

# PALAIS DES FESTIVALS & DES CONGRÈS DE CANNES

## PRESS KIT 24

  
PALAIS DES  
FESTIVALS  
ET DES CONGRÈS  
CANNES





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# DAVID LISNARD

**MAYOR OF CANNES**

**PRESIDENT OF THE CANNES PAYS DE LÉRINS URBAN AREA**

**PRESIDENT OF THE ASSOCIATION OF MAYORS OF FRANCE**

In a world undergoing considerable upheaval, where the balance of power and influence seems to be shifting from one hemisphere to the other, Cannes maintains its leadership as a business, leisure and events destination, confirmed for the fourth time at the European level and the second time on a global scale within the *World Travel Awards*.

The Palais des Festivals et des Congrès has, over the decades, become a major tool for the collective prosperity of the Côte d'Azur - and beyond - through its direct, indirect and subsequent economic and social benefits.

It's a source of pride that confirms the relevance of the municipality's strategic choices. It also demonstrates the expertise of the SEMEC teams and tourism professionals and retailers in terms of hosting and considering their customers. The introduction of the new "Welcome to Cannes" charter aims to guarantee the reliability and quality of the offer, price transparency, as well as the commitment to a sustainable approach by the various establishments including, at the forefront, the Palais itself.

Still a fishing village, Cannes today is also an international city engaged in the reality of its times, notably in terms of climate, with a development approach that respects the environment, a balance between urban and natural spaces, the preservation of its bay and islands and recognition of its efforts focused on innovation to support energy decarbonisation for a city where the air is cleaner so you can breathe more freely.

For ten years, Cannes has succeeded in investing massively (655 million euros since 2014) in its urban renovation, modernising its infrastructure, developing new tools and services in the public sphere, to increase the attractiveness and quality of life of its residents and visitors, while reducing its debt by 71.55 million euros over the same period and managing its finances carefully.

This approach that we manage in an exacting, pragmatic manner helps the city maintain a sustainable, solid ambition: to encourage investors (1.5 billion euros invested by the private sector over the last five years in tourism), to strengthen its positioning with event organisers and conquer new markets to fuel the local economy all year round.

Our collective approach brings together public authorities and private entrepreneurs, serving a city whose influence and reputation, if it's to last, require the involvement of everyone, respect for commitments and a service that meets the expectations of its residents and visitors. Durable by being reliable. That's the meaning behind what we do. And that's the future of Cannes.



# JEAN-MICHEL ARNAUD

**PRESIDENT OF THE PALAIS DES FESTIVALS ET DES CONGRÈS DE CANNES**

After a first stage that focused on the collaborative definition of its purpose and related social and environmental objectives, the Palais des Festivals has devoted this past year to making its mission reality through concrete, measurable actions. The first major convention centre to have included the status of public benefit company in its statutes in 2022, the Palais des Festivals aims to be the first such centre to be able to claim to have had a positive impact.

Our purpose: "The (He)art of sustainable hospitality."

Our social and environmental objectives:

"Connecting the world", "Caring for people and the environment", "Bringing talent to the fore".

Objectives which make more sense than ever at a time of fragmentation of the global geopolitical balance, growing social and environmental crises as well as a questioning of the meritocratic system or its overshadowing by the illusions of social networks.

## "Connecting the world"

At the Palais des Festivals et des Congrès, our commitment to connecting the world is made real through innovative initiatives that bring people into contact with each other, with 152 events in 2023. It's a place of interaction for professionals and artists from around the world, bringing together all communities around centres of common interest.

## "Caring"

Adopting a humble, inclusive approach, we have taken action on various fronts to support well-being and solidarity, and reduce our carbon footprint. A commitment illustrated by concrete initiatives aimed at supporting childhood, education, and protecting the environment and marine ecosystems.

## "Bringing talent to the fore"

Since the creation of the Cannes Film Festival, the Palais has been the place where talents are placed in the spotlight and celebrated through artistic and professional events such as the Cannes Film Festival, NRJ Music Awards, CANNESERIES, MIPCOM, MIPIM, the World AI Cannes Festival and International Games Festival.

For all these achievements, nothing would have been possible without the collective involvement and commitment of all our stakeholders: our staff, our customers, the teams from the city of Cannes, local socio-professionals, our commercial partners and, of course, the members of our mission committee.

As President of the Palais des Festivals, I would like to express my gratitude and reassure them of my determination to further improve our performance on all fronts: economic, social and environmental.



# PRESENTATION OF THE PALAIS DES FESTIVALS ET DES CONGRÈS DE CANNES





*“The standard-bearer for Cannes”,  
“the flagship of the economy”,  
“the red carpet of the stars”...*

*There’s no denying it - it has a knack for getting people talking and, above all, never fails to leave an impression. Well beyond the Côte d’Azur, of which it’s such a strong symbol, the Palais des Festivals et des Congrès de Cannes shines around the world, far from all the glitz and glamour.*



**A MAJOR PLAYER IN THE ECONOMY**

As famous as the established or rising stars it welcomes thanks to an exceptional events programme, the site is a major player within the economy. It alone generated **46.5 million euros of turnover in 2023** and employs 190 people permanently. **The Palais des Festivals is in fact a tremendous driver for the local and regional economy, supporting small traders, large companies as well as multiple subcontractors working in numerous trades.** Its constant activity produces

nearly **900 million euros in economic benefits** and generates, for example, **several hundred thousand nights of people staying in Cannes hotels.**





## **CULTURE FOR ALL!**

**The key to its success? It involves, in part, organising shows for all audiences who can experience the different facets of art such as music, theatre, dance, circus, pyrotechnics and, of course, cinema...**

*It's one of the Palais' principles:*

*Make culture accessible, not just by booking headliners, but also by inviting the talents of tomorrow to appear on a variety of stages.*





**A TRUE HUB FOR PROFESSIONALS**

The other reason for its success is linked to the conferences and shows organised for the professional sector. They represent half the 150 annual events on site. At the Palais des Festivals et des Congrès in Cannes, those who drive numerous economic sectors meet up with their clients every year to do business and develop their network. **Cannes is the essential meeting place for the music markets, advertising, real estate, yachting, television series, film, finance and even duty-free**

**products.** It takes all sorts to make a world. And here, the timing is perfect: the world, in all its diversity, passes through Cannes one day or another.







### A TRUE GLOBAL VILLAGE

The Palais des Festivals et des Congrès occupies an outstanding location. Standing in the heart of the city, on the edge of the Mediterranean Sea, its special location means all delegates can get around on foot between the Palais and their hotel, enjoying the beauty of the city and its bay, along the famous Croisette. In the evening, it's a pleasure to relax, stroll around and enjoy dinner in a city on a human scale where you can combine spending time together and living the good life.

