

MAFF INDUSTRY DAYS

7-10 APRIL 2021

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LEYTH PRODUCTION















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WELCOME



It gives me great pleasure to welcome you all to the 7th edition of MAFF Industry Days. MAFF is proud to present the forum's seventh edition, the first one after changing our name from MAFF Market Forum to MAFF Industry Days.

This is the second edition of MAFF that takes place in the shadow of the corona pandemic. We are proud that MAFF has been able to hold two editions in such a short time, under the difficult circumstances that the world is currently going through. People all over the world have been forced to create new and safe platforms to gather, and MAFF is, of course, no exception. We have designed a unique online platform via Zoom for the MAFF Industry Days activities, and all festival films will be screened via our digital platform MAFF Play Platform (Maffplay.maffswe.com). At the same time, we will organise limited physical events, in compliance with the regulations of the Swedish authorities, welcoming only the maximal number of persons allowed in public gatherings. Through this hybrid of physical and digital arrangements, we will continue to strive towards our aim: to enhance the exchange and cooperation between Sweden and the Arab world within the film industry, and to create opportunities through various programmes and events, bringing Nordic countries and the Arab world together. MAFF has also arranged for the broadcasting of all the MID and the festival events through our social media channels.

Already before the launching of the first edition of MAFF Industry Days, we realised that the initiative would have a major impact. Today, after seven years, many Nordic-Arabic film collaborations and co-productions have seen the light of day thanks to the forum.

We are thrilled and honoured to welcome film professionals from all over the world, and it is very rewarding to see the great outcome and hands-on results that MID has produced. It is therefore with great enthusiasm that we look forward to both this edition, and many more to come in the future. Welcome on board to the online edition of MAFF Industry Days 2021.

Next year, I hope that I will get the chance to meet you all in person, in this wonderful city that I love, Malmö.

Mouhamad Keblawi

Founder - Head of festival & industry

WELCOME

BOUT MAFF INDUSTRY DAYS



We are proud to present the 7th edition of MAFF Industry Days (MID). This a groundbreaking meeting place aiming to increase collaboration, co-production and distribution opportunities. The forum offers four days filled with activities. Some of the highlights are our masterclasses, panel discussions, presentations and several funding initiatives. This year differs from the previous ones, due to the Corona pandemic. We are following all the regulations and recommendations in Sweden and therefore the MAFF Industry Days will be held completely digitally this year on ZOOM and on MAFF-PLAY. We are also offering the opportunity for an audience with up to 8 people to watch the Forum program live at the Festival site (Radisson Blu Hotel).

The goal of MAFF Industry Days is to foster greater diversity in film production and distribution. The platform presents an excellent opportunity for film professionals to present their work and to meet new people from all over the world, extending both their minds and networks.

MAFF INDUSTRY DAYS

THE CITY OF MALMÖ



Photo By Fredrik Johansson

MALMÖ IS MORE THAN A CITY. Malmö is meetings, food and laughter. Malmö brims with people creating experiences for others to enjoy - theatre, art and music. Malmö is Sweden's third largest city and the commercial center of southern Sweden and the Öresund region. The area is Scandinavia's most densely populated metropolitan region and is home to 3.7 million people or a quarter of the whole of Sweden and Denmark's population.

Malmö is an intercultural and youthful city. In recent years the population of Malmö has increased significantly. Malmö is a very international city with nearly a third of its inhabitants bornabroad. There are 181 nationalies represented in Malmö and 150 different languages. Ideas and momentum flow in Malmö. You feel this flow when you visit. You feel it in our art, our music, our food.

You feel it in our diversity and people. Malmö is a place where people come to fulfil their dreams. A city with room for ambition and talent – and that invites you to join in. Malmö is the industrial centre that became an academy that became a city to savour. A place where people come to make their dreams come true.

A city where you will experience something new.

Welcome to Malmö.

<u>THE CITY OF MALMÖ</u>



Curfew (2020)

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Mix

Faten gets out of jail 20 years after committing a horrible crime. It is the fall of 2013, and Egypt is under a curfew.

Trailer 🔿 Add to My List

tuk



Ergel ver celture







What is MAFF Play?

This year, we cannot gather in cinemas like we are used to. Instead, MAFF will bring the festival to you. Through a digital festival pass, you will gain access to a rich 6-day programme that you can enjoy in the comfort of your own home, via our customised streaming platform MAFF Play. The programme includes everything that you might expect from a film festival, from the live-streamed gala opening in Malmö, to Q&A sessions with filmmakers and a varied selection of 40 newly produced films from 23 different Arab countries. All the films can be watched whenever you want during the festival days (6-11 April). Through purchasing a digital festival pass (99 SEK, for the general public), or MAFF Industry Days accreditation (99 SEK, for industry professionals) you get access to all films included in the festival programme, without having to buy additional tickets for individual screenings. Moreover, you get the chance to further immerse yourself in the film programme through 18 online Q&A sessions with the filmmakers behind the films, and to attend the online activities of MAFF Industry Days, such as master classes, panel discussion, seminars, work-in-progress screenings and presentations. Festival pass or MID accreditation holders will be able to watch the inauguration and closing ceremonies through Zoom. They will also be able to log into MAFF Play to watch recordings of the Q&A sessions and MID activities throughout the year.

How does it work?

Getting a digital festival pass is easy. You simply purchase and activate the pass at <u>maffplay.maffswe.com</u>, where you also create a personal account. This account can then be used to log into both the MAFF Play platform and our app, Malmo Arab Film Festival, where you can stream the entire festival programme. You can also stream the festival directly in your TV, through Android TV, Apple TV or Chromecast. The film programme can only be streamed in Sweden, whereas the Q&A sessions with Arab filmmakers and the MID activities can be viewed from anywhere in the world.

🛑 Vad är MAFF Play?

🗾 l år kan vi tyvärr inte ses på biograferna som vanligt. Därför flyttar MAFF istället hem till dig. Genom ett digitalt festivalpass får du tillgång till ett fullspäckat 6-dagars festivalprogram att avnjuta hemma i soffan, via MAFF:s egen, specialutformade digitala strömningsplattform, MAFF Play. Programmet innefattar allt som hör en filmfestival till, från den festliga invigningen på Rådhuset i Malmö, till samtal med filmskapare och ett rikt urval av 40 nyproducerade filmer från 23 olika arabländer. Filmerna kan ses när som helst under festivaldagarna (6-11 april). För att få tillgång till filmerna via MAFF Plav krävs antingen ett festivalpass (99 kronor, för den filmintresserade allmänheten) eller MID-ackreditering (99 kronor, riktar sig till yrkesverksamma i filmbranschen). Du behöver inte köpa till extra biljetter för specifika visningar – alla filmer ingår i priset. Dessutom ingår ett program med 18 filmsamtal med kända arabiska filmskapare, där du får chansen att fördjupa dig ytterligare i filmerna och interagera med filmskaparna bakom dem. Du får också möjligheten att ta del av aktiviteter under MAFF:s marknadsforum, MAFF Industry Days, såsom masterclasses, panelsamtal, seminarier, work-in-progress-visningar av nya filmprojekt och presentationer. Innehavare av festivalpass eller MIDackreditering kommer att kunna se invignings- och avslutningceremonierna i Malmö via Zoom, och kommer dessutom

kunna logga in på MAFF Play för att se inspelade filmsamtal samt MIDaktiviteter under hela året.

Hur funkar det?

