

ANNÉCY FESTIVAL MIFA
MARCHÉ
DU FILM

Mifa 2025 – Catalogue

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Key Figures 2024 edition



17,400

delegates
incl. 6,580 Mifa
& 4,120 Students



103

countries



332

Buyers
badgeholders



2,732

companies



180

stands
incl. 1,075 exhibiting
companies



ANNECY FESTIVAL MARCHÉ DU FILM



Mifa presentation

Attend the Anney International Animation Film Market (Mifa), the world's leading event for the industry.

Discover all animation's richness and productivity and meet all the professionals.

[More](#)



Our missions

INDUSTRY CONTENT

The central hub for all animation professionals!

Come and find the partners you need to take your project forward and boost your visibility and your international career.

Showcase your activity and enjoy exclusive meetings with institutions, investors, sales agents, producers, etc.

Find out about the state of the sector and new opportunities at our conferences, panels and demos.

TALENT CONTENT

Students and emerging talent are central to the Campus Mifa!

Discover our Training & Recruitment offers to put schools, students and industry professionals in touch with each other to promote employment and gain knowledge and new skills.

XR AND VIDEO GAMES CONTENT

Explore the rich connections between animation and the gaming and immersive worlds!

Showcase innovation and new technologies
Discover the best of the latest annual creations.

Meet the creative teams, get your projects off the ground and recruit.

Industry Content

INDUSTRY PANELS

A 60-minute session to discuss current issues in the sector, highlight a region's ecosystem and showcase its expertise and talent.

The offer includes:

- Room hire for 60 minutes + technical check with an audiovisual technician for a maximum of 15 minutes
- Up to 5 Mifa accreditations to be used only for your speakers
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Women in Animation, Oscars, Variety,
France Télévisions, CNC,
Epic Games, Crunchyroll

Entry conditions:

Open to Festival+, Students and Mifa
badgeholders
Subject to availability

Price:

€5,500 – 60 minutes

CONTACT

freciliazambaux@citia.org

Industry Content

DEMO SESSIONS

A 30 to 60-minute session to demonstrate the power and potential of your tools and technological solutions for animated creations.

The offer includes:

- Room hire for 30 or 60 minutes + technical check with an audiovisual technician for a maximum of 15 minutes
- Up to 5 Mifa accreditations to be used only for your speakers (only for the 60-minute offer)
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Paramount, TVPaint, Procreate, Lenovo, SideFX, Pixar's RenderMan

Entry conditions:

Open to Festival+, Students and Mifa badgeholders
By reservation

Price :

€3,500 – 30 minutes

€5,500 – 60 minutes

CONTACT

frecilazambaux@citia.org

Industry Content

STUDIO FOCUS

A 60-minute session for animation studios or production companies to present the latest news on your current or upcoming projects and your talents.

The offer includes:

- Room hire for 60 minutes + technical check with an audiovisual technician for a maximum of 15 minutes
- Up to 5 Mifa accreditations to be used only for your speakers
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Walt Disney Animation Studios, DreamWorks, DNEG Animation, Fortiche Production, Blue Spirit, Warner Bros., ADN & Bobbypills

Entry conditions:

Open to Festival+, Students and Mifa badgeholders
By reservation

Price:

€5,500 – 60 minutes

CONTACT

freciliazambaux@citia.org

Industry Content

PRESS CONFERENCES

A 60-minute session to present your investment strategies and developments in the animation market, or the programming line-up for the following season, and to showcase your new editorial lines.

The offer includes:

- Room hire for 60 minutes + technical check with an audiovisual technician for a maximum of 15 minutes
- Up to 5 Mifa accreditations to be used only for your speakers
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

France Télévisions, M6, The Smurfs,
Mediawan, AnimFrance, CANAL+

Entry conditions:

Open to Mifa badgeholders
Subject to availability

Price :
€5,500 – 60 minutes

CONTACT

frecliazambaux@citia.org

Industry Content

MARKET SCREENINGS

This event is aimed at producers or delegations wishing to offer a line-up of their latest productions.

Take advantage of a dedicated room to present your latest productions to an audience of professionals.