*The Palais offers event organisers a tailor-made exhibition space.*

*Each space can be adapted to requirements, thanks to the flexibility of the location.*

### INTERACTING IN SAFETY

The Palais des Festivals et des Congrès offers the very best security and safety conditions for all its guests. A very dense network of cameras, whose images are monitored in real time, and a strong presence of officials create one of the strengths of the systems in place. Special efforts are also made on access controls so that everyone can take part in events with total confidence. The Palais has been awarded the **ISO 18788** standard concerning security management operations. This covers the continuation and permanent improvement of all measures to guarantee a secure perimeter for all goods and people on the site. **The Palais des Festivals et des Congrès de Cannes was the first convention centre in France to obtain this certification, back in 2019.**



## THE LEADING AMBASSADOR FOR THE DESTINATION

*The Palais is also in charge of the tourist office and promoting the destination.*

For this reason, it brings together talents and initiatives by producing, in partnership with the **City of Cannes**, its own events such as the **International Games Festival**, the **International Pyrotechnic Arts Festival** and **Dance Festival**.

These three events alone attract several hundred thousand visitors a year.



# SEMEC

*(Société d'Economie Mixte pour les Evénements Cannois/Mixed  
Economy Company for Cannes Events)*



## SEMEC

(SOCIÉTÉ D'ÉCONOMIE MIXTE POUR LES ÉVÉNEMENTS CANNOIS)

*The Palais des Festivals et des Congrès is a public facility which belongs to the city of Cannes. SEMEC (Société d'Economie Mixte pour les Evénements Cannois/Mixed Economy Company for Cannes Events) is the exclusive operator by public service delegation.*

**SEMEC was created in 1991.**

**It's the first mixed economy service company in France.**

**Its shareholding is 80% made up by the public sector.**



## SEMEC'S MISSIONS

### DEVELOP

**Manage and develop the activity of hosting and organising events and business meetings (trade fairs, conferences, festivals) with a strong international dimension**

### PROMOTE

**Promote Cannes as a destination, and strengthen tourist numbers in the Cannes area via the Tourist Office and Convention Bureau**

### ORGANISE

**Organise cultural events in line with the cultural policy of the City of Cannes**

### RUN

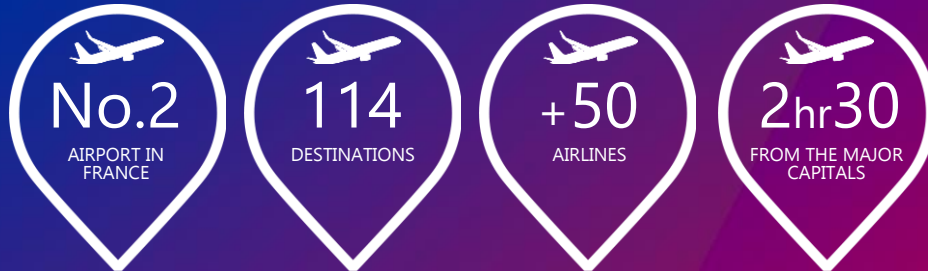
**Run and maintain this public facility in an excellent state of repair and operation**

# THE GEOGRAPHICAL LOCATION OF THE PALAIS DES FESTIVALS



## THE GEOGRAPHICAL LOCATION OF THE PALAIS DES FESTIVALS

### NICE CÔTE D'AZUR AIRPORT



### THE PALAIS DES FESTIVALS ET DES CONGRÈS



# CANNES

AN IMMERSIVE TOUR  
OF THE PALAIS DES FESTIVALS ET DES CONGRÈS

[CHECK OUT THE VIDEO HERE](#)



# THE PALAIS DES FESTIVALS IN FIGURES





PALAIS DES FESTIVALS  
IN FIGURES

€ **47.3M €**  
TURNOVER IN  
2023

€ **1037.3M€**  
ECONOMIC BENEFITS

  
**575,109**  
OVERNIGHT STAYS



**152**  
EVENTS IN 2023



**72**  
PROFESSIONAL EVENTS



**80**  
CULTURAL EVENTS

**300,000**  
PROFESSIONALS HOSTED IN  
2023



**35,000**<sup>M<sup>2</sup></sup>  
OF EXHIBITION  
AREA

**5**  
AUDITORIUMS  
FROM 150 TO 2,300  
PEOPLE

**50**  
MEETING  
ROOMS



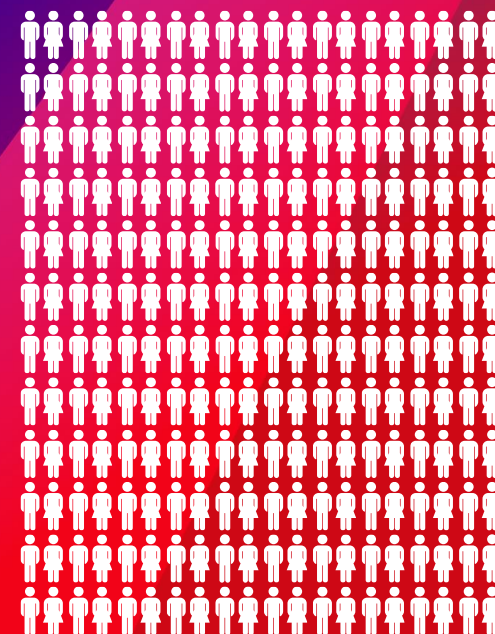
**3**  
RECEPTION SPACES  
FOR UP TO 1,700  
PEOPLE