Att skaffa ett digitalt festivalpass är enkelt. Du köper och aktiverar ditt 6-dagarspass direkt på hemsidan <u>maffplay.maffswe.com</u>, och skapar i samband med köpet ett personligt konto. Detta konto kan du sedan använda både för att logga in på MAFF Play-sidan, och i vår app Malmo Arab Film Festival där du kan strömma hela festivalen. Du kan även strömma festivalen direkt i din tv, via Android TV, Apple TV eller Chromecast. Filmprogrammet kan bara strömmas i Sverige, men om du bor utanför Sverige har du fortfarande tillgång till filmsamtalsprogrammet, samt aktiviteterna under MAFF Industry Days.



film i skåne part of business region skåne



TUNNA BLÀ LINJEN

EEE

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TIME	ACTIVITY
EDNESDAY 7 APRIL	
11:00 - 11:20	Meet The Experts - Film I Skåne
11.20 - 11.40	Meet The Experts - Doha Film Institute - DFI
11.40 - 12.00	Meet The Experts - West Finland Film Commission
12:00 - 12.20	Meet The Experts - Arab Fund for Art and Culture - AFAC
12.20 - 12.40	Meet The Experts - Nordisk Panorama
14.00 - 14.20	Meet The Experts - Swedish Film Institute - SFI
14.20 - 14.40	Meet The Experts - Anagram
14.40 - 15.00	Meet The Experts - Faroese Film Institute
15:30 - 17:00	Case Study - Brotherhood, From MAFF Market Forum to the Oscars
17:30 - 19:00	Panel Discussion - Film Production and Distribution in the Time of Corona
URSDAY 8 APRIL	
11:00 - 11:20	Meet The Experts - European Film Promotion - EFP
11.20 - 11.40	Meet The Experts - European Film Fromotion - EFF Meet The Experts - Arab Cinema Center/Mad Solutions
11.40 - 12.00	Meet The Experts - Film I Väst
12:00 - 12.20	Meet The Experts - The Cell
12.20 - 12.40	Meet The Experts - Bergmanveckan
14.00 - 14.20	Meet The Experts - Nordic Culture Point
14.20 - 14.40	Meet The Experts - Tempo Documentary Film Festival
14.40 - 15.00	Meet The Experts - Cine Gouna Platform
15:30 - 17:00	Webinar-Portrayal of women and gender roles in films - How Does it Reflect on Society?
17:30 - 19:00	Work in Progress - In the Land of Wonder
IDAY 9 APRIL	
10.00 - 10.20	Meet The Experts - Danish Film Institute
10.20 - 10.40	Meet The Experts - Women in Film and TV
10.40 - 11:00	Meet The Experts - Norwegian Film Commission
11:00 - 11:20	Meet The Experts - Stockholm Film Festival Junior
11.20 - 11.40	Meet The Experts - FilmCentrum Syd
11.40 - 12.00	Meet The Experts - Creative Media Solutions-CMS
13:00 - 14:30	Work in Progress - Costa brava Lebanon
14.45 - 16.15	Panel discussion - Global Sustainable Production Landscape
16.30 - 18.00	Case Study - The Man Who Sold His Skin - A good Example of The Swedish Arab Coproduction
18.30 - 20.00	Webinar - Chronicles of Her
TURDAY 10 APRIL	
13:00 - 13:20	Meet The Experts - Leyth Productions
13.20 - 13.40	Meet The Experts - Final Cut in Venice
13.40 - 15.00	Masterclass - Tamer Habib
14.45 - 16.15	Panel discussion - Sudanese Cinema Successes and What's Next
16.30 - 18.00	Panel discussion - Arab Films Go Green: Costa Brava
18.30 - 20.00	Masterclass - Mariam Naoum
10.00 - 20.00	

MEET THE EXPERTS PRESENTATIONS

ANAGRAM

Anagram is a creative and visionary company that since the early 2000s has been running a continuous stream of film, TV and stage productions sideby-side. The company, first founded in 2002 by the comedians Anders Jansson, Johan Wester and producer Martin Persson, has over the last decade grown to be one of the leading independent production companies in the Nordics. Anagram has a trusted position with both national and Nordic players. In addition the international presence is growing as well in terms of financing and enhanced collaborations with networks, SVOD-players and international distributors to enable selling our content to new territories and expand further into the international film-and TV market.

Anagram is in the forefront when it comes to creating content. We produce series and films for television and all other platforms available, based both on original ideas as well as adaptations of literature of great public and artistic value. Quality and development are two important watchwords, and our various scripted formats covers the full spectrum of genres on both the domestic and international market. With great enthusiasm, curiosity and innovation, Anagram collaborates with prominent creators, scriptwriters, directors and production teams.



Martin Persson is executive producer at Anagram. He is one of the founders of the company and was the CEO of Anagram from 2006 until 2014. He has extensive training via EAVE, ACE, TAP and Media Exchange. He is the managing director and owner of Apollon Bild & Film since 1986 and Lund Records 1995-2003. He was a member of the Swedish Producers Association board from 2001-2013. He was the Head of development and production of Film and TV at Tre Vänner between 1999 and 2006.

anagram

ARAB CINEMA CENTER

The Arab Cinema Center (ACC) is the first mobile platform that connects, nurtures and promotes the Arab film industry, bridging it with local, regional and international festivals, markets and audiences. Under the ACC banner, and with the support of our festivals network and film and entertainment database, our aim is to leverage the presence of Arabic cinema regionally and globally, be it at festivals or via distribution and presence of Arabic cinema in existing and unchartered territories alike. Our partners are our best ambassadors, and thus we help facilitate their presence at the major festival circuits, provide them with platforms to exercise what they're best at.



Abdallah Elchami a Lebanese National who was born and raised in Abu Dhabi, Abdallah is a Multimedia and Graphic Design graduate from the American University of Sharjah. Job postings include global advertising agencies, Young & Rubicam and Wunderman, luxury and lifestyle publication, Jumeirah Beach Magazine and Abu Dhabi's first bilingual culture, art and design publication, Shawati' Magazine, of which he still serves as Editor-at-Large Currently, Abdallah is the Managing Partner at MAD Solutions, the Arab world's first fully-integrated film studio, dedicated to the production, promotion and distribution of Arab films in the Arab world and beyond. He's also the founder of iluminismo Ltd., a content creation and cultural consultancy studio. Working with Empty, a Spanish museums firm, he was part of the content research and creation team for a Dubai-based maritime heritage museum. In 2020, Abdallah co-founded Silverline Community, an online community for creative and cultural professionals.

Arab Cinema

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Submissions Open: **March 28** Deadline for Projects in Development: **July 15** Films in Post-Production: **August 1**





For info and submissions: www.elgounafilmfestival.com

ARAB FUND FOR ART AND CULTURE-AFAC

The Arab Fund for Arts and Culture - AFAC was founded in 2007 through the initiative of Arab cultural activists as an independent foundation to support individual artists, writers, researchers, intellectuals, as well as organizations from the Arab region working in the field of arts and culture. Since its launch, AFAC's programs have steadily expanded to cover cinema, photography, visual and performing arts, creative and critical writings, music, documentary film, in addition to funding research, trainings and cultural events. Based in Beirut, AFAC works with artists and organizations all over the Arab region and the rest of the world.



Soleil Gharbieh is the grants manager at The Arab Fund for Arts and Culture - AFAC handling the film programs (AFAC Documentary Program – ADP and Cinema) in addition to the Music and Visual Arts. Prior to joining AFAC, she underwent a six weeks specialized training program with Goethe's Kulturakademie to connect Arab cultural managers with the art scene in Berlin, Leipzig and Hamburg. Soleil lived in Egypt, where she was heavily involved in the local independent music scene while working at the Cairo Jazz Club Agency. From 2008 to 2014, Soleil worked as a catalogue manager and book buyer at CIEL, a book distribution company.