The offer includes:

- Room hire + technical check with an audiovisual technician (maximum 15 minutes)
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Sony Pictures, TAICCA, Incredible Film

Entry conditions:

Open to Mifa badgeholders
Subject to availability

Price:
From €1,500 to €3,300

CONTACT

frecliazambaux@citia.org

Industry Content

SHARE WITH

Take part in the Share With to show professionals what you need in terms of acquisitions.

30 min discussion followed by the After Share With (a convivial moment with the participants).

The Share With are also open to national and regional funds.

The offer includes:

- Room hire + technical check with an audiovisual technician (maximum 15 minutes)
- Visibility in our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Hulu, The New York Times, Rai Kids,
Amazon Studios Animation

Entry conditions:

Open to Mifa badgeholders
Subject to availability

CONTACT

freciliazambaux@citia.org

Industry Content – Meet the...

frecliazambaux@citia.org

MEET THE...
FESTIVAL
PROGRAMMERS

PRIMARILY AIMED AT:

Festival programmers to source content for their next festival, and for film institutes/commissions wishing to offer content.

3-hour session in a specially dedicated room

15 minutes per appointment



MEET THE...
COMPOSERS

SPECIFICALLY FOR:

Composers, directors and/or producers looking for a musical universe for their next production (a portfolio will be requested to validate your participation).

3-hour session in a specially dedicated room

30 minutes per appointment



MEET THE...
SALES AGENTS

PRIMARILY AIMED AT:

Sales agents and producers of feature-length films who have secured part of their financing (you will be asked to provide a file to validate your participation).

3-hour session in a specially dedicated room

15 minutes per appointment

Industry Content – Meet the...



MEET THE... PUBLISHERS

SPECIFICALLY FOR:

Publishers of works for audiovisual adaptation (you will be asked to submit a portfolio to validate your participation) and producers looking for ideas for your next film.

3-hour session in a specially dedicated room
30 minutes per appointment



MEET THE... PRODUCERS : GAP FINANCING

SPECIFICALLY FOR:

Producers of feature films, shorts, TV series and specials or XR in the final stages of development or in production, who have secured at least 70% financing (a dossier will be requested on registration and will be followed by a selection process) and financial partners, sales agents, investors, buyers, coproducers etc.

3-hour session in a specially dedicated room
30 minutes per appointment



MEET THE... BUYERS

SPECIFICALLY FOR:

Buyers, investors, distributors and producers of any of the categories who have secured part of their financing (you will be asked to provide a file to validate your participation).

2-hour session in a specially dedicated room
15 minutes per appointment

Industry Content

PARTNERS PITCHES

It is an opportunity to showcase the talents of a specific region and to discover projects that are currently under development or in search of international partners.

The offer includes:

- 75-minute room hire + technical check with an audiovisual technician (maximum 15 minutes)
- Up to 5 Mifa accreditations for participating project leaders only
- Visibility on our online programme and communications



IMPÉRIAL PALACE

Look who took part in 2024:

Telefilm Canada, Women in Animation, TAICCA, KOCCA, La Liga, Animela, Spcine, ProColombia

Entry conditions:

Open to Mifa badgeholders
Subject to availability

Price:
€5,700 – 75 minutes

CONTACT

sylvaingrain@citia.org

Talent Content

MIFA RECRUITMENT SESSIONS

Receive your candidates at the Campus and recruit the top profiles in the animation sector.

The offer includes:

- Posting your job offers on our online platform
- Managing your job offers and applications on our platform
- Preselection tools for your candidates
- 1 table available for 3 hours in an open-plan area
- Maximum 2 recruiters per table for 1 candidate
- A designated team to greet your candidates



LE CAMPUS MIFA

Look who took part in 2024:

Warner Bros., nWave, Paramount,
Netflix Animation, LAIKA, Cartoon
Saloon, Zeilt Productions, Walt Disney
Animation, Illumination Studios Paris

Entry conditions:

Open to Festival, Festival+, Students and
Mifa badgeholders
Within the limits of available places

Price:
€750 – 3-hour session

CONTACT

marionprovenzano@citia.org

Talent Content

PARTNERS RECRUITMENT SESSIONS

Organise your own recruitment event for your studio or students!