**1**  
DIGITAL STUDIO  
FOR 350 PEOPLE



**569,000**  
SUBSCRIBERS ON SOCIAL  
MEDIA IN 2023, REACHING



**29**<sup>M</sup> PEOPLE

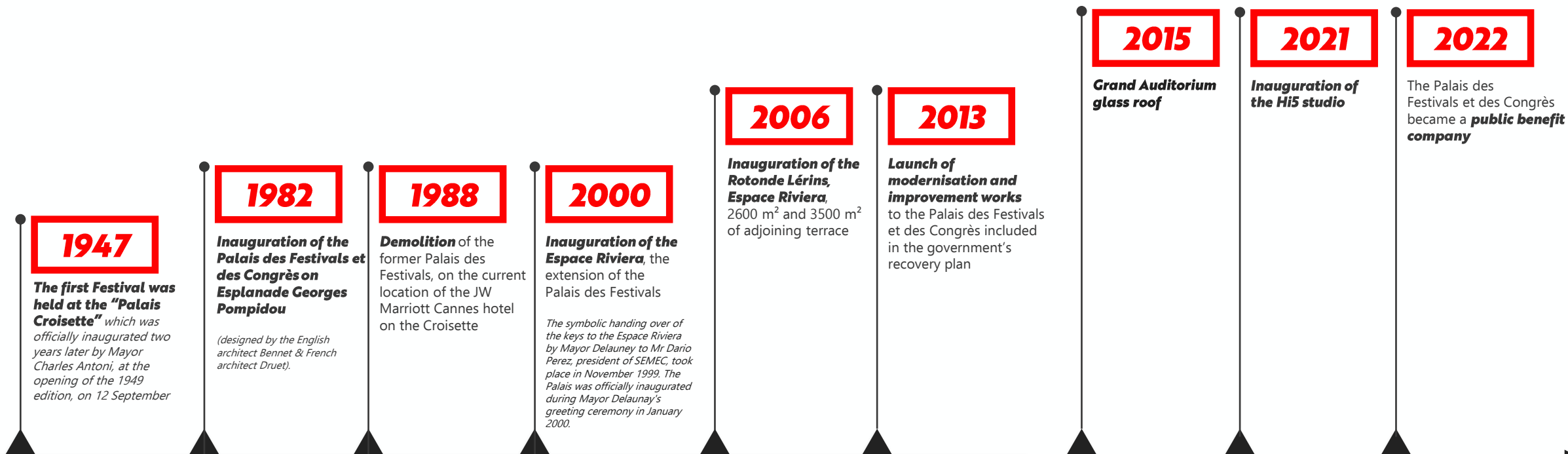
# THE HISTORY OF THE PALAIS



## THE HISTORY OF THE PALAIS

*The history of the Palais des Festivals et des Congrès de Cannes is closely linked to that of the Film Festival which began in 1946.*

To host this flagship event, an initial structure was erected in 1947 on Boulevard de la Croisette, the site of the current JW Marriott Cannes. Faced with the growing success of the Festival and the emergence of business tourism (notably with the first editions of MIPTV in 1963), in 1979, the City of Cannes decided to build a new Palais on the site of the Municipal Casino, which was inaugurated in December 1982.



# THE (HE)ART OF SUSTAINABLE HOSPITALITY





## THE (HE)ART OF SUSTAINABLE HOSPITALITY

Thanks to the broad mobilisation of its teams, the Palais des Festivals et des Congrès became a public benefit company in December 2022. This government label confirms and amplifies the societal efforts carried out for years on the Croisette.

**With this new status, the Palais des Festivals et des Congrès is committed to improving the well-being of all, developing solidarity while reducing its environmental footprint as much as possible.**

**THE PALAIS HAS CHOSEN A CLEAR, CONCRETE PURPOSE WHICH SUMS UP ALL ITS ACTIONS: "THE (HE)ART OF SUSTAINABLE HOSPITALITY".**

An ambitious, altruistic mission that managers and all staff approach with a single watchword: humility.

Everyone is well aware of their responsibility towards the social, economic and natural ecosystem. But everyone also knows the difficulties and obstacles to overcome to ensure that things evolve in a very diversified sector of activity.

**"A mission committee has been set up to monitor and ensure that the company achieves its objectives and fulfils its missions, both in terms of sustainable development and on a societal level. This committee ensures that all actions carried out by the company are in accordance with these commitments", explains Bruno Desloques, the Managing Director.**

The Palais des Festivals et des Congrès is bound by this daily ethic which guides its steps in a constantly evolving societal context. Financial profitability alone is no longer sufficient for the development of a 21<sup>st</sup>-century company.

The Palais believes in human values and sharing. To support this, it draws on its strengths and regularly takes concrete initiatives to cultivate, among other things, the art of hosting, service and permanent dialogue with business and leisure tourists. It also strives to implement this philosophy among its staff, partners and the entire Cannes community.

# THE PALAIS ACTS FOR THE PLANET AND ITS USERS



## THE PALAIS ACTS FOR THE PLANET AND ITS USERS

***Protecting planet Earth, which needs it so badly, is one of the priorities of the Palais des Festivals et des Congrès.***

Its CSR-QSE (corporate social responsibility - quality, safety, environment) policy is entirely based on this objective. The Palais holds the **ISO 20121 standard**, which expresses its entire approach around several principles of sustainable development: **transparency, integrity, inclusion and duty of vigilance.**

## THE PALAIS SUPPORTS THE CANNES FOUNDATION

Actions are worth more than fancy words. The Palais des Festivals et des Congrès de Cannes takes action to protect and support numerous causes. It finances and supports the **Cannes Foundation and Cannes Endowment Fund** as a founding administrator member. **This structure combats the exclusion of Cannes children in the fields of education, supports culture, sport, digital citizenship, the family environment and, of course, environmental protection.**

## COMMITTED TO PROTECTING SEAGRASS

Of the projects supported, **PRIME (Posidonia Restoration Initiative for a Resilient Mediterranean Ecosystem)** is led by the local association **NaturDive** and **Cannes start-up Blue Leaf Conservation**. Its objective is as transparent as crystal-clear sea water: **to raise public awareness, protect and restore the coastal posidonia (seagrass) meadows** which help capture carbon dioxide during photosynthesis and its sequestration in the form of carbon (commonly called blue carbon). Their efficiency is much greater than that of the Amazon rainforest.



## GREEN LOBBYING OF ORGANISERS

*The Palais des Festivals et des Congrès wants to make things happen directly by encouraging its clients to take action to protect the environment.*

This results in the launch and continuation of new international trade fairs and festivals which promote eco-design as well as responsible, sustainable operations.

This work is bearing fruit with concrete actions at IPEM (going green), the Cannes Film Festival (accreditations which finance projects that support protection of the planet), the Yachting Festival (green route) and CANNESERIES, which increase the number of environmental initiatives.





## ENERGY SOBRIETY

It's not enough to ask others to put in all the effort. "Since 2023, the Palais des Festivals et des Congrès has consumed 100% guaranteed green electricity, from French hydroelectric production. In 2024, it now uses guaranteed 100% green electricity from photovoltaic sources from the Provence-Alpes-Côte-d'Azur region", explains Bruno Desloques, Managing Director of the Palais des Festivals.

Energy sobriety is a daily priority. The heating setpoint temperature is, for example, reduced two hours before an event closes and up to one hour before reopening, with the agreement of the organisers. The setpoint temperature for the air conditioning in technical rooms has been increased from 19 to 24 degrees.

Lighting the premises is another source of energy savings, thanks to the introduction of relamping. This involves replacing lamps with more effective, energy-efficient light sources, thereby reducing electricity costs, extending their lifespan and better lighting quality.

**Stand lights are systematically turned off as soon as events close.** An official is responsible for checking the lights are out, again in agreement with the organisers.

The upcoming **installation of photovoltaic panels on the Rotonde Lérins** means the Palais will be able to produce its own electricity and so, once again, save energy.

**The use of thalassotherapy will soon be in operation. This process recovers heat from the sea to heat or cool a building. A renewable energy source that has the advantage of reducing greenhouse gas emissions compared to those based on fossil fuels.**

**Cool roofing is now in place. This is a roofing design technique that aims to reduce heat absorption by the building by reflecting more sunlight and emitting less absorbed heat. It has several advantages: reducing the interior temperature of buildings, energy savings, reducing greenhouse gases and the carbon footprint of sites.**

By **making ticketing paperless and encouraging online booking**, the Palais intends to limit paper production as much as possible.