BERGMANVECKAN

Bergman Week: Bergmanveckan/The Bergman Week is an annual festival in the spirit of Bergman, with five days filled with film, discussions, drama, music and lectures, and guests like Yorgos Lanthimos, Harriet Andersson, Greta Gerwig, Noah Baumbach, Mia Hansen-Løve, Tim Roth and many more. Bergman Week 2021 is held June 29 – July 3

Bergman Center: Located on the island of Fårö, the Bergman Center is a cultural center that focuses on the life and artistic achievements of legendary Swedish director and writer Ingmar Bergman.



Molly Uddén, project manager for The Bergman Week



Kasia Syty, project manager for The Bergman Week



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BERGMANVECKAN



CINEGOUNA PLATFORM

A creative hub for minds and markets, the CineGouna Platform is an industry-oriented event created to support and empower Arab filmmakers, helping them find artistic and financial support among Arab and international professionals.

CineGouna Platform presents the CineGouna SpringBoard and the CineGouna Bridge, programs that provide opportunities for sharing and learning.



Amir Ramses Egyptian film director, born in 1979, graduated from the Egyptian cinema institute in 2000, worked as a first assistant director to internationally acclaimed Egyptian filmmaker Youssef Chahine in many films, his films participated in many festivals and won many international and Arab awards, among which: Jews of Egypt 2012 (palm springs film festival, Montreal world film festival, Hamburg film festival and many others). Cairo Time (opening of Arabian nights program, Dubai film festival 2014), currently working as artistic director of El Gouna Film Festival in Egypt.



CREATIVE MEDIA SOLUTIONS-CMS

An ISO certified and award-winning media organisation established in 2004 with more than fourteen years of experience in the region, with headquarters in the UAE and offices in Twofour54 and Dubai Studio City.

We are specialised in offering a broad range of services to the media industry ranging from technical and engineering operations, broadcast systems integration, professional staff outsourcing to creative & content development services and digital media.

Our multinational board of directors, with over 20 years of media experience in the GCC and outsourcing experience for over eight years in broadcast operations are offering guidance and support to over 100 current operational staff and 3000+ database of specialised professional staff.



Alaa Alasad, Co-owner of Tabi360, where he produced and co-produced fiction and non-fiction films. His latest film Give Up The Ghost has premiered in Venice International Film Festival. And Slam with Partho Sen Gupta was premiered in Tallinn International Film Festival.

He also worked with producer Andres Vicente Gomez on the Saudi-Spanish production Born A King dir. Agusti Villaronga, and Champions which will be released in Cinemas later this year.

Alaa also co-produced a Spanish Documentary The Other Kids which premiered in San Sebastian Film Festival. And the Documentary The Borrowed Dress with Leen Faisal



SUPPORTING CREATIVE ARAB VOICES SINCE 2007

AFAC Documentary Film Program Open Call: 1 March 2021 Deadline: 14 May 2021

Cinema Grant Program Open Call: 14 May 2021 Deadline: 1 August 2021



AFAC ARAB FUND FOR ARTS AND CULTURE الصندوق العربي للثقافة والفنون arabculturefund.org

DANISH FILM INSTITUTE



Jacob Neilendam comes to the Danish Film Institute from a position as producer and chairman of the Danish Film Academy,

which presents the Robert Award, while also serving on the editorial board of the Danish Film Institute's Market Scheme and as an expert on the EU MEDIA support programme.

Neiiendam founded and ran the CPH PIX film festival from 2008 to 2018, and directed the Buster Children's Film Festival from 2016 to 2018. Both festivals are under the umbrella of the Copenhagen Film Festivals foundation, which he codirected from 2016 to 2018. He was artistic director of the Copenhagen International Film Festival from 2005 to 2008, when he merged it with the NatFilm festival to create CPH PIX.

Neilendam has years of experience in journalism, PR and curation. For a number of years, he was a consultant to the European Film Academy, both as a film expert and, for a time, as press attaché. He started his career as the Nordic correspondent for Screen International (ScreenDaily), while also writing film journalism for the Danish Politiken and Information dailies.

A board member of the Danish Film Academy since 2011, Neiiendam has also served in various posts for the Nordisk Film Award, the Danish Film Critics' Bodil Committee and Fipresci, the International Federation of Film Critics. Neiiendam graduated from the University of Copenhagen in 1996 with a bachelor's degree in Film and Media Studies.



DOHA FILM INSTITUTE

Doha Film Institute is an independent, not-for-profit cultural organisation. It supports the growth of the local film community through cultivating film appreciation, enhancing industry knowledge and contributing to the development of sustainable creative industries in Qatar. The Institute's platforms include funding and production of local, regional and international films; skills-sharing and mentorship programmes; film screenings; the Ajyal Youth Film Festival; and Qumra. With culture, community, learning and entertainment at its foundation, the Institute is committed to supporting Qatar's 2030 vision for the development of a knowledge-based economy.

DFI Grants Programme: The Doha Film Institute Grants Programme aims to identify new talent, seek out new cinematic voices and discover universally resonant stories. The Institute's approach is to champion projects that aim to explore, expand and cultivate authentic storytelling. The Programme provides creative and financial assistance for short and feature-length films, subject to eligibility criteria, by Qatari and international first- and second-time directors, as well as established MENA directors. Financial support is also available for TV and web series helmed by MENA scriptwriters and directors, subject to eligibility criteria.

Representative: Meriem Mesraoua

مؤسسة الدوحة للأفلام DOHA FILM INSTITUTE

europe. films. talent. spirit. www.efponline.com

EFP (European Film Promotion) is an international network of film promotion institutes from 37 countries from throughout Europe, each representing their national films and talent abroad. Under the EFP flag, these organisations team up to jointly promote the diversity and spirit of European cinema and talent at key film festivals and markets, in particular outside of Europe.



37 countries 1 network

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Hamburg | Ministry of Culture

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EUROPEAN FILM PROMOTION

European Film Promotion (EFP) is an international promotion organisation and a unique network of 38 national film promotion institutes who represent films and talent from their respective territories. Under the EFP flag, the members team up on initiatives to promote the diversity and the spirit of European cinema and talent at key international film festivals and markets.



After studying languages and economics, **Sonja Heinen** started her career in the film industry in 1991 at Filmstiftung NRW in Duesseldorf. Until 2001 she was Assistant to Executive Director Dieter Kosslick and especially responsible for International Contacts.

During this time she organised Co-Production Meetings with almost all European countries as well as international producers' delegations and developed the International Co-Production Market Cologne which took place in 2000 for the first time.

From 2001 until 2003 she worked as Producer and Project Coordinator for Gemini Film and International West Pictures in Cologne. In 2003 she moved to Berlin where she worked until 2016 at the Berlin International Film Festival, as Head of the Berlinale Co-Production Market, and as Project Manager of the Berlinale World Cinema Fund. Since August 2016 she is working as Managing Director of European Film Promotion (EFP).



FAROESE FILM INSTITUTE

The Faroese Film Institute has i.a. aimed at attracting film productions from abroad (through our law on reimbursement), supervising and traine the national film industry and make our local film visible around the world.



Tina í Dali Wagner has been working at the National Film School of Denmark from 1994 – 2019 in a position as head of post graduate training. In 2018 she got appointed as head of The Faroese Film Institute.



