders in the movie/film industry in Africa and the Diaspora, local and international journalists from the print and electronic media, as well as important personalities, Heads of State etc. Local and international companies in the public and private sector like the United Nations, its Agencies amongst others also participate actively. Ecobank. Foundation through which the Ecobank Group drives its corporate social responsibility initiatives was visible at the event. Among other objectives, the Foundation was established for the promotion and development of African Arts and Culture. Before the event, a Press Release was sent for publication by the Group Communications Unit, to all the countries where Ecobank operates, in order to sensitize the public on its participation and financial support of this cultural event which has a great regional and international impact.

Ecobank Foundation sponsored a Symposium on TV/Film Production. Mr. Gervais K. DJONDO, Chairman, Ecobank Foundation was represented at the occasion by the Chairman, Board of Directors Ecobank Burkina Faso (EBF), Mr. André BAYALA. Also present was the Director General/EBF, Mr. YOUSOUFOU-GARBA Aboubacar.

SPECIAL SEMBENE OUSMANE ECOBANK PRIZE

The Jury was unanimous in its choice after watching about 25 films. Here are some of the characteristics of the film considered the best :

The film portrays a positive and promising Africa.

It propagates a Unites States of Africa.

It projects an integrated and emerging continent.

It has good technical quality in terms of sound effects, image, choice of music, intrigue etc.

The producer faced a lot of challenges in producing this film, this being his first feature film. He is still facing numerous challenges in projecting the film to a wider public probably because of his efforts to break the defeatist image associated with Africa.

The Jury made up of :

- **Madame Denise EPOTE – DURAND**, Journalist and Director, TV5 Afrique,

- **Monsieur Clarence DELGADO**, Film Producer and representative of Sembène OUSMANE,
- **Monsieur Issa SOMA**, Film Producer,

and presided over by the Burkinabe Professeur, **Jean Pierre GUINGANE**, taking into consideration the qualities of the film decided to award the special “Sembène OUSMANE ECOBANK Prize” to the film:

AFRICA PARADIS by Sylvestre AMOUSSOU from Bénin.

He received an Ecobank cheque and a Trophy. The theme of his film « AFRICA PARADIS » is on immigration to Africa, a continent rich in human and natural resources. Mr. Gervais K. DJONDO presented the prize to the winner during the award-winning ceremony during which numerous movie/film producers from Africa and the Diaspora received various awards for their intellectual works in cinematography. Local and international Journalists extensively covered the event. Mr. DJONDO took advantage of the occasion to present the Ecobank project, the objectives of the Foundation and its participation in the FESPACO, as a tool for regional integration.

The Fondation also made a donation to the organisers/General Delegation of FESPACO. A gesture which was highly appreciated.

An informal and interactive Breakfast/Press conference was organised for local and international journalists from the print and electronic media. The objective was to throw more light on the Ecobank project, vision and mission, numerous products and services rendered by the bank, as well as showcase the activities of the Foundation and its interest in supporting cultural activities in Africa. Participants expressed their joy in partnering with Ecobank on the FESPACO Project. Their questions were duly answered by members of the high table which included Messrs Gervais K. DJONDO, André BAYALA, YOUSSEUFOU-GARBA Aboubacar.

Throughout the event, Ecobank Burkina made impressive marketing impact and was visible in strategic places in town and at the venue of the festival where the bank also put up a stand.

It is interesting to note that the overall gold winner of the “Etalon d'Or de Yennenga FESPACO 2007”, is a Nigerian film producer, Newton ADUAKA. His film «EZRA» portrays the phenomenon of child-soldier in Sierra Leone and elsewhere in the world.

The next FESPACO will take place from 28th February to 7th March 2009.

(Source : Sena KIKI, ECOBANK FOUNDATION)