**Information and awareness-raising campaigns** are regularly organised internally on all these subjects. Employees are the best ambassadors and players for this public benefit company.





## ART FOR OUR FAUNA AND FLORA

***Submerged statues to decorate the seabed! The Palais des Festivals et des Congrès supports and promotes the underwater ecomuseum by English sculptor Jason DeCaires Taylor. With his six works installed near the southern shore of Sainte-Marguerite Island, this exceptional site has an educational effect on the fauna and flora for the general public.***

Over time, fish, algae and plants become one with these creations that are as beautiful as they are symbolic. "We don't conquer our environment, we must live with and respect it", the artist sums it up nicely.



## THE RED CARPET IS ECO-FRIENDLY!

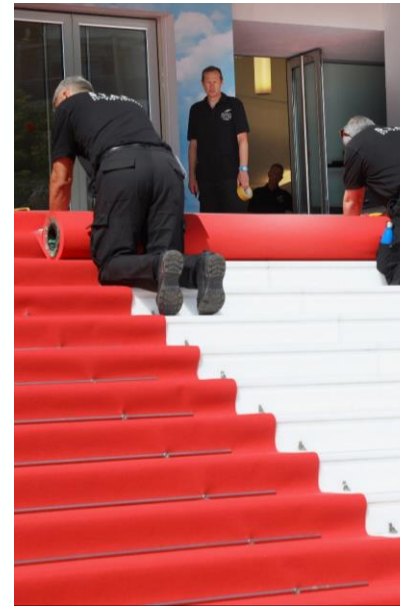
***The famous red carpet of the Cannes Film Festival is recycled. Since 2021, it's been collected by a company that specialises in developing the circular economy and reusing materials within the cultural and educational sector of the Provence-Alpes-Côte-d'Azur region.***

Several tonnes of material thus avoid being binned, and benefit the members of this association. In three years, the red carpet has notably been reused in various settings, as a decorative element for graduation ceremonies or even for the manufacture of upcycling items. This iconic material is therefore part of a zero waste approach: reduce, reuse and recycle.

## VERY GREEN POSTERS

Did you also know that the posters for the Cannes Film Festival, Dance Festival and NRJ Music Awards, to name just a few events, also have a second life? Thanks to the Palais des Festivals et des Congrès and the **Cannes association Résines (Réseau d'Initiatives Numériques et d'Écologie Solidaire/Digital Initiatives and Solidarity Ecology Network) Estérel Azur**, these promotional items, in the form of tarpaulins, are turned into bags, pouches and baskets.

It's people being reintegrated into the workplace who make them. All items are sold directly by the association or via the Tourist Office. With great success.





## CANNES LABELLED “SUSTAINABLE INNOVATIVE DESTINATION”

In 2023, Cannes became an “Innovative Sustainable Destination”. A label created by France Congrès et Évènements, backed by ISO 20121 certification addressing the challenges of responsible events.

It makes it possible to offer visitors responsible choices throughout their stay, whether for hotels or for catering, mobility, shopping and cultural leisure activities.

Several partners are already involved in this process. In particular the City of Cannes, which led the creation of this label, at the national level, with seven other French municipalities.

*“This recognition underlines our commitment to responsible, environmentally friendly event practices”, Bruno Desloques points out.*

## HUMAN VALUES, DRIVING THE PALAIS FORWARD

*Protecting the planet also means protecting ourselves as humans.*

The Palais des Festivals has etched its societal commitment in stone by drafting a charter of ethics. This document commits all teams, all services, to mobilise again and again on major principles, such as respect for the European Convention on Human Rights and the Conventions of the International Labour Organisation.

The Palais supports Human Rights and fights to protect children within its sphere of influence. It prevents all forms of discrimination, particularly against vulnerable groups, works hard to address the issue of disability and promotes diversity and equal opportunities between men and women.

By also adopting the Diversity Charter in 2008, the Palais des Festivals et des Congrès demonstrates its commitment to cultural, ethnic and social diversity within its organisation.



# THE PALAIS – CREATING CONNECTIONS BETWEEN PEOPLE





## THE PALAIS, CREATING CONNECTIONS BETWEEN PEOPLE

*The Palais des Festivals et des Congrès, as a public benefit company, has set itself the goal of **the (he)art of sustainable hospitality** by creating links and strengthening human and technological relationships in Cannes. This ambition is achieved by welcoming all audiences by organising cultural and professional events, promoting meetings, interactions and connections that transcend our differences.*



## THE HI5 STUDIO TO REVOLUTIONISE TRADE FAIRS

The health crisis has shaken up the way we do things. In particular, it's given rise to new ways of approaching trade fairs. Organisers now want to have the choice of setting up hybrid events (both in person and remotely) or 100% digital. To meet this demand, the Palais des Festivals et des Congrès

has created the Hi5 Studio, which is revolutionising the format of trade fairs and festivals.

***Equipped with a 120m<sup>2</sup> stage that can accommodate 350 people seated in real cinema armchairs, this equipment provides the option of expanding the audience by professionalising online broadcasting. It's also a way of opening up events to other audiences and so ... connecting the world even more.***



## WIFI 6 IS THE STANDARD

*The Palais des Festivals et des Congrès de Cannes has a wi-fi network dedicated to its event audience.*

This solution can accommodate thousands of users from all types of terminals, guaranteeing the security of individual authentication on the captive portal and data confidentiality (GDPR-certified, only the organiser holds the personal information of its clients).

delegates alike. This is the latest technology certified by Wifi-Alliance, the consortium responsible for setting up technical standards for wi-fi technology.

The wireless internet network meets the Wi-Fi 6 standard, accessible to organisers and