FILMCENTRUM SYD

FilmCentrum Syd is a non-profit organisation, based in Malmö, supporting free film makers by offering production support, education and film events. Our production support is mostly focused on offering professional film gear, coaching and development.



Johan Simonsson is a film commissioner at FilmCentrum Syd in Malmö, where he is also responsible for talent development, creating workshops and screening events.

In addition to his work at FilmCentrum Syd, he is a film maker in his own right, mostly as a director of documentary films. Johan is especially keen on discovering films and film makers that are exploring new and uncharted territories, always with a high level of artistic ambition.



Basel Mawlawi is a technical manager at FilmCentrum Syd, working closely with Filmmakers to fulfill their technical needs for their production such as equipment, and during post-production such as editing. Basel also works as an independent producer in Malmö and produces mostly short fiction films and feature documentaries.



FINAL CUT IN VENICE

Since 2013, Final Cut in Venice has provided concrete assistance to complete quality films from Africa, as well as Jordan, Iraq, Lebanon, Palestine and Syria. The 9th edition of Final Cut in Venice will consist of a three-day workshop (September 5th to 7th 2021) during the 78th Venice International Film Festival, in which up to 6 working copies of selected films-in-progress will be presented to producers, buyers, distributors and film festival programmers. There will be opportunities for networking, encounters and meetings in which directors and producers will be able to engage with the participants in the workshop. Final Cut in Venice will end with the awarding of prizes in kind or in cash, the purpose of which is to provide economic support for the post-production phase of the films.

Over the course of its eight years of activity, Final Cut in Venice has received submissions of over 485 works-in-progress and has selected and presented 46 of them in Venice. It has proven to be a unique opportunity to highlight works and talents from underprivileged and little-known film industries, celebrating their diversity and creativity and contributing to their success at the international film festivals.



Alessandra Speciale, expert of the selection team and consultant for Africa and Arab countries and head of Final Cut in Venice, Venice International Film Festivalsince 2013 she is consultant Africa and Arab Countries at Venice International Film Festival and head of the project of Final cut in Venice, a workshop to support African and Arab films in post production. Since 2021 she is also member of the official selection team. Since 1991 she is artistic director of the African, Asian and Latin America Film Festival of Milan, Italy. With the Association COE she has distributed in the Italian alternative circuits more than 200 films. She has collaborated for other festivals as Torino , Locarno and San Sebastian. She is also creative documentary filmmakers. In 2016 she has been elected President of Milano Film Network and she founded the Milano Industry Days, the professional meetings of Italian independent cinema in Milan.



FILM I SKÅNE

Film i Skåne is a regional film organisation with the task of promoting film-culture activities and contributing to growth in Skåne through film production. Film i Skåne was formed in 1995, and since 2009 has been one of four subsidiaries in the Business Region Skåne Group. Film shot and produced in Skåne favours growth and development of the region's film industry, while also helping to make Skåne more visible internationally.

Children and Young People

Film i Skåne works in various ways to increase young people's opportunities to see, understand and create moving pictures. Film i Skåne arranges for film teachers to help develop skills and work with young people, and also runs Ystad Studios Visitor Center in collaboration with Ystad Municipality.

Screening and Distribution

Film should be able to be seen and discussed across the whole of Skåne province. Achieving this requires contact with film festivals, municipal authorities, clubs, societies and other organisations, the aim being to strengthen initiatives locally and increase the general public's access to film. We also consult with filmmakers and producers regarding different platforms for the dissemination of film.

Production

In order to improve and enhance the professional film infrastructure of the region, Film i Skåne is involved in funding film and television production. We invest and co-produce short films, documentaries, feature films and TV series, and also focus on talent development.

Ystad Studios

Ystad Studios offers production facilities in a peaceful environment in Ystad close to Kastrup Airport, Copenhagen and northern Germany.

Southern Sweden Film Commission

The Southern Sweden Film Commission has been set up to promote Skåne and Southern Sweden as a shooting location, and the southern Swedish film industry internationally.



Joakim Rang Strand works as Head of Production at Film i Skåne. Joakim has a background as a cinematographer for film and television. Joakim has previously held the position as Commissioning editor for Documentaries for Film i Skåne.



Mikael Svensson Head of Southern Sweden Film Commission



Lisa Nyed Commissioning Editor Documentary Film



Jeanette Schjerva Commissioner Screening and Festivals



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'Their Algeria' by Lina Soualem Feature Documentary / Algeria, France, Switzerland, Qatar / Visions du Réel 2020 (WP)

Supporting Voices in Cinema Worldwide

Doha Film Institute Grants Programme Film, TV and Web Series

Doha Film Institute continues its commitment to nurturing emerging filmmakers through its Grants programme. First and second-time filmmakers from around the world, as well as established directors from the MENA region, are invited to apply for funding, subject to eligibility criteria.

Consideration for funding is open to short and feature-length films in development, production and post-production, subject to eligibility criteria. TV and web series are also eligible for development and production support, subject to eligibility criteria.

For more information on eligibility criteria and submission guidelines, please visit: www.dohafilminstitute.com/financing/grants/guidelines

مؤسسة الدوحة للأفلام

DOHA FILM INSTITUTE

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FILM I VÄST

Film i Väst is one of Europe's most successful co-producers and Scandinavia's preeminent film fund. Since 1992 we have co-produced more than 1 000 feature films, TV-dramas, shorts & documentaries. Over the years, Film i Väst co-productions have also been richly rewarded with nominations and prizes at the world's most prestigious events, including festivals such as Cannes and Berlin, and galas such as the European Film Awards, the Golden Globes and the Oscars.Film i Väst is a regional film fund located in West Sweden, wholly owned by Västra Götalandsregionen (The County of West Sweden), with the goal to establish West Sweden as the foremost film production region in northern Europe. The headquarters are located in Trollhättan, 70km from West Sweden's largest city, Gothenburg.

During the past 25 years, West Sweden has established a high international standard in terms of the crew, facilities and services available for film production in the region. All elements necessary for film and TV production can be found in West Sweden, from equipment rental, a final mix studio and award winning sound and VFX companies, to more than 450 qualified film crew workers. In addition to West Sweden's diverse locations, there is also Studio Fares in Trollhättan, the largest purpose-built soundstage in Scandinavia.



Kristina Börjeson, Head of Production, Film i Väst. Former Head of Film Funding at the Swedish Film Institute and until Ootober 2020 Head of Production/Administration at TV4/CMore. For ten years Head of Marketing at distribution company Triangelfilm and after that 4 uyears at publishing house natur & Kultur as pr officer and head of Communication. In the beginnning of the 90s five years at the Göteborg Film Festival as programmer. Sweden's representative to Eurimages betwen 2016-2019 and also member of the jury for the Nordic Film Price 2018-2020.



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LEYTH PRODUCTIONS

Creative and dynamic, Leyth Production team brings together young professionals from diverse backgrounds and experiences. Our passion animates us in all the audiovisual projects that we lead. Each stage of our various projects is directed and supervised by competent and motivated specialists. Our productions ensure an effective communication and are accompanied by a permanent and attentive follow up Leyth Production brings together all of the audiovisual business lines within its employees and collective. Leyth production is also a desire of moviegoers, the desire to make films that its creators themselves want to see. Each film is a new adventure and the company strives to identify and accompany talented filmmakers.





