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New Film on Thriving Businesses in Africa to Screen at Cannes Film Festival

New Film Shows Other Side of Africa – an Africa that Works

WASHINGTON, DC, May 18, 2005 – A surprising hit, Africa: Open for Business, showcasing thriving businesses in Africa, will kick off its European premiere with a screening at the Cannes Film Festival in Cannes, France.

The film will be shown on May 20 during Cannes' African side festival at 6 PM at Riviera 8 - Palais des Festivals.

Africa: Open for Business covers the one place in the world where most people never think of business -- Africa. The one-hour documentary lets ten African entrepreneurs and private investors from ten different countries tell their own inspiring stories about the successes, the struggles, and the solutions in starting businesses in often challenging circumstances.

This powerful film offers another reality in Africa beyond stories of wars and disease to show a vibrant continent with the capacity for good business.

A lucrative cell phone company of one-million subscribers started in the Democratic Republic of the Congo, as rebels descended on the capital. In Senegal, a dynamic animation house -- Africa's only -- produces world-class cartoons in a rustic studio. And in Kenya a private investor who exports every evening 40 tons of flowers and produce to UK supermarkets.

Most of the stories are in relatively stable countries. One is in a war-torn country – another in a country with no central government. Taken together, they are inspiring stories of human force of will. The film has the audience laughing out loud, crying, and cheering – all in this film about business!

Africa's negative image in the media comes at a cost, as investors will not invest in places they cannot envision as an investment destination. However, according to the Overseas Private Investment Corporation, Africa offers average returns of nearly 30-percent on direct foreign investment.

“We all know about the poverty and disasters in Africa,” said Pineau, a journalist with more than a decade of experience reporting on Africa. “I wanted to do a film showing a different Africa with stock markets, high rises, internet cafes, cell phones and people with the sheer drive to build a better future for their children.” Pineau is also a frequent contributor to CNN's Inside Africa.

Contact: International Premiere at Cannes: Screening Friday, May 20, at 6 PM at Riviera 8 - Palais des Festivals. Contact in France Patrick Aglaé phone : + 33 6 63 59 26 95 email : patrick.aglae@treelion.com. Visit www.africaopenforbusiness.org

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