**+250**

**ACCESS POINTS**

which can each connect up to 500 devices

**200 Gb/s**

**CAPACITY**

of superior network transfer

**4 CONTROLLERS**  
**9800-40**

capable of connecting a total of 128,000 devices

**ACTIVE PORTAL**

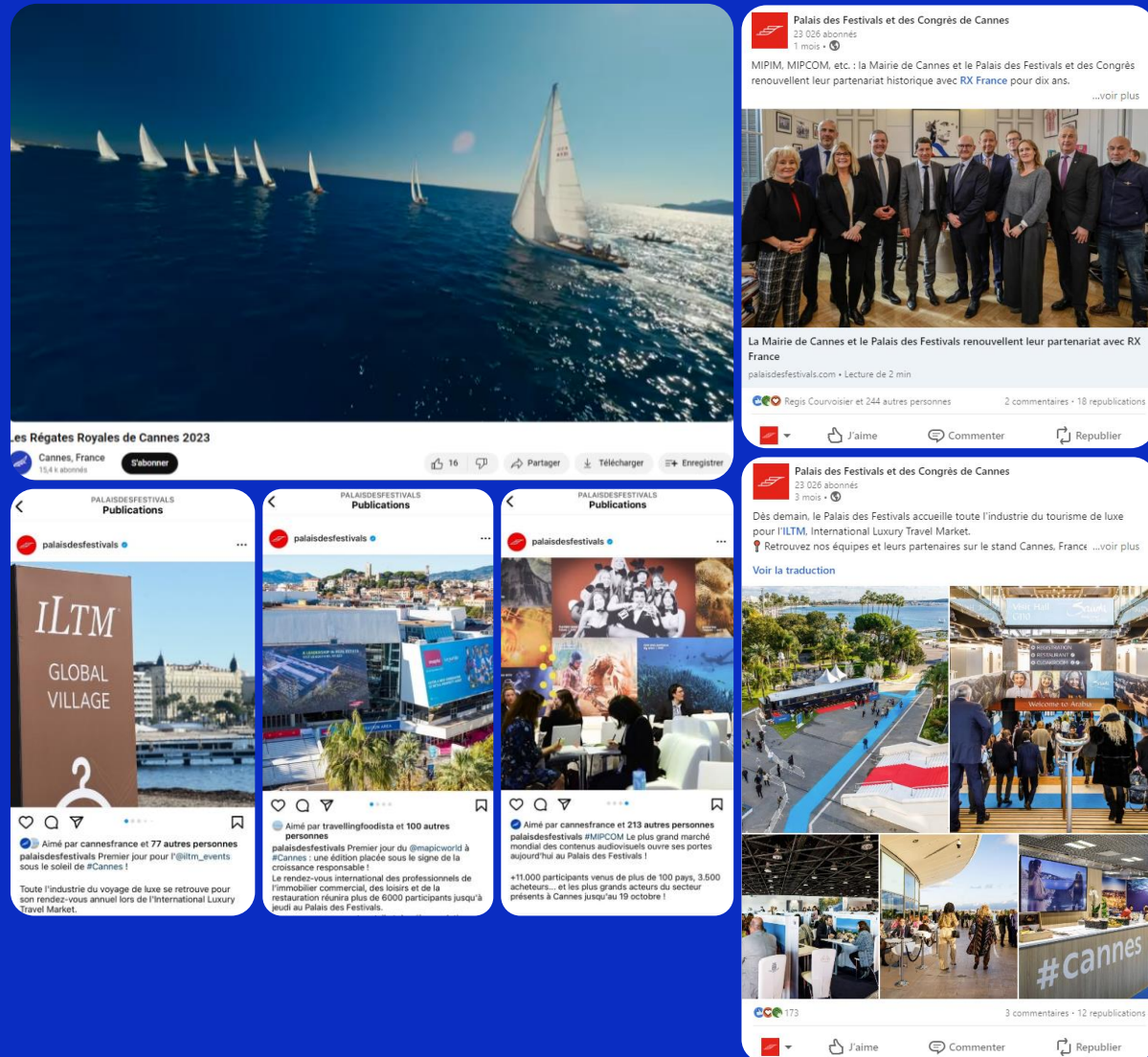
**CAPABLE OF MANAGING**

all connected clients

**A FEW NUMBERS**







## A STRONG PRESENCE ON SOCIAL NETWORKS

*Log in. Stay in contact. Get involved every day. The Palais des Festivals et des Congrès has a presence on all social networks to constantly keep its tens of thousands of subscribers informed.*

This simple link with its community maintains the feeling of identity and belonging to a region that makes the whole world dream. In this way, connection between everyone becomes possible despite, in many cases, the

geographical distance.

The idea is to reach out as much as possible to all generations and all audiences, professionals, enthusiasts for the Cannes destination or occasional visitors.





## PROMOTING INTERACTION

Whether it's real estate professionals at **MIPIM** or the general public, or fans of the small screen at **CANNESERIES**, everyone meets up at the Palais. By hosting **150 events a year**, the Riviera site regularly brings together communities around a common interest or shared passion. Ideal for interacting, developing, comparing ideas, working and having fun in a dream setting!

The Palais des Festivals et des Congrès is a real creator of interaction and connections. That's why it also organises its own events: the **Pyrotechnic Arts Festival**, **Dance Festival** and **International Games Festival**. Lots of people take part. There's no doubt about it - this is also a very effective way to connect even more people with a universal common thread: culture and the joy of living.

# THE PALAIS - BRINGING TALENT TO THE FORE





## THE PALAIS - BRINGING TALENT TO THE FORE

*In a society undergoing profound change, which has adopted exponential change like a second skin, the Palais des Festivals et des Congrès intends to embrace the spirit of the times and capture the currents that flow through it.*

*By becoming a public benefit company, it has also set itself the objective of “revealing talents” to the general public and professionals.*



Since the creation of the “**Festival of the Free World**”, which has since become the “**Cannes Film Festival**”, its teams, through very different events, have proudly rolled out the red carpet for artists, decision-makers, entrepreneurs, professional organisations and talents from all walks of life that positively transform the world.

## DIVERSITY GIVING EVERYONE A BOOST

*Established or aspiring, pioneers, trailblazers, leaders, geeks, artists, creative types ... all skills can be found at the Palais des Festivals et des Congrès.*

It's actually one of the places in France where the greatest number of talents can express themselves through festivals, events and trade shows which cover a vast range of what human genius is capable of producing. Think of cinema, music, theatre, health, creative advertising, the art of lighting

up the sky with fireworks, the gift of launching major sustainable real estate projects or designing board games, for example...

**The City of Cannes and its Palais are committed fans of diversity!**



## AWARDS ON EVERY LEVEL

*As well as showcasing all these talents, the Palais is the venue for all kinds of awards before the eyes of the whole world!*

How? Thanks to famous distinctions which create the reputation of those who receive them, as well as the trade fairs and festivals which award them. The best known of them, the star among stars, remains, of course, the **Palme d'Or at the Cannes Film Festival**. This prize is over 76 years old yet remains as exciting as ever. We particularly remember directors Quentin Tarantino and Xavier Dolan, whose fame most definitely took off on the Croisette. But we also think of all those who presented, for the first time, their work created sometimes on the other side of the world, during intense, emotional moments.

It makes sense! This annual parade of talent, on the steps of the red carpet, remains one of the priority missions of the Festival (and the Palais), explains

Thierry Frémaux, Managing Director of the Cannes Film Festival. And this happens, he tells us, through the **discovery of “young authors, young directors and new countries too, because geographical expansion is part of the perspective of universality as the basis of creating the festival in 1939 and 1946”**.