The offer includes:

- 1h30 or 3h equipped room hire
- Audiovisual equipment (screen + microphone)
- Optional Catering/Coffee break service



LE CAMPUS MIFA

Look who took part in 2024

Brassart School, MoPA School,
Nouvelles Images School, LISAA
Pictanovo, Film Fund Luxembourg

Entry conditions:

By invitation, private event

Price:

Spontane €2,700 – 3h

No spontane application €1,500 – 1h30

CONTACT

marionprovenzano@citia.org

Talent Content

RECRUITERS TALK

A 60-minute/90-minute session to present your job prospects and reveal your working environment to recruit profiles from all over the world.

The offer includes:

- 60 or 90-minute room hire + technical check with a technician (maximum 30 minutes)
- Up to 5 Mifa accreditations for your speakers' use only
- Visibility in our online programme and communications



LE CAMPUS MIFA

Look who took part in 2024:

DNEG Animation, nWave Studios,
Hari, Illumination, LAIKA

Entry conditions:

Open to Students, Festival, Festival+
and Mifa badgeholders
By reservation

Price:

€5,500 – 60 minutes

€6,500 – 90 minutes

CONTACT

marionprovenzano@citia.org



Talent Content

TALENT PANELS

A 30-minute or 60-minute session to showcase your creative processes and trade secrets! Whether you are a studio, a tool manufacturer or a device supporting animation, come and share best practices with young industry professionals.

The offer includes:

- 30 or 60-minute room hire + technical check with a technician for 15 minutes
- Up to 5 Mifa accreditations for your speakers' use only (for 60 minutes session)
- Visibility in our online programme and communications



LE CAMPUS MIFA

Look who took part in 2024:

Cartoon Saloon, PANEURAMA,
Walt Disney Animation Studios,
GOBELINS Paris, Epic Games,
SACEM – 22D Music Group, CNC

Entry conditions:

Open to Students and Mifa badgeholders
By reservation

Price:

€3,500 – 30 minutes
€5,500 – 60 minutes

CONTACT

marionprovenzano@citia.org

XR & Video Games Content

CINEMATICS & TRAILERS CONTEST

Challenge the cream of the creative crop at the crossroads of animation and video games!

PROGRAMMATION XR&GAMES

Take advantage of all the Industry Content and Talent Content formats detailed in this catalogue to showcase your latest news or meet your future partners.

[More info on our XR&GAMES offers](#)



IMPÉRIAL PALACE

Look who took part in 2024:

[Discover the selected projects!](#)

CONTACT

freciliazambaux@citia.org

XR & Video Games Content

MEETING AREA & XR SHOWROOM

Take advantage of a special space to exhibit your latest immersive creations on the 1st floor of the Exhibition Area:

€ 1,700 VAT not incl.

- 1 table + 4 chairs
- 1 Mifa accreditation
- Listing as an exhibitor and on-site visibility
- Staffed reception (coffee and water available)

Feel free to bring your own communication tools such as kakemonos

Privatise a 4m² space to present your latest XR productions:

€ 2,000 VAT not incl. (no equipment or assistance included)

€ 2,500 VAT not incl. (headset and staff included)

- Furniture (suivant besoins mais en général un fauteuil)
- Visibility both on-site and in the XR programme
- Staffed reception (coffee and water available)

Feel free to bring your own communication tools such as kakemonos



EXHIBITION AREA

Entry conditions:

Open to all badgeholders

CONTACT

freciliazambaux@citia.org

Exhibition Area

Make the most of being at the Mifa and gain visibility among industry professionals over four full days!

Different stand options (equipped or not equipped) are available, depending on your requirements.

Contact us for a detailed quote.

CONTACT

freciliazambaux@citia.org
marionprovenzano@citia.org



Cocktail Receptions and Networking



CHILL
OUT AREA



GARDEN
PARTY



IMPÉRIAL
PALACE



EXHIBITION
AREA

PRICES:

On request, depending on the venue and your requirements

Thanks to our founding members

ANNECY

Grand
Annecy
AGGLOMÉRATION

haute
savoie 
le Département



La Région
Auvergne-Rhône-Alpes

Soutenu par



**MINISTÈRE
DE LA CULTURE**

*Liberté
Égalité
Fraternité*

AFTERMOVIE

Join us!

ANNEX

FESTIVAL | MIFA

8th to 14th June
2025

10th to 13th June 2025