Nada Mezni Hafaiedh is a Tunisian film director. Born in 1984 in Saudi Arabia, she was from an early aged exposed to different cultures due to her diplomatic parents. Saudi Arabia, USA, France, Canada represents a pool of developments of her passion for cinema. At the age of ten, her hobby was already assumed, she used to produce amateur films and video clips by putting her friends and family as actors. She went to Montreal to finish her studies in business administration at McGill University, but soon changed her curriculum to follow her passion for filmmaking. Graduated from Mel Hoppenheim School of Cinema, she directed several shorts films, which will be fast appreciated by the Canadian community. She is known for tearing down taboo, and touching on fundamental issues that are related with freedom. She is also known for directing her films in a kind of realism by shooting them in a very spontaneous way. On her return in her country of origin, Tunisia in 2009, she opened her production company Leyth Production where she decided to realize her first feature film. What is more intense than producing a map of Tunisian society Histoires Tunisiennes 2011 (Tunisians Stories), that has been the first film released after the revolution. The film made several festivals and received awards. Its international premier was at Luxor African Film Festival. She also wrote and directed a serie version of the film Histoires Tunisiennes (Hkayet Tunisia) for a Tunisian private channel of television El Hiwar El Tounsi]in 2015. She released Upon the Shadow (Au-delà de l'ombre) a documentary that expresses how much difficult is to grow and protect your sexual freedom in a homophobic society where it is taboo or strongly disparaged.

OPENING FILM MAFF:

Kaouther Ben Hania *The Man Who Sold His Skin*

FILM I VÄST – PROUD CO-PRODUCER

Film i Väst is Scandinaviaäs leading film fund, based on the Swedish west coast in Trollhättan, Region Västra Götaland. Since 1992, Film i Väst has co-produced and invested in more than 1.000 films and scripted TV projects. Over the past decade, Film i Väst has co-produced over 100 films screening in Cannes, Berlin, Venice, Toronto and Sundance. Since 2011, Film i Väst co-productions have received eight Oscar® nominations and eleven Palme däOr nominations including **Ruben Östlund's** *The Square.* **Thomas Vinterberg's** *Another Round* has recently been nominated for a Golden Globe, four BAFTA, shortlisted for an Oscar® and won four European Film Awards. **Kaouther Ben Hania's** *The Man Who Sold His Skin* had itäs premiere in Venice and is now shortlisted for an Oscar® and will open Malmö Arab Film Festival.



MAD SOLUTIONS

MAD Solutions is the first Pan-Arab independent studio and fully integrative marketing and creative consultancy for the Arab film and Entertainment Industry. Under the umbrella of MAD Solutions, the studio is supported by five pillars: MAD Marketing, MAD Content, MAD Distribution, MAD Culture and MAD Celebrity, which together are helping to usher in an exciting new generation of Arab filmmakers and entertainment talent. We attend at least 20 film festivals (Arab and International), summits, and workshops annually including Cannes, Berlinale, DIFF, ADFF, Toronto, Locarno and many more. Besides our energetic, contemporary approaches to collaborating with our MAD partners, we pride ourselves on having the most extensive and up-to-date database on the Arab film industry, spanning over 20 years of a rich heritage that is still growing to this day, despite the political and socio-economic challenges. Realizing the potential growth of the film industry in the Gulf States, and the opportunities to hatch a pan-regional strategy, MAD Solutions has expanded to Abu Dhabi, UAE, focusing on the GCC in specific and the Arab world as a whole. We are thrilled to become industry partners.



Abdallah Elchami a Lebanese National who was born and raised in Abu Dhabi, Abdallah is a Multimedia and Graphic Design graduate from the American University of Sharjah. Job postings include global advertising agencies, Young & Rubicam and Wunderman, luxury and lifestyle publication, Jumeirah Beach Magazine and Abu Dhabi's first bilingual culture, art and design publication, Shawati' Magazine, of which he still serves as Editor-at-Large Currently, Abdallah is the Managing Partner at MAD Solutions, the Arab world's first fully-integrated film studio, dedicated to the production, promotion and distribution of Arab films in the Arab world and beyond. He's also the founder of iluminismo Ltd., a content creation and cultural consultancy studio. Working with Empty, a Spanish museums firm, he was part of the content research and creation team for a Dubai-based maritime heritage museum. In 2020, Abdallah co-founded Silverline Community, an online community for creative and cultural professionals.



NORDIC CULTURE POINT

Nordic Culture Point is an institution of the Nordic Council of Ministers which works to support Nordic co-operation within the area of culture. We administer four cultural funding programs, which are divided into six different funding options, run a cultural center and library in the heart of Helsinki, and arrange events. Our vision is that everyone should be able to participate in socio-cultural life on equal terms.



Katja Långvik has a background in cultural management, sociology and history of art. She is currently administrating Culture and Art Programme for Nordic cultural cooperation, open for all fields of art and culture.





We administer four cultural funding programs, which are divided into six funding options, run a cultural center and library in the heart of Helsinki, and arrange events – also online. Welcome!

www.nordiskkulturkontakt.org



NORWEGIAN FILM COMMISSION

Film Commission Norway aims to encourage and support international film productions in Norway. We assist in your search for locations, professionals and production facilities. We ensure efficiency as well as results. Our local knowledge and research competence are unsurpassed. Film Commission Norway is part of the Norwegian Film Institute and an intregral part of the Department of Promotions and International Relations. As a national film commission we also act as a link between the national and the international film and television industry.



Truls Kontny A dynamic C- Level Executive with more than 30 years of experience in the Scandinavian Film Industry. As Managing Director of the Norwegian Film Commission since 2003, Kontny has been instrumental in bridging Scandinavian film to a global audience. He has been serving and serves on several international board of directors including; Chairmen of Norsk Filmstudio AS, Chairmen of Film Fra Sor Festival in Oslo, Norway, CFO of Norsk Film AS, President of Scandinavian Locations, President of Nordic Film Commissions, and President of European Film Commission. A true champion of film producing and international co-productions he has served as panelist and speaker at various film festivals and financing conferences on the continent and across the pond, from Cannes to The Hamptons. As a father of two sons, he is an advocate of young filmmakers and first time producers serving as mentor; sharing his expertise and network. In addition to his corporate and government positions he established his own production company developing and packaging Norwegian feature and documentary films for international release. Kontny holds an MBA in Economics, a Masters Certificate in International Film Marketing and Film Commission Economic Development.



NORWEGIANFILMCOMMISSIONTM LOOK TO NORWAY – A LOCATION WITH A DIFFERENCE

NORDISK PANORAMA

Nordisk Panorama is a non-profit organization representing the Nordic filmmaker's perspective on the world through documentary and short fiction films. Nordisk Panorama Film Festival is the annual flagship event that for the past 32 years has been showing a selection of the best Nordic shorts and docs in curated competitions and special programme's, awarding the very best Nordic documentaries and short films with great prizes. Competitions combined with glimpses of what the future of this film scene might bring.

The films get to meet the public audience and some 900 film professionals meet, match and mix. The strength of documentary films gives us the opportunity to put our present world and society in the spotlight by penetrating and going beyond the topics shown on the big screen with connected seminars, talks, panels, master classes and events.



Sigrid Bersmann With a background in the culture and brand industry, Sigrid Bersmann has for the past 10 years worked with different culture events with a focus on music- and film festivals. She recently comes from Göteborg Film Festival where she worked with marketing, communication and production of the festival. In 2020 she was appointed festival producer at Nordisk Panorama Film Festival, a position she holds at present.





THE ONLY COMPANY SPECIALIZED EXCLUSIVELY IN MARKETING & DISTRIBUTING ARAB FILMS GLOBALLY.