## GATHERINGS KNOWN ALL AROUND THE WORLD

*In addition to the Cannes Film Festival, talent is also revealed through major events, truly global benchmark moments, organised within the Palais.*

The list is impressive. We could mention, among others, the **NRJ MUSIC AWARDS** and **MIDEM+** for music, **MIPCOM** for television production or the very dynamic **CANNESERIES**, whose president Fleur Pellerin is fully aware of having a role to play in unlocking such potential:

*are finally recognised”, she confides. “Like Phoebe Waller-Bridge who came [Editor’s note, in 2018] to present Killing Eve and also received an award. Then she did Fleabag [comedy series], and became extremely famous. She also took part in the James Bond script. For me, this is a very telling example.”*

*“In general, we know this after the event, when they*

**MIDEM+**

**mipcom**  
CANNES





## AMONG THE PROFESSIONALS, TOO

Let's move away (just temporarily) from the field of culture. Instead, let's focus on the **trade shows, conferences and corporate conventions** which take place at the Palais. More and more of them are shining the spotlight on their established or emerging stars, too. All these distinguished talents have one thing in common: they stand out for their daring and being one step ahead of the rest of the world.

This is particularly the case with the **MIPIM AWARDS**, which celebrate real estate projects at the forefront in terms of sustainability and commitment to serving their communities and the planet. **CANNES LIONS** also presents highly anticipated awards in the field of advertising. The world of events isn't left out, either. Each year, it hands out its prestigious awards through the **HEAVENT MEETINGS** exhibition.

Proof that everything moves on, the notions of inclusion and diversity are taking centre stage everywhere, like **MIPCOM** which features industry experts and major talents.

For what purpose? To demonstrate, no more, no less, that the 21<sup>st</sup> century is becoming aware of the positive, essential impact of these values in building our society.

mipim<sup>®</sup>  
AWARDS



HEAVENT  
MEETINGS  
THE EUROPEAN TRADE SHOW FOR MICE AND EVENTS  
ONE TO ONE MEETINGS EXHIBITION BY WEYOU GROUP

mipcom<sup>®</sup>  
CANNES





## TALENTS BROUGHT TO LIGHT BY THE PALAIS

*The Palais des Festivals et des Congrès de Cannes, as organiser, hasn't been slow in bringing a colourful array of talents into the spotlight. To achieve this, it relies on its cultural programme.*

Certain “made in the Palais” awards, aimed at bringing out or establishing the greatest expertise across the board, are now part of the landscape. In particular, the **VESTALE D'OR** and **VESTALE D'ARGENT** at the Cannes Pyrotechnic Arts Festival. These prizes are very popular because they open doors internationally. There's also the

**AS D'OR - JEU DE L'ANNÉE** at the International Games Festival. This quality label gives designers the near certainty of enjoying real sales success on the shelves.





## THOSE SPECIAL MOMENTS...

*In Cannes, the appearance of such talents, these celebrities, these stars and hopefuls may seem fleeting. A few minutes, a few hours, an appearance on the red carpet, a photo featured in the media around the world ... sometimes more. Sometimes less. However, their appearance very often provides thrills that remain forever etched in the collective memory.*

Who doesn't remember, for example, the classic moment when Italian director **ROBERTO BENIGNI** threw himself at the feet of president of the jury Martin Scorsese while receiving the Grand Prix du Jury at the 1998 Cannes Film Festival...

In 2022, **TOM CRUISE** embraced the Croisette for 24 hours to promote Top Gun 2. The Patrouille de France aerobatics team actually flew over the Palais to celebrate the event!

Director **XAVIER NOLAN**, with a lump in his throat and misty eyes, also forever left his mark on the history of the Cannes Film Festival during his moving, sublime speech delivered after receiving the jury prize for Mommy in 2014.

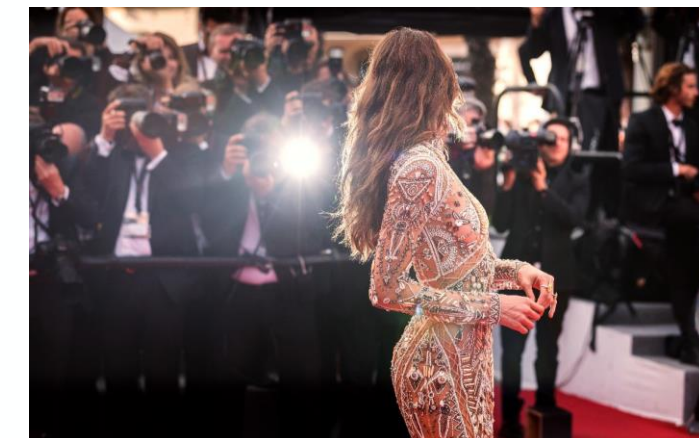
Nine years later, in 2023, the legendary **HARISON FORD**, at the preview presentation for the fifth episode of the adventures of Indiana Jones, was also seized by emotion which wins over all who see the Lumière Theatre. **"They say that when you die, you see your life flash before your eyes. And I just saw my life flash before my eyes"**, the actor said on stage in a trembling voice.

The debates, controversies and friction have all left their mark on people's minds for decades. Cannes is a living place where the human heart beats with passion and feelings mingle to move society forward. **Like the 82 stars and women of cinema, Cate Blanchett and Agnès Varda in the lead, who, during the 2018 edition of the Festival, demanded "equal pay" in the 7<sup>th</sup> Art during a "100% female" walk up the steps.**

A moment immortalised on the red carpet by a photo that will remain for all posterity. It brings together, among others, **Cate**

**Blanchett, Salma Hayek, Claudia Cardinale, Kristen Stewart, Marion Cotillard, Léa Seydoux** as well as **female producers, editors, set designers and distributors.**

So many intense moments, as there always are (and will be) in Cannes.





## 450 HANDPRINTS ON THE CANNES WALK OF FAME

*It's said that the hand is unique to man, that it symbolises his ingenuity, freedom and infinite possibilities.*

*In Cannes, the hand simply celebrates talent, in a concrete testimony to discover during a leisurely stroll! On the square in front of the Croisette, around the Palais, this "Chemin des Etoiles" pays tribute to international film stars in the same way as the Los Angeles Walk of Fame.*



**The handprints and signatures of nearly 450 actors and directors feature prominently, such as those of Michael Douglas, Sophia Loren, Jack Nicholson, Catherine Deneuve and Sarah Michelle Gellar. And every year, the cast keeps growing.**

These hands full of talent are timeless.



## TALENT HAS ITS OWN “WALL OF EXPRESSION”

*It's an indelible way of reminding us all, every day, of the permanent commitment to all the talented people who pass through Cannes!*

*Since 2022 and the 75<sup>th</sup> Cannes Film Festival, the Palais has hosted an original “expression wall for talent” within its building.*

In concrete terms, big business owners, artists and young entrepreneurs are invited to leave a record of their visit with a few words, a drawing, signature or symbol of their choice on a black composite wooden tablet. Everyone is free to do their own thing, expressing themselves as they wish. These blocks, of different sizes and engraved with the Cannes logo, are then varnished and assembled into a large frieze like a dry stone wall.

