

Press release

THE VALAIS FILM COMMISSION RETURNS TO THE CROISSETTE!

Sion, May 15, 2025. **For the third consecutive year, the Valais Film Commission (VFC) is present at the Cannes Film Festival and its Film Market, alongside other Swiss film commissions (Zurich, Ticino, and Lucerne). This participation reaffirms Valais's ambition to establish itself as an international filming destination, combining natural settings, logistical efficiency, and financial incentives.**

Active within the Switzerland Film Commission alongside the Lucerne, Zurich, and Ticino commissions, the Valais Film Commission (VFC) aims to strengthen interregional synergies and initiate new collaborations with producers from around the world during the Cannes Film Festival, particularly at its Film Market. This event serves as a strategic showcase to highlight the unique assets of the Valais region, while also creating tangible co-production opportunities.

This presence is part of an ongoing international strategy, following recent participation in the Beijing International Film Festival and the Stuttgart International Festival of Animated Film, where Valais successfully attracted interest from both Asian and European producers.

"Our presence in Cannes is no longer a discovery, it's a confirmation: Valais has a rightful place on the global filming scene. We are here to build concrete projects, encourage exchange, and assert our identity," says Tristan Albrecht, Head Film Commissioner.

During the festival, the Valais Film Commission holds numerous meetings with international producers and explores new co-production projects in collaboration with other Swiss commissions. A particular focus is placed on local talent, the diversity of alpine landscapes, and the personalized support services offered to productions.

The highlight of this presence is the now iconic "raclette" evening on the beach of the Swiss Pavilion, where guests can enjoy specialties from Valais in a warm and inspiring atmosphere—ideal for sparking new projects.

With this third participation in Cannes, the Valais Film Commission reaffirms its position as a committed and proactive player in promoting Swiss audiovisual production internationally, emphasizing collaboration, authenticity, and conviviality.

Contact:

Press office Valais Film Commission,
films@valais.ch, 027 327 36 12