FILMS UNDER THE MAD UMBRELLA



FILMS THAT WERE OFFICIAL NATIONAL SELECTIONS AT THE ACADEMY AWARDS® 1300+

SUBMISSIONS TO FILM FESTIVALS WORLDWIDE



TOTAL REVENUE OF MAD-AFFILIATED FILMS

MAD Solutions UAE



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mad-solutions.com Info@mad-solutions.com

STOCKHOLM FILM FESTIVAL JUNIOR

Stockholm International Film Festival started in 1990 and is one of the leading film festivals in Europe. During twelve intense days in November the festival presents 150 film premieres from more than 60 countries. In 2021 the festival will take place 10-21 November. We also arrange exclusive screenings for our members throughout the year, Sommarbio in August, mobile film workshops for kids and teenagers and Stockholm Film Festival Junior, 19-24 April, in 2021



Beatrice Karlsson is currently the Program Coordinator for Stockholm International Film Festival and has previously worked at many festivals in France and Libanon. She holds a Bachelor's Degree in Development och Cultural Studies.



SWEDISH FILM INSTITUTE

The Swedish Film Institute works to promote film across the board – from idea to finished product, during launch in Sweden and around the world, and by preserving films for posterity in our archives.



Helen Ahlsson first studied photography, journalism and History of Art and worked as a publishing editor, still photographer and cinema projectionist. She holds a Bachelor of Arts in film producing from Dramatiska Institutet, University College of Film, Radio, Television and Theatre in Stockholm. She produced and co-directed the award winning film The Armwrestler from Solitude 2004. Winner of best documentary at the Swedish Film Awards. Followed by Lisa Munthe's short feature The Parasite, selected to the Critics' Week in Cannes 2005. Helen was selected to be the Swedish Producer on the move in Cannes 2006 and is a member of both EAVE and ACE producers network. Between 2005-2014 she worked as a producer at Tre Vänner producing tv-series, tv-movies, shorts and features. Helen produced Lisa Langseth's powerful debut film Pure introducing Alicia Vikander. From 2012 she was one of the three executive producers for the huge box-office hit A Man Called Ove. Since September 2014 Helen serve as Film Commissioner for the debut film talent scheme Moving Sweden at The Swedish Film Institute. She supported the action-comedy and Kickstarter-darling shortKung Fury by David Sandberg, premiered at Director's Fortnight in Cannes, (50+ million YouTube views). Helen plays animportant role within the Film Institutes new focus on talent development. Now helming a feature film version of Moving Sweden, Wild Card and a Talent Think Thank all with the purpose to strengthen Swedish Film for the future. Since October 2020 she is also responsible Film Commissioner for International Co-Productions and national representative substitute for Eurimages.



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LOOK TO NORWAY - 25 % INCENTIVES

NORWEGIANFILMCOMMISSION™

TEMPO DOCUMENTARY FILM FESTIVAL

Tempo Documentary Festival is the largest festival of its kind in Sweden. Founded in 1998, Tempo has since the beginning presented creative documentaries from all over the world, which would otherwise not reach the Swedish audience. Tempo has established a unique forum for the presentation of documentary work across traditional boundaries – film, radio, photography and transmedia as well as more experimental forms of expression. Between festivals, a number of different events are arranged with a documentary focus, such as seminars, debates, photo exhibitions, together with screenings and workshops for young people. The festival and other associated events are arranged and developed by the non-profit organisation Tempo Documentary Festival.





Lisa Taube is since 2018 festival director at Tempo Documentary Festival. Before joining Tempo, she ran her own consultancy business focusing on international financing and project management within the audiovisual industry. She has also been the national coordinator at the EU information office MEDIA Desk Sweden and COO at production company Atmo.



Ulrika Banderia is the program director at Tempo Documentary Festival, Sweden's biggest festival for documentary expressions. She has a vast background in film and culture, and has previously worked at the Swedish Film Institute and SVT as well as within the free culture sector. She is one of the directors of the awardwinning shortfilm JUCK and was the chairperson for the network Festivalcentrum.

THE CELL

The Cell' is a fully integrated post production facility; aiming at providing effective innovative solutions to all post production projects ranging from films, TV series, documentaries to talk shows, TV commercials, music videos & Promos.

The company has professional dedicated experts working around the clock using the latest technology to deliver all the projects in the highest quality having all the top notch equipment necessary to offer a dedicated personal service that works according to any schedule & airing dates.



Sherif Fathy is a producer, digital colorist, founder & CEO of "The Cell studios". Graduated from the Faculty of Fine Arts with 18 years of experience working on advertising, films and TV Series in Egypt and world wide. Specialized in fiction films, documentaries, commercials and passionate about creating content with a social and environmental impact.

Over these previous years he has always been a researcher in addition to his continuous personal studies which helped in shaping and building his own style in the whole industry.

His work has been screened at numerous international festivals and has been also featured in CIFF ,TIFF, GDA and GFF . He also worked as a producer & post producer for several digital platforms such as Netflix and VIU .



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Are you looking for historical locations, urban landscapes, beautiful countryside, or a unique archipelago?

WELCOME TO WEST FINLAND!

The West Finland Film Commission is the one-stop shop for your production

Our free services include:

- Location scouting
- Versatile financing
- Databases for local crew & extras
- Connections to local businesses

TURKU BUSINESS REGION

>⊪≫ WFFC

WEST FINLAND FILM COMMISSION

West Finland Film Commission: www.wffc.fi Finland's Production Incentive: filminginfinland.fi/cash-rebate

WEST FINLAND FILM COMMISSION

The West Finland Film Commission promotes the Turku Region and professionals to international and national film and TV productions. The WFFC finances projects in the form of production support, which is based on local expenditure. On top of the regional incentive, you can also ask the WFFC about Finland's national Production Incentive.

The WFFC is interested in bringing more international feature films and drama series to film in Finland. With versatile filming locations ranging from modern architecture to historical buildings dating back all the way to the Medieval times, West Finland has plenty to offer – especially when you combine the locations with distinct four seasons. West Finland's crown jewel is the archipelago, offering a unique location of over 40 000 islands.



Teija Raninen is the Film Commissioner at the West Finland Film Commission. She is also the director of Turku Business Region's Experience Industries spearhead. Experience Industries covers films, but also gaming and tourism industries.

As a Film Commissioner, she promotes West Finland as a shooting location, makes decisions of regional production incentive, and helps new production companies set up their business in the Turku Region.

Ms. Raninen was involved in developing Finland's new national production incentive, the 25% cash rebate, which was launched in 2017.



WOMEN IN FILM AND TV

WIFTI is a global network dedicated to advancing professional development and achievement for women working in all areas of film, video and other screen-based media. The first WIFT chapter was established in Los Angeles in the 70s and today, there are around 50 WIFT and WIFT-partner chapters on six continents – all working for the same goal: gender balance in the industry. WIFTI was established as the global network connecting all others to speak with one common voice. The strength of WIFTI is based on the strength coming from every member of every chapter all around the world. The three pillars that inspire the work of WIFTI are: knowledge, connection and visibility.



Helene Granqvist is an award-winning producer who has worked within film and television for more than 30 years. Her films have been represented at festivals such as Sundance, Toronto, Venice, Cannes and Tribeca. She has been involved in several pitch coaching & training projects, fostering an approach defined by non-judgemental, empowering and curiosity-driven support.

Since 2013, Helene has been President of WIFT Sweden and, since 2018, also President of Women in Film & Television International. Helene initiated and coordinated activities that established WIFTI as a global influencer with a visible presence, among others at some of the biggest international film festivals. Helene was also the director of the global industry conference Carla 2020 (Aug 2020) and the online festival Nordic Women in Film (Feb 2021). She is a member of EFA and also one of the founding members of ARTEF (Anti Racism Taskforce for European Film).



