

China Film Global Promotion Event Concludes Successfully in Cannes, Spotlighting on Chinese Cinema

China's New Talents Going Global Program



Marseille, Alpes-Cote dAzur May 23, 2025 ([IssueWire.com](https://www.issuewire.com)) - [Cannes, May 21, 2025] The "2025 Cannes International Film Festival · China Film Global Promotion Event," co-organized by China Film Foundation Wu Tianming film fund for young talents and Modern Media Group's Madame Figaro, successfully concluded during the 78th Cannes International Film Festival. The event showcased the charm of Chinese cinema through four key segments, with a special focus on outstanding works by young Chinese directors.

Mr. Deng Guang Hui, Executive president of the China Film Association, stated at the "China Film Night" event: "In 2025, China's box office revenue has exceeded 26 billion yuan, with 90,000 screens nationwide, ranking among the highest in the world. Films such as "Nezha" and "Detective Chinatown 1900" have gained international recognition, demonstrating the modern vitality of Chinese cinema." He emphasized that the Wu Tianming Film Fund's decade-long collaboration with the Cannes Film Festival to establish the China Pavilion has provided a crucial platform for Chinese filmmakers to engage with global audiences.

The highlight of the event was the "China New Talents Going Global Program." Actor Yu Shi (Yosh Yu), serving as the program's ambassador, remarked: "The future of Chinese cinema lies in the eyes of

young directors. The three selected films—"The Botanist", "All quiet at Sunrise", and "24 Flavors"—showcase the dynamism of China's emerging filmmakers through unique perspectives and innovative visual storytelling."

The three young directors received honorary certificates given by renowned Chinese director Chen Si Cheng and acclaimed Chinese actress Shu Qi and Zhou dong yu at the event . Director Jing Yi shared, "The Botanist" conveys emotion through the botanical landscapes of Xinjiang's northern region. It's an honor to receive international recognition at Cannes." Director Zhu Xin said, "Bringing 'All quiet at Sunrise' to Cannes as a young creator is a dream come true." Director Huang Qiling added, "I will continue telling Guangzhou's stories through film, showcasing China's diverse culture to the world."

Maud Amson, Director of the operation of Cannes film festival praised the Sino-French cinematic collaboration: "Over the past decade, the China Pavilion has brought invaluable content and cultural representation to the festival. We deeply cherish this partnership."

The event also launched the "Dandelion Public Welfare Initiative," with internationally acclaimed actress Lin Chi-ling serving as its ambassador. China Eastern Airlines provided special prizes for the "China Travel with Chinese films" segment, symbolizing the beginning of cultural and tourism exchange between China and the world.

"Madame Figaro China "was also honored with the 'International Film Culture Communication Contribution' award at the event. Kan HongJie, Editor-in-Chief, expressed pride in supporting young filmmakers and promoting Chinese cinema globally.

In collaboration with the China Film Foundation Wu Tianming Film Fund, "Madame Figaro" is committed to empowering emerging filmmakers and showcasing Chinese cinema on the world stage.

Industry experts noted that the successful presentation of these young directors' works signifies a new generation of Chinese filmmakers telling Chinese stories through innovative lenses, shifting Chinese cinema from cultural export to shared value creation. The platform established by the Wu Tianming Film Fund has not only introduced global audiences to the works of young Chinese filmmakers but also heightened international anticipation for the future of Chinese cinema.



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