**The “wall” is combined with some wonderful photos of stars displayed in the corridors. At**

**the Palais, we never forget talent, giving it complete freedom to express itself.**



# RENDEZ VOUS À CANNES

## LOCAL CELEBRITIES AT THE TOP OF THE BILL

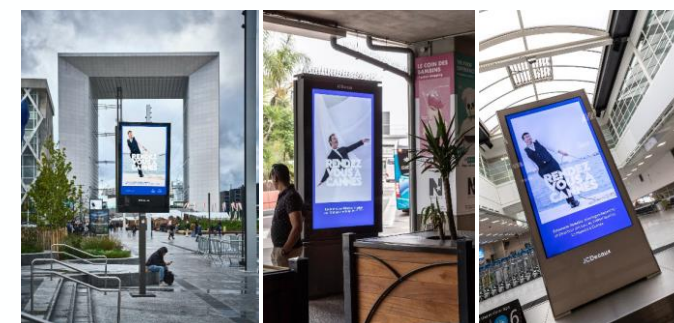
*Lucie De Gennes, junior world sailing champion, Emanuele Balestra, mixologist-botanist, bar manager at the Hôtel Barrière Le Majestic, Lori Moreau, chef at the Five Seas Hôtel restaurant, Benjamin Levy, musical director of the Cannes orchestra, and Kjetil Traedal Thorsen, architect with Snøhetta who designed the Croisette of tomorrow...*

The City of Cannes and Palais des Festivals et des Congrès have decided to launch a **major communications campaign to highlight Cannes' talents internationally**. And make the world want to come and visit. This initiative is based on **fifteen local personalities who make up a network of local ambassadors**.

*Give the title "Rendez-vous à Cannes", the campaign "highlights figures from all walks of life who shape our city, in hospitality, culture, arts, business, sport, science", explains the Mayor of Cannes, David Lisnard. "Together, we promote these people who embody our city, share their stories, portraits and videos, and invite the world to join us..."*, he adds.

In concrete terms, the campaign was introduced through a first stage, in autumn 2023, which involved, in particular, a digital display in Paris la Défense (for three weeks) and Nice Côte d'Azur airport (for two weeks) of five portraits of personalities, taken by photographer Audoin Desforges.

"In spring 2024, the second phase of the campaign continued by targeting the UK market with new visuals displayed in the heart of London for 2 weeks. This awareness campaign is also developing through a social media campaign via the official Instagram and Facebook accounts of the Cannes destination through reels and stories."



# RECORD EVENTS AND NEW BUSINESS INITIATIVES FOR THE FUTURE





## RECORD EVENTS AND NEW BUSINESS INITIATIVES FOR THE FUTURE

*The business strategy of the Palais des Festivals et des Congrès de Cannes is bearing fruit. In 2023, the Riviera site hosted 72 events (trade shows, conferences, business conventions), while their number had previously been around fifty. The sustained trend for this economic activity is expected to continue in 2024.*

## THE RETURN OF FACE-TO-FACE

These record results are partly explained by a need and desire to meet "in person" after the Covid-19 health crisis, during which events were sometimes organised remotely. Despite the difficulties experienced around the world during this period, no recurring conference or trade fair has been lost in Cannes. Quite the contrary.

***"People really want to meet up again, start networking again both inside the Palais but also outside, sometimes meeting by chance in the street thanks to their badge, in a restaurant or hotel lobby. Cannes, served by an international airport and the train, allows all this with a Palais des Festivals right in the heart of the city, accessible on foot facing the sea, unlike other sites", explains Régis Faure, commercial manager in charge of digital products.***

## THE PALAIS-DESTINATION - A WINNING DUO

The Palais des Festivals et des Congrès attracts all kinds of clients - younger people at Cannes Lions, a little less so at MIPIM, for example - which tends to show that Cannes as a destination knows how to address different needs.

***“The Palais can adapt. It’s perfectly proportioned”, in the manager’s opinion. “Many hotels have completed the necessary work and investment to accommodate everyone.”***

*In addition to all these advantages, the Palais’ commercial team, made up of eight people, has an often decisive argument that’s increasingly popular: “By choosing Cannes, the organisers can arrange private hire of the destination, the city adopting the colours of their event, which to some extent becomes the centre of attention of the entire town!”, explains Régis Faure.*







## THE BOOM IN MEDICAL AND NON-PROFIT CONFERENCES

*Recently, the Palais des Festivals et des Congrès succeeded in attracting a new type of event which until then hadn't really chosen Cannes: medical conferences such as the "Assises Face et Cou", bringing together 3,500 people, or the Superior French-speaking Course on Breast and Gynaecological Cancers.*



The three medical conferences, organised in 2023, are returning in 2024 during traditionally quiet periods in Cannes.

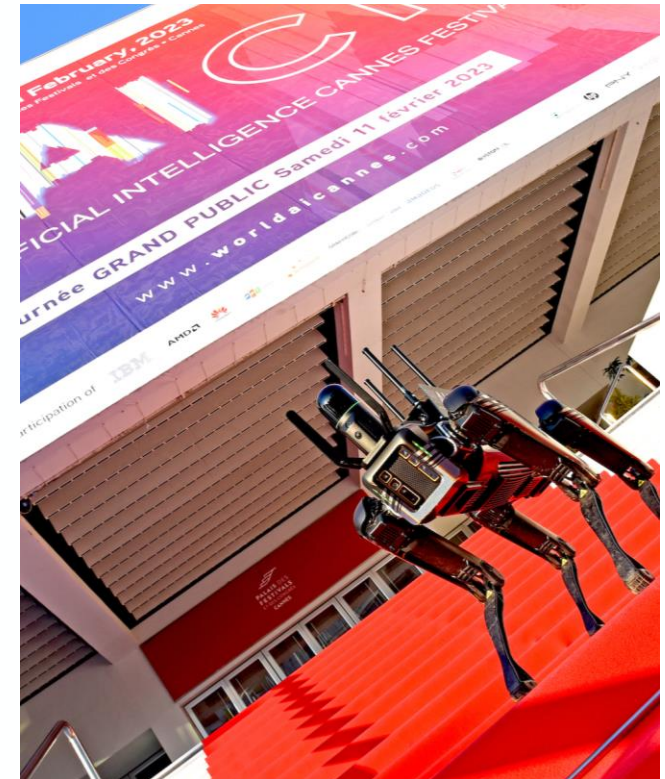
Non-profit conferences are also being targeted by the sales teams. Within this context, the **World Anti-Doping Agency (WADA)** held its World Education Conference (WEC) 2024 at the end of February, after Sydney in 2022. It brought together practitioners and researchers from around the world to discuss emerging trends and, among other things, help develop education programmes.



## STARTING NEW TRADE EVENTS

The commercial and development strategy of the Palais des Festivals et des Congrès also focuses on incubation. **“This involves finding promising themes in the future linked to the region”**, explains the commercial director. A show on **artificial intelligence (World AI Cannes Festival)** was launched two years ago in Cannes. This makes sense: the Riviera city is located near Sophia-Antipolis, a hub for many companies working in this sector.