PANEL DISCUSSIONS

PANEL DISCUSSIONS

GLOBAL SUSTAINABLE PRODUCTION LANDSCAPE

The panel will highlight the international efforts led by Albert (BAFTA) to spread awareness and provide tools globally.



Abeer Bayazidi is the Training Director of Greener Screen. She works with filmmakers, writers and content creators to educate, advocate and showcase environmental sustainability and social justice causes. Abeer believes that the media and audiovisual industry offer a great platform to host positive conversations and create awareness to causes of social justice and environmental sustainability through content.

GREENSPARKGROUP

BAFTA

Abeer has 12+ years of diversified experience in Sustainability and Corporate Responsibility, covering all aspects of branding and communication, to training and running wider environment sustainability programs, to public relations and advocacy to heighten awareness and influence perspective.



Roser Canela-Mas started her media career 12 years ago. She has worked in production and direction internationally across different genres such as drama, comedy and factual-entertainment. Having also completed a BSc in Sustainability and Environmental Management (2013-2016) has given Roser the knowledge and expertise to advise media productions on how to calculate and reduce its environmental impact.

Roser Canela-Mas joined Albert three years ago as a Sustainability Industry Manager. She manages the albert tools both in the UK and internationally and is the main adviser to productions willing to lessen its carbon footprint and environmental impact overall. Her role also consists of delivering training courses to media professionals in order to give the industry the relevant knowledge on climate change and present the main impacts and also opportunities for TV and film makers. Her training and advice also focus on the editorial site of productions, to enable the industry to tell accessible, realistic, urgent, solutions-based and optimistic climate stories.



Zena Harris is a sustainable production subject matter expert who has been working to change the climate of entertainment. In 2014, she founded Green Spark Group, a sustainability consulting firm that serves the motion picture industry in the United States and Canada. Zena manages on-production strategy, best practice implementation and data analysis. She works with corporations on sustainability strategy, goal setting and key performance indicator development. She has cultivated multi-stakeholder programs that unite the motion picture industry around sustainability and has created events like the Sustainable Production Forum to accelerate knowledge sharing. Previously she served as the Executive Director of the International Sustainable Campus Network (ISCN), a global forum to support leading colleges, universities, and corporate campuses in the exchange of information, ideas, and best practices for achieving sustainable campus operations and integrating sustainability in operations, research and teaching. Zena holds a Master's Degree in Environmental Management from Harvard University.

MODERATOR



Bassam Alasad: Managing director of Creative Media solutions and Producers Guild of America member, Produced and co-produced Projects in the past 14 years all around the region including The historical drama "Born a King " and the upcoming film "Champions" as an executive producer.

Since 2014 Bassam started his green-producing and consultancy journey and in 2018 Co-founded Greener Screen, a consultancy that aims to help media organisations for an eco-friendly transformation.



PANEL DISCUSSIONS



ARAB FILMS GO GREEN: COSTA BRAVA

FOX IN THE SNOW FILMS

In collaboration with Greener Screen and moderated by Bassam Alassad, Co-founder and Green producer, "Arab Films Go Green: Costa Brava," will discuss and speak about the collaboration between Beirut DC and Greener Screen and how it led to the creation of the first regional green protocol to help the film become more sustainable and Costa Brava, was the first feature film to adapt the protocol and shoot green.



Farah Fayed After graduating from the audiovisual department of St.Joseph University, Farah Fayed spent 8 years in Television before shifting her career to film festivals in 2012. After working with the Dubai International Film Festival for its last 6 editions, Farah joined the team of Beirut DC in 2019 and is now the director of their impact programs including Impact Labs and Good Pitch .



Lary Bou Safi regarding my participation in the festival as a speaker, and since I will be talking about our experience with 'Costa Brava Lebanon', I guess we can use 'Impact Producer' as a job title. Beirut-based, Lebanese comedian and actor Lary BOU SAFI has been working as a costume designer and a stylist for Film & TV for Lebanon and MENA region for over 10 years now. Lary is also known as a queer and human rights activist in Lebanon and some cities in the SWANA region.



Myriam Sassine majored in audiovisual studies and received a M.A. in Cinema Research. In 2010, she joined Abbout Productions producing several features and documentaries such as Tramontane by Vatche Boulghourjian (Cannes Critic's Week 2016), All This Victoryby Ahmad Ghossein (Venice Critic's Week 2019), 1982by Oualid Mouaness (TIFF 2019), Panoptic by Rana Eid (Locarno 2017) and Amal by Mohamed Siam (Idfa 2017). From 2016 to 2020, Myriam was the COO of Schortcut Films dedicated to co-producing international films. In 2016, she co-founded Maskoon Fantastic Film Festival, the first and only fantastic film festival in the MENA region.



Olivier Guerpillon is a French-Swedish director, producer and scriptwriter, born and raised in France, but based in Sweden since the late nineties. He has worked as a film producer for over 15 years, producing a range of internationally acclaimed feature films, including SOUND OF NOISE by Ola Simonsson & Johannes Stjärne Nilsson (Cannes 2010), BROKEN HILL BLUES by Sofia Norlin (Berlinale, Tribeca 2014) as well as co-productions such as CAPITAINE ACHAB (Silver Leopard, Locarno 2007) and LES GRANDES PERSONNES (Cannes 2008). His current productions are the Swedish feature film GLACIER by Baker Karim (premiere Spring 2021) and the Lebanese co-production COSTA BRAVA LEBANON by Mounia Akl (in post-production). He has also written and directed several short films such as IN/OUT (2015) and co-written the feature WHILE WE LIVE (2016) by Dani Kouyaté, awarded at the African Academy Awards.

MODERATOR



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PANEL DISCUSSIONS



FILMS PRODUCTION AND DISTRIBUTION IN THE TIME OF CORONA

Within a few months, the film production and distribution faced a series of unexpected challenges because of the Corona pandemic. Now after a year, many plans of adaptation were tested to deal with the situation. What are the major changes happening in the process? Did the industry find sustainable ways to survive? Can the pandemic end somehow with positive impacts?



Alaa Karkouti is a renowned film analyst and an influential professional within the cinema and entertainment industry in the Arab world. His extended expertise in cinema analysis has landed him as a guest speaker in various panels, filmmaking workshops, seminars, and juries in film festivals worldwide. For his long-standing efforts in supporting the Arab film industry, Karkouti was selected by Variety on its list of 'Ten Names You Need to Know in the Arab Film Industry'. After taking the lead in assembling complete archives on the economics of filmmaking in the region, Karkouti co-founded MAD Solutions, the first pan-Arab studio dedicated to the production, promotion and distribution of Arabic content to the Arab world and beyond. In 2015, Karkouti launched the Arab Cinema Center (ACC) through MAD Solutions as an international promotional platform to further support the Arab film industry and boost interest in Arab cinema and culture.



Rula Naser an Independent Jordanian producer with an accumulated experience in different aspects of production of Commercials, TV series and low budget films all the way to big budget studio films.

Started with the BBC Channel and Discovery Channel projects in the Middle East, a journey that contained selfexploration of local stories and talents across Jordan, She joined the Royal Film Commission in 2005 for developing the Filmmaker's Support Program.

She co-wrote the first low budget film "TRANSIT CITIES "By Mo Hushki, which was well received in the Arab world and was the start of a new independent cinema wave in Jordan and shaped my own career.

