



MEDIA RELEASE

SOCIETE GENERALE PRIVATE BANKING 1ST RENDEZVOUS WITH FRENCH CINEMA LAUNCHES IN SINGAPORE IN DECEMBER

Singapore, 15 November 2011 – Singapore launches the **Societe Generale Private Banking 1st Rendezvous With French Cinema** from 7 to 13 December 2011, a prestigious film festival that showcases the best of contemporary French Cinema. Organised by the Unifrance, Institut Français and Alliance Française de Singapour, the **Societe Generale Private Banking 1st Rendezvous With French Cinema** aims to promote the latest French films to International and Asian audiences and to offer a business platform for French and regional industry players to network with each other. Over 20 films will be screened across four venues – Golden Village Vivocity, Shaw Lido, The Cathay cinemas as well as the Alliance Française Theatre.

The festival programme will feature new film releases, some of which will make their Asian premiere in Singapore. Through the screenings and professional sessions for French and regional film distributors, the Festival aims to encourage wider distribution of French movies in the region. In line with the industry objectives of the Festival, it will partner with the Asia Television Forum (ATF), Asia's leading content market, to bring to Singapore 12 sales agent companies from France. The Gala Opening of the **Societe Generale Private Banking 1st Rendezvous With French Cinema** will also officially launch ATF 2011.

The Festival will open with ***The Artist***, a film directed by Michel Hazanavicius. Set in Hollywood between 1927 and 1931, the film is about the decline of a male star as the silent movie era made way for the talkies. The film stars one of France's leading actors of the day, Jean Dujardin, who won the Best Actor Award at the 2011 Cannes Film Festival for his role in the film. Among others, the films that will be premiering at the Festival include, ***The Well-Digger's Daughter***, the directorial debut of celebrated French actor, Daniel Auteuil; ***Special Forces*** by director Stéphane Rybojad and ***A Happy Event*** directed by Rémi Bezançon.

The Festival will also pay homage to leading lady of French Cinema, Carole Bouquet, through a Retrospective segment featuring five of her films. Known internationally for her role in the 1981 James Bond movie, *For Your Eyes Only*, Ms Bouquet will lead the delegation of actors and directors coming to Singapore. To date, confirmed members of the delegation also include directors Stéphane Rybojad and Rémi Bezançon, actor Pio Marmai from the film, *A Happy Event* and actress Astrid Berges-Frisbey from the film, *The Well-Digger's Daughter*. There will be more confirmations to come. Audiences will also get a chance to meet and



interact with them during post-screening sessions.

Elaborating on the intersection of the art and business of cinema, His Excellency, Olivier Caron, the French Ambassador in Singapore says, “**Societe Generale Private Banking 1st Rendezvous With French Cinema** will showcase the best of what contemporary cinema from France has to offer. Singapore has rapidly developed into an important regional media and cultural hub where there will be strong support for a confluence of the art and business of cinema. It is also with the backing of the business community in Singapore, such as international financial institution, Societe Generale Private Banking that we are able to realise this festival. Through cinema, we hope to further strengthen the already robust cultural and economic ties that both France and Singapore share.”

Societe Generale Private Banking has been actively supporting the arts since their establishment in Asia in 1997. The **Societe Generale Private Banking 1st Rendezvous With French Cinema** offers a relevant, refined and innovative artistic platform that will be perfectly aligned with the interests of all high net worth individual clients. Speaking about their support of the Festival, Mr Olivier Gougeon, Regional Chief Executive Officer – Asia Pacific explains, “As a key player in the private banking industry, Societe Generale Private Banking is committed to support the arts in Asia. We are always on the lookout for interesting and refined initiatives that will interest our clients and we notice that our sponsorship of the Cannes Film Festival really appeals to our Asian clients. Which is why we decided to help to bring a high quality cinema festival to Singapore, working in partnership with the team of professionals from the French film industry. Our aim is to create a festival built on the universal value of team spirit and provide the opportunity for our clients to attend the screenings of these excellent films.”

Societe Generale Private Banking 1st Rendezvous With French Cinema has its roots in the French Film Festival. The Festival introduced French films to Asian audiences and its success has paved the way for the brand new event. Over the years, French films have become familiar to Asian audiences through the offerings of French Film Festivals throughout Asia. With a strong following for French cinema, the time is now right for a larger regional event with a market aspect for wider distribution of French films in the Asian region.

Societe Generale Private Banking 1st Rendezvous With French Cinema is proudly sponsored by Societe Generale Private Banking as Title Sponsor, with Perrier Jouet as Official Champagne, Swarovski as Official Fashion Sponsor, Air France as Official Airline,



Renault as Official Car and Angenioux for Official Film Industry Support. It will be an event of Encore, the European Season and Voilah!. The festival will run from 7 to 13 December 2011. More details about the festival can be found at www.rendezvouswithfrenchcinema.sg.

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About Societe Generale Private Banking



Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 83.6 billion of assets under management at the end of September 2011.

With 2,800 staff in 19 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2011, Societe Generale Private Banking was rewarded with the titles of:

- 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney),
- 'Best Private Bank in Switzerland for its offer in Structured Products' (Structured Products Magazine),
- 'Best Private Bank in France' (Euromoney),
- 'Best Wealth Manager of the year in the UK' (Investors Chronicle/Financial Times),
- 'Best Private Bank in the Middle East' (Banker Middle East).

www.privatebanking.societegenerale.com

About Unifrance

Unifrance is the organisation in charge of promoting French cinema throughout the world. Created in 1949, in the form of an association under the law of 1901, Unifrance is under the supervision of the CNC (Centre national du cinéma et de l'image animée). The association has nearly 600 members: producers of feature films and shorts, exporters, sales agents, directors, actors, authors (screenwriters) and talent agents.

Ever since its creation, Unifrance Films International has carried out studies of international markets and their evolution, and can thus offer today its truly unique expertise. 50 countries therefore appear in the crosshairs of the association which follows the careers of French feature films both in cinemas and on television, all year round. This follow-up (management of data and market analysis, production statistics, accompaniment and follow-up of film sales and distribution, knowledge of companies and their directors...) is the object of economic studies, made available to the members of the association and every partner of French cinema.

Unifrance accompanies French films on the international markets, from their sale to their distribution. Unifrance is present at every stage in the life of a French film abroad: from selection by a recognised festival or its screening in an international market, to its theatrical release in one or more foreign territories. Unifrance thus enhances the value of all recent French films. Unifrance takes part in more than 60 international festivals and markets, including: the Cannes Film Festival, Berlin International Film Festival (Berlinale), Toronto International Film Festival, Venice International Film Festival, Rotterdam International Film



Festival, San Sebastian International Film Festival, Pusan International Film Festival, Rome Independent Film Festival, Locarno International Film Festival, AFM (American Film Market)... During these events, the association facilitates the presence of artistic teams, hires local press attachés, and makes available to French professionals areas for promotion and commercialisation.