The Palais and its city, as the Riviera capital of outdoor sports, will also host the next **World Sport Summit** on 24 and 25 July, and the first **Datacloud Global Congress**, bringing together 2,300 data centre managers (4 to 6 June).



*“Beyond the commercial aspect, we work with the organisers on the speakers, put them in contact with the local networks, support them in many areas to help them hold their event in Cannes”, adds Régis Faure.*

Discussions are currently ongoing for several new events based around blockchain technology and the cultural and creative industry.

## HIGH-TECH EQUIPMENT TO INCREASE OUR APPEAL

*The flagship of the Cannes economy is investing for the future.*

Several halls will be renovated between 2024 and 2025. In the coming months, **five very large screens will be added to the circulation areas** of the Palais for a digital journey financed to the tune of one million euros.

This new equipment will provide organisers with an additional means of “**communicating or getting people to communicate**” with conference attendees.

There are also plans to install mobile signage.



## SUPPORTING ORGANISERS

**To achieve such great results and make the whole machine work, significant commercial activity, promoting both Cannes as a destination and the Palais, continues throughout the year in business tourism.**

**15 operations are planned for the American, Canadian, Brazilian and Mexican markets in 2024. Three more will take place for the Near & Middle East, as well as around twenty other multi-market operations.**

Canvassing new customers is supported by a strategy for retaining existing clients. **“We work with them, alongside them, to improve the customer experience and journey both at the Palais and outside, while facilitating organisation and even set-up”**, the commercial manager confirms.

So the Cannes Convention Bureau team, working within the Palais des Festivals et des Congrès, offers adapted solutions for events. It helps create contacts with hotels and organises communications with catering services, transport, reception and registration of professional visitors.

<https://www.cannesconventionbureau.fr/>



# CALENDAR OF MAJOR EVENTS AT THE PALAIS





POUR LA 2<sup>e</sup> ANNÉE CONSÉCUTIVE  
**CANNES**  
ÉLUE MEILLEURE DESTINATION AU MONDE  
POUR LES ÉVÉNEMENTS

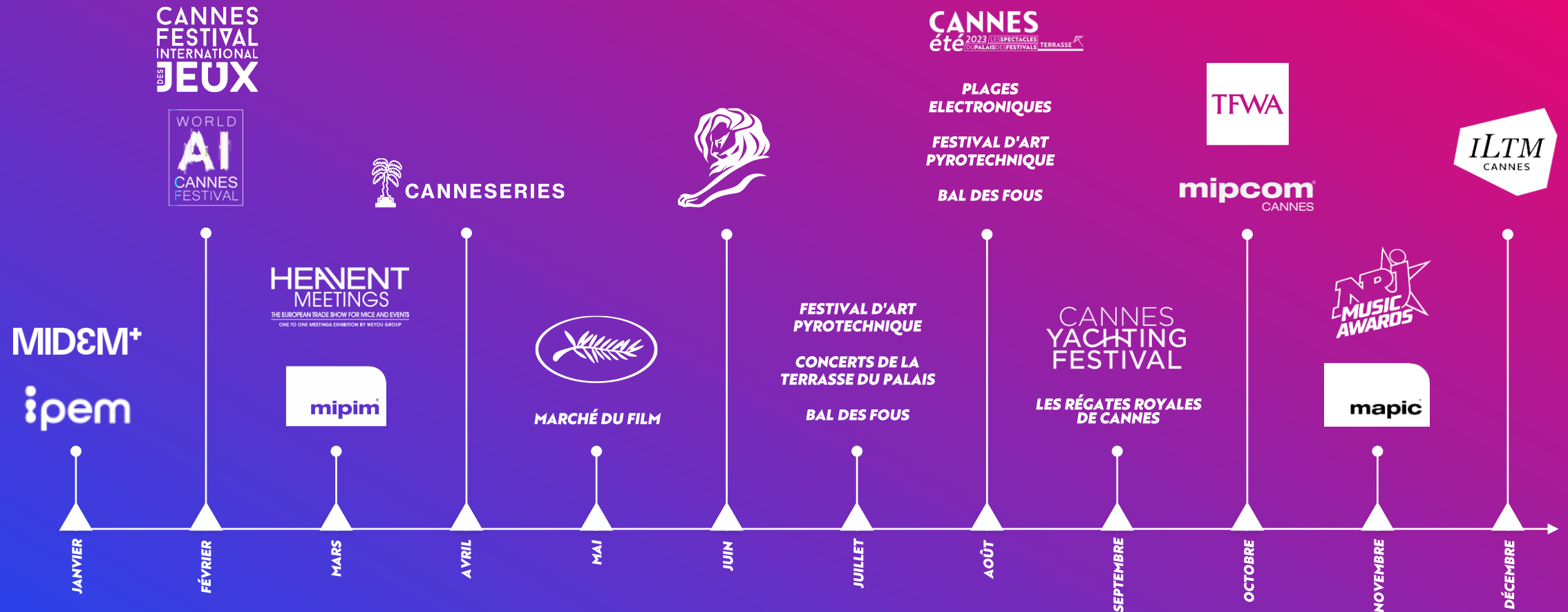


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# CALENDRIER DES GRANDES MANIFESTATIONS DU PALAIS



# CANNES - WORLD'S BEST EVENTS CITY





## CANNES – WORLD'S BEST EVENTS CITY

*Cannes breathes in, breathes out, moves forward in time with the very high pace of events offered by the City and by the Palais des Festivals et des Congrès.*



**The location of the Palais right in the centre of town, on the famous Croisette which will soon be given a second lease of life thanks to major redevelopment work, is more than just symbolic: everything starts from its beating heart, teeming with ideas, radiating out to each district of this Riviera city, entirely open to events and considered a world leader for events tourism.**

In addition to the spaces available at the Palais des Festivals et des Congrès, **numerous venues in Cannes can host trade shows, festivals, filming and the most relevant cultural initiatives.** The five-star cast is almost limitless, with the **sublime beaches of fine sand, hotels including the most prestigious on the planet which are a great source of local pride, the typical Provençal Forville market, the unusual Villa Domergue up on the heights of Cannes, the heavenly Lérins Islands or Palm Beach,** which will also soon be renovated.

To live up to its ambitions, remain attractive externally and for the well-being of its residents, **the City invested 80 million euros in major projects in 2023, such as the Allées de la Liberté, modernising the La Malmaison art centre and, of course, the total renovation of the Croisette.**

This philosophy makes **Cannes really stand out, receiving the title “best destination in the world for its festivals and events” in 2023 at the World Travel Awards,** considered the Oscars of tourism. This is the second time it's been awarded this prize ahead of major world cities. Cannes has also been rewarded in 2021, 2022, 2023 and 2024. **four times at European level**

It may be internationally facing, but the Palais des Festivals et des Congrès still hasn't forgotten its roots. Roots which are firmly anchored between land, sea and azure blue sky, in the Cannes global village.

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