



A one-hour documentary. A whole new way to see Africa. [www.africaopenforbusiness.com](http://www.africaopenforbusiness.com)  
**FOR IMMEDIATE RELEASE**      **CONTACT: In U.S.:** Shanta Bryant Gyan 202-412-4603  
[www.africaopenforbusiness.org](http://www.africaopenforbusiness.org)      **In Europe:** Carol Pineau 33 6 73 06 15 38  
06 73 06 15 38 (France only)

## **New Film Illustrating Thriving African Entrepreneurship to Kick Off European Tour**

WASHINGTON, DC, May 16, 2005- The groundbreaking documentary, *Africa: Open for Business*, showcasing successful African entrepreneurship and private investment in Africa, will launch its European tour with a mid-May screening at the Cannes Film Festival in France.

The film will premiere in Europe on May 19 during Cannes' African side festival, where director and producer Carol Pineau will also receive the *African Supporter's Award* for her outstanding work for changing Africa's image in the media.

*Africa: Open for Business* is a powerful documentary offering another reality beyond the stories of wars and disease in Africa – an Africa of stock markets, high rises, internet cafes, and cell phones. The film profiles inspiring portraits of ten African entrepreneurs and private investors in ten countries succeeding in the most difficult circumstances.

This one-hour documentary lets entrepreneurs tell their own stories. Viewers will get a very personal glimpse of African entrepreneurs and private investors -- ranging from the owner of a tiny café in Kampala to a private investor in Kenya who exports 40 tons of produce and flowers to the UK market -- striving to overcome real challenges and find African solutions to African problems.

The film shows a vibrant continent that is viable, has capacity for good business, and can compete in the global economy. Indeed, according to the Overseas Private Investment Corporation, Africa offers average returns of nearly 30-percent on direct foreign investment.

"I hope the film will dispel some of the negative images that world sees on the nightly news about Africa," said Pineau, a journalist with more than a decade of experience reporting on Africa. "The film shows an Africa that works and whose people are striving to build a better future."

Following Cannes, high-level screenings will be held in Paris, Amsterdam, and Brussels. The film, which has premiered in major U.S. cities and Canada, will culminate with a five-city town hall meeting in Africa, just prior to the G-8 Summit in Scotland.

View the trailer online at [www.africaopenforbusiness](http://www.africaopenforbusiness). The DVD will be available mid-summer for wider distribution.