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## MIP CANCUN WRAPS 10<sup>TH</sup> ANNIVERSARY EDITION WITH 800 DELEGATES FROM 43 COUNTRIES 2024 DATES ANNOUNCED



**Cancun 17 November** – MIP CANCUN today wrapped a successful and vibrant 10th anniversary edition, confirming 800 distributors, buyers, commissioners, producers and industry professionals from 43 countries in attendance for the industry's #1 international content and co-production market for Latin America and US Hispanic television.

MIP CANCUN further announced the market will return to the Moon Palace Cancun hotel and resort for its 11th edition from 19-22 November 2024.

Famed for its signature one-to-one matchmaking format, the MIP CANCUN Distribution and Co-Production strands connect distributors with buyers, and producers with commissioners, from across the region during 3 days of pre-scheduled meetings, summits, screenings and networking events.

Highlights from this year's MIP CANCUN include:

- 8,000+ one-to-one meetings facilitated over 3 days
- Inaugural pre-opening FAST&GLOBAL: AMERICAS SUMMIT

- WAWA (Worldwide Audiovisual Women's Association) Celebration Event: 'Stronger Together' - including the Woman of the Year Award. The first time the ceremony has been hosted during MIP CANCUN
- 7th Premios PRODU (PRODU Awards) Gala Ceremony and Post Party - [here](#))
- 4 high profile market screenings in Playa Soledad (Sony Pictures Television), Land of Desire (Globo), Leylifer (Inter Medya) and Safir (ATV)

The edition also included a significant Argentinian presence as part of the export support program promoted by the Argentine Investment and Trade Promotion Agency in collaboration with the Argentine Ministry of Foreign Affairs. Comprising of more than 30 companies, the delegation attended c.600 business meetings with decision-makers from across the region, showcasing a broad catalogue of finished content and co-production proposals.

*"We have grown MIPCANCUN 10-fold in 10 years,"* said Maria Perez-Belliere, MIP CANCUN Director. *"The enthusiasm for MIP CANCUN is exceptional, and this unique MIP market has established itself each November as the flagship event in Latin America to license content and negotiate development deals. We will be back in Mexico in 2024 because the industry overwhelmingly supports this vital market."*

One of the Argentinian delegation, Producer Carolina Cordero of Make Things Happen said: *"For us Argentine producers, participation in this market which has consolidated itself as one of the most important in the entire region for promoting our content, is indispensable. Without the support of the Argentine Investment and Trade Promotion Agency and the Argentinas al Mundo program, it would not be possible for us to be here today."* Maria Perez-Belliere added *"We are committed to helping promote the talent, know-how and productions from an Argentine sector that is both a creative force and significant employer"*.

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Further Information

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**Notes to Editors:**

**About MIP CANCUN** - MIP CANCUN, the leading international content market and conference for Latin American and US Hispanic television, brings together the acquisition, distribution and production communities to develop content deals for the fast growing Latin American and US Hispanic TV markets. [www.mipcancun.com](http://www.mipcancun.com)

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RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 20 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet\*... and many more.

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