



INDUSTRY ACADEMY LATIN AMERICA 2025 - OPEN CALL

Created by the Locarno Festival in 2014, Industry Academy is an intensive training program designed to support and guide young film industry professionals working specifically in the circulation of independent cinema: online and traditional distribution, sales, film marketing, exhibition, festival programming, among others. The workshop acts as a shortcut for a new generation of professionals entering the independent film industry, fostering their development and helping them better understand industry challenges while expanding their network. The goal of Locarno Industry Academy is also to build collaborative bridges across different markets in Europe, North America, Ibero-America, the Middle East, and Southern Africa.

Since its first edition in Latin America in 2015, held in Mexico, and subsequently expanding to Brazil and Chile, as well as Colombia and Costa Rica starting in 2023, the Industry Academy has welcomed over 200 industry professionals from almost every country in the region. The program facilitates meetings and exchanges between emerging Latin American professionals in the field of circulation and experienced mentors from around the world, helping their integration into the global scene and the development of the regional industry. One of the main focuses of this initiative is to respect the specificity of each territory, fostering a diverse and decentralized perspective.

This year, Industry Academy Latin America is proud to collaborate for the first time with Tercer Cine as its legal representative, expanding networks in Central America and the Caribbean. Tercer Cine is a collective space for exhibition, promotion, training, creation, and experimentation with cinema in Honduras and Central America, aimed at building community through diversity, reflection, and dialogue to enrich the region's cultural ecosystem.

Thanks to the support of Ibermedia, in 2025 Industry Academy will host five editions in Latin America, aimed at Ibero-American professionals: Mexico (as part of FICUNAM), Costa Rica (as part of Costa Rica Media Market), and Colombia (as part of BAM) in the first semester; and Chile (SANFIC Industria) and Brazil in the second. The selection process for the workshops in Mexico, Costa Rica, and Colombia will be conducted through a single call, as will the one for Chile and Brazil in May:

- **Mexico Industry Academy:** May 29 - June 1, 2025, as part of the UNAM International Film Festival, FICUNAM (Mexico City)
- **Costa Rica Industry Academy:** June 23 - 26, 2025, as part of Costa Rica Media Market
- **Colombia Industry Academy:** July 14 - 18, 2025, as part of Bogotá Audiovisual Market - BAM (Bogotá)

The call opens on **Tuesday, February 25**, and closes on **Monday, March 17, 2025**. Results will be announced in mid-April.

PROGRAM GUIDELINES

Emerging professionals in the field of circulation are welcome to apply, preferably under 40 years old, with a minimum of two years of experience in sales, marketing, online and traditional distribution, exhibition, programming, curating, and cultural management. Applicants must have excellent Spanish skills and a good command of English (written and spoken).

Each session in the participating countries (Mexico, Costa Rica, Colombia) will offer a group of 10 Ibero-American participants mentorship from internationally renowned professionals specializing in independent film circulation, along with networking opportunities with other industry professionals attending activities at FICUNAM, Costa Rica Media Market, and BAM.

All applications will be considered with respect, equity, and transparency.

The Industry Academy team will determine which session each participant will attend, considering their availability. If no preference is indicated in the application, it will be assumed that the applicant is available for all three editions.

Accommodation and meals will be covered by Industry Academy, but participants must cover their own airfare to Mexico City, San José, or Bogotá. *The program may offer small travel grants to assist with airfare costs on a case-by-case basis. These grants are not automatically awarded and must be requested by the participants.*

This training program is not intended for producers or directors looking to understand film circulation. Instead, it is **designed for professionals directly working in the field**, such as exhibitors, distributors, sales agents, online platform professionals, programmers, or festival team leaders working in film programming and related areas.

Each selected participant commits to attending the entire program for which they were selected, adhering to the pedagogical framework and session agenda proposed by the team.

To apply, participants must:

- [Complete the application form](#)
- Upload a CV (in Spanish or English)
- Upload a motivation letter (In Spanish or English, min. 2 paragraphs - max. 1 page)
- Upload a copy of their passport
- Upload a front-facing photo in jpg format, 300 dpi resolution

**This information is for internal and private use only. It will not be disclosed or published without prior consultation.*

For its Latin American editions, Industry Academy is supported by Ibermedia, Tercer Cine, and LatAm Cinema. Additionally, the Mexico Academy, organized by FICUNAM, is supported by UNAM; the Colombia Academy, organized by the Bogotá Audiovisual Market - BAM, is

supported by Proimágenes Colombia and the Bogotá Chamber of Commerce and Costa Rica Academy, organized by Costa Rica Media Market, is supported by Costa Rica Film Commission and Procomer. **Participation is tuition-free thanks to Ibermedia's funding support.**

About FICUNAM

Conceived in 2011 by the Universidad Nacional Autónoma de México, the UNAM International Film Festival (FICUNAM) is an event dedicated to promoting international contemporary cinema, retrospectives, and Mexican film. It has quickly established itself as the most influential festival in Mexico City and the country in the field of artistic cinema.

With an extensive academic and publishing program involving creators, experts, and the general public, FICUNAM fosters the exploration of new trends and reflections on cinema's impact on society. Additionally, the festival supports film production through commissioned works for both emerging and established filmmakers.

About Proimágenes Colombia and the Bogotá Audiovisual Market

Founded in 1998 under the Cultural Law, Proimágenes Colombia is a nonprofit organization supported by both the public and private sectors. It manages the Film Development Fund, a key source of financing for Colombia's film industry, while also promoting Colombian cinema worldwide. Proimágenes serves as the Colombia Film Commission, actively advocating for the country's services and locations to attract filmmakers.

Since 2013, Proimágenes has managed Colombia's 40% cash rebate for film production and post-production, reinforcing its appeal as a filmmaking hub. Since 2020, it has also overseen the CINA system (audiovisual investment certificates) to stimulate foreign audiovisual production in Colombia, including films, series, reality shows, music videos, video games, and commercials.

As part of its promotional and training strategy, Proimágenes Colombia, in partnership with the Bogotá Chamber of Commerce, created the Bogotá Audiovisual Market (BAM) in 2010. BAM is Colombia's most important audiovisual networking event, fostering connections, project exchanges, and talent visibility through specialized training, business meetings, and networking opportunities.

About Costa Rica Media Market

The market is an initiative by the Costa Rica Film Commission and PROCOMER aimed at establishing itself as a showcase for audiovisual and film projects emerging in Central America and the Caribbean. It also serves as a space for collaboration, networking, and business opportunities between the regional and international industries.

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