



## **MEDIA RELEASE**

### **CAROLE BOUQUET GRACES THE RED CARPET AT THE GALA OPENING OF THE SOCIETE GENERALE PRIVATE BANKING 1<sup>ST</sup> RENDEZVOUS WITH FRENCH CINEMA**

*Singapore, 7 December 2011* – Iconic French actress Carole Bouquet headlines the opening ceremony of the **Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema** as she leads a delegation of French artists down the red carpet tonight. Internationally renowned for her role in the 1981 James Bond movie, *For Your Eyes Only* and with over 40 films to her credit, Carole Bouquet's presence adds gravitas to the Festival and signals the growing importance of the Asian region for the French film industry. As the biggest producer of films in Europe with an output of over 200 feature films annually, the French film industry is set to increase its audience reach and distribution network in Asia through events such as the **Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema**.

From 8 to 13 December 2011, the Festival features 16 new films and a retrospective of five films paying homage to Carole Bouquet. It also brings to Singapore a large and diverse delegation of French actors, directors and sales agents to participate in the film screenings as well as industry sessions at the Asia Television Forum (ATF), a partner of the **Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema**. As Asia's leading content market, the partnership with ATF provides the platform for industry professionals from France and the Asian region to meet and network. "Having built a strong following for French cinema over the years, we feel that the time is right to introduce to Singapore a regional French film festival that will feature the latest releases, with an industry element included. We hope that through the Festival and its partnership with ATF, we will be able to develop a stronger following and greater market interest for French films in the region," says H.E Olivier Caron, French Ambassador to Singapore.

For ATF, the Festival adds a touch of French allure and artistry to one of the most established trade events on the Asian TV and film industry calendar. "We are delighted to partner UniFrance to enhance ATF's content offerings and add some glamour for the media industry executives who have gathered in Singapore this week for ATF and the Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema. The collaboration is a win-win strategic alignment, as ATF provides a seamless trade extension for the delegation of French film distributors to showcase their latest films and promote the appreciation of French cinematic artistry among Asian content buyers and film distributors," says Ms Michelle Lim, Managing



Director of Reed Exhibitions, the organiser of ATF.

Among the many professional networking opportunities at the ATF is the plenary session on the topic of successful East-West Co-production involving both French and Singapore producers. An example of such a co-production featured as part of the Festival, is the film *Gibier d'élévage (Shiiku)*, by renowned Cambodian director, Rithy Panh and co-produced by producers from France, Cambodia and Singapore. The film is an adaptation of a novel by Japanese author, Nobel laureate, Kenzaburo Oe.

The prominent French artistic delegation in attendance also lends an air of glamour to the Festival. Walking down the red carpet together with Carole Bouquet are film directors, Stéphane Rybojad, Rémi Bezançon, Fred Cavayé, Rithy Panh, Ismaël Ferroukhi, Gilles Paquet-Brenner, actor-director Mathieu Demy and actor Pio Marmaï. They will also be presenting their films and fielding questions from audiences at the Festival screenings.

For the Festival's Title Sponsor, Societe Generale Private Banking, bringing a high-quality film festival to Singapore with a significant delegation of French celebrities is very much in line with the sponsorship of the Cannes Film Festival by its Head Office. The **Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema** offers a relevant, refined and innovative artistic platform that is perfectly aligned with the interests of all high net worth individual clients. The private bank's sponsorship of the Festival is a natural extension of its long support of the Asian arts scene. Speaking about the heritage of French cinema, Mr Olivier Gougeon, Regional Chief Executive Officer – Asia Pacific, Societe Generale Private Banking, says, "Since the birth of cinema in France in 1895, the country has always encouraged a passion for filmmaking. Via the **Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema**, we hope to share that heritage by creating a first of its kind artistic, cultural and industry exchange." Elaborating further on its role as Title Sponsor and the delicate balance between art and business, Mr Gougeon continues, "Our association as Title Sponsor of Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema has allowed us to create a truly unique team spirit with the professionals from the cinema industry with whom we share the common values of innovation and professionalism."

**Societe Generale Private Banking 1<sup>st</sup> Rendezvous With French Cinema** is organised by Institut Français, Unifrance and the Alliance Française de Singapour. Film screenings will be held at The Cathay Cineplex, Golden Village Vivocity, The Shaw Theatres Lido and the Alliance Française Theatre. It is sponsored by Societe Generale Private Banking as Title

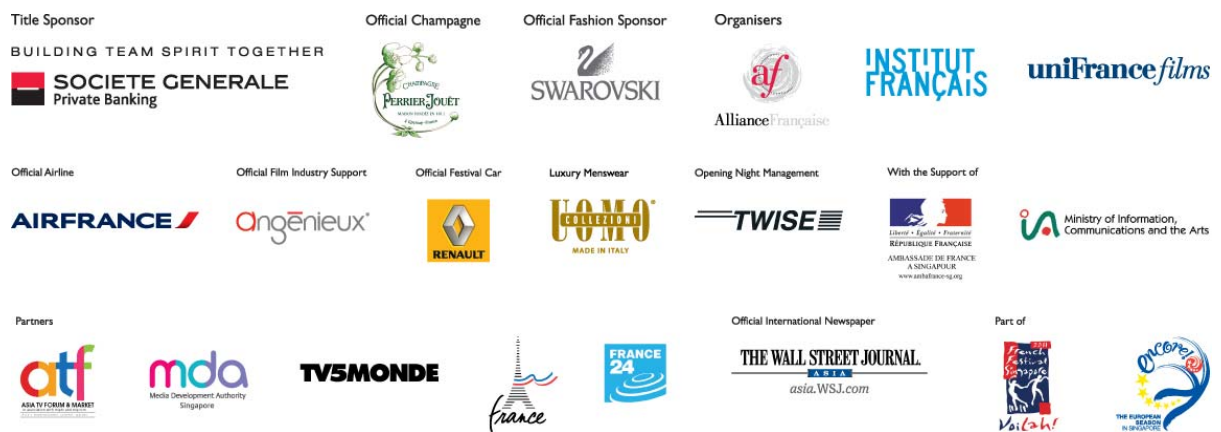


Sponsor, with Perrier-Jouet as Official Champagne, Swarovski as Official Fashion Sponsor, Air France as Official Airline, Renault as Official Car and Angénieux as Official Film Industry Support. It is an event of Encore, the European Season and Voilah!. The festival runs from 8 to 13 December 2011. More details about the festival can be found at [www.rendezvouswithfrenchcinema.sg](http://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 Manger of the year in the UK' (Investors Chronicle/Financial Times),
- 'Best Private Bank in the Middle East' (Banker Middle East).

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### **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.

#### **About Alliance Française de Singapour**

The Alliance Française de Singapour, founded in 1949 is a non-profit educational organisation, affiliated to the headquarters in Paris. It is one amongst the 1,085 Alliances Françaises worldwide and serves 6,000 students every year. It is Singapore's premier French language school as well as a cultural centre bringing together artists from around the world. The Alliance Française de Singapour contributes in a modest fashion to the regional influence of the cultural scene of this City-State by positioning itself as a place of artistic expression for emerging artists from all disciplines and as an institution that participates in a movement to expand the cultural consciousness of the public. The Alliance Française de Singapour is a rich and diverse community of people whose strength is built from inter-cultural understanding, which is at the heart of all dialogue.