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ΟΠΤΙΚΟΑΚΟΥΣΤΙΚΩΝ ΜΕΣΩΝ & ΔΗΜΙΟΥΡΓΙΑΣ



MARCHÉ DU FILM
FESTIVAL DE CANNES

PRESS RELEASE EKKOMED

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PRESS RELEASE

The Marché du Film announces Greece as its Country of Honour for its 2027 market edition

The fast-rising audiovisual nation will take center stage at the 2027 film market, recognizing its dynamic film sector, growing international influence, and commitment to global industry collaboration.

PARIS – 10 June 2026

The **Marché du Film** is proud to announce **Greece** as the Country of Honour for its 2027 edition, taking place from **11 to 19 May 2027** during the **80th Festival de Cannes**. This distinction celebrates Greece's remarkable rise as one of Europe's leading audiovisual hubs and recognizes its growing influence on the global film and audiovisual landscape, driven by a new generation of creators, a rapidly expanding production sector, and a strong commitment to international collaboration.

Over the past decade, Greece has emerged as a vibrant creative hub, attracting international productions while nurturing internationally acclaimed filmmakers such as Yorgos Lanthimos, whose Cannes-premiered works have helped bring contemporary Greek cinema to audiences worldwide. At the same time, the country has significantly strengthened its position as a **filming destination** through competitive incentives, diverse locations, and an increasingly **robust production ecosystem**. Today, Greece's audiovisual sector contributes €1.9 billion to the national economy, supports approximately 44,000 jobs, and includes nearly 3,000 companies active across production, post-production, animation, and related creative services.

Greece has also been a longstanding partner of the Marché du Film through its presence at the Village International and its close collaboration with the Hellenic Film and Audiovisual Center and the Thessaloniki International Film Festival. Under the banner **Ride the Greek Wave**, Greece's participation at the 2027 Marché du Film will celebrate a country where creativity, innovation and international collaboration converge. Inspired by Greece's

enduring relationship with the sea and its openness to the world, the initiative will highlight the country's dynamic audiovisual ecosystem and growing role in global storytelling.

As Mediterranean neighbors connected by centuries of cultural exchange, we are delighted to welcome Greece into the spotlight in Cannes and look forward to showcasing the extraordinary talent, stories, and opportunities emerging from this new Greek wave," said **Guillaume Esmiol**, Executive Director of the Marché du Film. "With the remarkable momentum of its film and audiovisual industry today, Greece embodies the spirit of creativity, openness, and international collaboration that the Marché du Film seeks to celebrate through its Country of Honour initiative,"

Leonidas Christopoulos, CEO of EKKOMED - Hellenic Film & Audiovisual Center added, "We are truly delighted and proud that Greece has been selected as the Country of Honour at the 2027 Marché du Film. This distinction is both a significant recognition and a unique opportunity to showcase Greece's vibrant creative ecosystem on the international stage. Today, Greece is a place where cinematic heritage meets contemporary talent, innovation, and international collaboration."

Further details regarding Greece's Country of Honour initiative at the Marché du Film 2027 will be announced in the coming months.

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Official Website for Marché du Film:

➔ <http://www.marchedufilm.com>

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About the Country of Honour program at the Marché du Film

Launched in 2021, the Country of Honour program recognizes a nation whose film and audiovisual industry demonstrates exceptional creativity, innovation, and contribution to the global screen sector. Through dedicated events, showcases and networking opportunities, this initiative highlights the country's talent, institutions, and creative industries while fostering new international collaborations. India, Spain, Switzerland, Brazil, and Japan have previously been celebrated through this initiative.

About the Marché du Film

The Marché du Film, the business hub of the Festival de Cannes, is the world's largest international gathering of film professionals, bringing together over 16,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, and 250 industry events — providing a vibrant platform for the

global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry.

Website: www.marchedufilm.com

About EKKOMED – Hellenic Film & Audiovisual Center

EKKOMED is Greece's national body responsible for film and audiovisual policy. Its mission is to support, develop and promote the Greek audiovisual and creative sectors, attract international productions and investments, foster innovation and new technologies, and strengthen the international presence of Greek creators and companies. *Website:*

[/www.ekkomed.gr](http://www.ekkomed.gr)

About the Hellenic Ministry of Culture

The Ministry of Culture supports the preservation and promotion of Greece's cultural heritage while fostering contemporary artistic creation, cultural participation and international cultural cooperation.

Website: www.culture.gov.gr/en/