In 2011, she established "THE IMAGINARIUM FILMS" a company that focuses on discovering local talents and developing an appealing international story embedded in the Arab world,

In collaboration with



PANEL DISCUSSIONS

FILMS PRODUCTION AND DISTRIBUTION IN THE TIME OF CORONA



Ramzi Gabriel Khoury, Deputy CEO Misr International Films - GM Orient Films LLC In addition to leading MIF's exhibition arm, Ramzi has recently been playing a major role in the company's content production and distribution strategy.

Since joining MIF in 2006, Ramzi has been a driving force in the exhibition business' growth, resulting in MIF becoming a strong player in the cinema industry. Most notably, he was a pioneer in modernizing the cinema-going experience in Egypt via the introduction of premium screening formats, innovative technologies as well as online ticketing. In fact, Ramzi introduced the IMAX and MX4D technologies in Egypt in 2012 and 2016 respectively, continuously aiming to provide MIF's customers with state-of-the-art entertainment.

Ramzi has a master's degree in Business Administration from ESADE, Barcelona, Spain and a bachelor's degree in Electrical Engineering from the American University of Beirut, Lebanon."



Shahinaz El Akkad is the CEO for Lagoonie Group, which she co-founded in 2016, that includes different business subsidiaries:Entertainment, Tourism, Hospitality and Food and beverage Prior to establishing her own group, Shahinaz has spent 20 years working in tourism. She always believed that Egypt is one of the most beautiful countries globally and Tourism is its highest potential for a better economy.

Shahinaz main interests are reading and traveling, so after 20 years, she decided to turn her passion for books and stories into a business and started Lagoonie film production to turn the books that inspire her into TV series and films, and because she believes that the TV and Cinema are the most powerful mean to convey messages that positively affect the community. Shahinaz is graduated from the Faculty of Al Alsun French department.

MODERATOR



Meriame Deghedi Holder of two Master's degrees in the Dissemination of Arts and Cinema and Marketing, Meriame Deghedi has a penchant for disseminating the diversity of the cinematic art works and films d'auteur to the general public After working in production at Shellac Sud (Marseille, France) and in Marketing for Images Singulieres (Sete, France), Meriame Deghedi joined MAD Solutions in 2016 where she oversees and implements the distribution and marketing strategies of MAD's titles, with a focus on international sales and acquisitions. In 2019 she was appointed Manager of the Cairo Film Connection at Cairo Industry Days, to be held on the sidelines of the Cairo International Film Festival.

In collaboration with





SUDANESE CINEMA SUCCESSES AND WHAT'S NEXT

With less than ten feature films in the whole history, Sudanese cinema managed to gain international acclaim. Talented young filmmakers utilized their knowledge of world cinema with their political rise to create their original voices. How did this breakthrough happen? And will it go on with more films to come? Or will Sudanese cinema keep its rare appearance with a couple of films each decade?



Amjad Abu Elala is a Sudanese Director and Producer, born and currently residing in the UAE. He studied media at the Emirates University and worked as a films and documentaries director with various media institutions for Arab and Western channels.

He made many short films that screened on different film festivals, "Tina", "Coffee and Oranges", "Birds Feathers" and "Studio" In 2012 that supervised by Abbas Kiarostami, in 2013 he received the Best Arabic Theater Script award from the Arab Authority for Theater for "Apple Pies". He Produced a Film Narrative Lab with Doha Film Institute that made 5 short films, now he work as Head of Programming Committee on Sudan Independent Film Festival. His last feature film as a director and Producer « You will die at twenty » won lion of the future at Venice international film festival.



Mohammed Alomda a Sudanese director and producer. His film The Last Game was screened in Doha Tribeca Film Festival.

He also collaborated with many Sudanese filmmakers as a producer, art director and assistant director. Some of the notable films he worked on include the feature film You Will Die at Twenty by Amjad Abualaa, and Nyerkuk by Mohamed Kordofani which won the NAAS award at Carthage Film Festival in 2016. Omda is also a film programmer at Sudan Film Factory. He is now working on his first feature film Here which was selected for Beirut Film Station 2014 and Talents Beirut in 2016.



Suzannah Mirghani is a writer, researcher, and independent filmmaker, highlighting stories from the Arab world. She is a media studies and museum studies graduate and publishes creative and scholarly work on a variety of social issues. Being of multicultural Sudanese and Russian backgrounds, she is most interested in stories that examine the complexity of identity.

Suzannah is the writer, director, and producer of several short films, including Al-Sit (2020), Caravan (2016), and Hind's Dream (2014).

MODERATOR



Amir Ramses Egyptian film director, born in 1979, graduated from the Egyptian cinema institute in 2000, worked as a first assistant director to internationally acclaimed Egyptian filmmaker Youssef Chahine in many films, his films participated in many festivals and won many international and Arab awards, among which: Jews of Egypt 2012 (palm springs film festival, Montreal world film festival, Hamburg film festival and many others). Cairo Time (opening of Arabian nights program, Dubai film festival 2014), currently working as artistic director of El Gouna Film Festival in Egypt.





WEBINARS

WEBINARS

PORTRAYAL OF WOMEN AND GENDER ROLES IN FILMS - HOW DOES IT REFLECT ON SOCIETY

This discussion on gender roles in film will focus on how women are portrayed in films and how this reflects on society. It will be an exchange of thoughts, reflections and experiences among a group of prominent women in different parts of the film industry. The aim is to contribute to raising awareness of ongoing changes, challenges and opportunities in the Arab world and Europe; and to contribute to discussions on gender equality and bridge-building between people and cultures.



Lamia Belkaied Guiga is the Director of ESAC. She was the Artistic Director of the Carthage film Festival since 2019. As a member of JCC since 2015 she created the Carthage Ciné-Promess section for young talents from the Arab and African region.

Doctor-sciences information-communication-University-Paris-II, she teaches history and film analysis at the Higher School of Audiovisual and Cinema Carthage University, Tunisia. As a critic her research work focuses on tunisian an african cinéma. Her work is mainly published in France in scinetific journals.

As an expert she is very active in the audiovisual and film industry in arab and african region(Clubs, Festivals, Training, setting up projects..). She has been a jury member of several festivals.



Linda Mutawi is a film producer with a multicultural background, who has worked in the UK, Jordan, Dubai and Sweden. Throughout her career, she has worked on various types of projects ranging from Hollywood features to current affairs documentaries. She has served as a film commissioner in Jordan, managed the Jordan Film Fund, participated in the Producers Guild of America's diversity workshop, as well as mentoring an EU theatre programme. She is currently involved in various international projects as producer and co-producer. Recurrent themes in Linda's work include the search for identity and the concept of home.



Mai Masri grew up in Beirut and studied film at San Francisco University and UC Berkeley. She founded Nour Productions with her late husband, filmmaker Jean Chamoun, and directed and produced a number of films screened and awarded world wide. Mai wrote and directed her feature narrative film, 3000 Nights (2015), which premiered at TIFF, and received over 28 international awards.

Mai reached international acclaim with her documentaries that she shot during key historic moments in Lebanon and Palestine: Children of Fire, Hanan Ashrawi: A Woman of Her Time, Children of Shatila, Frontiers of Dreams and Fears, Beirut Diaries, and 33 Days.



PORTRAYAL OF WOMEN AND GENDER ROLES IN FILMS - HOW DOES IT REFLECT ON SOCIETY



Perihan Abouzeid is the Head of Marketing - Middle East at Viu. Prior to Viu, Perihan co-founded MoviePigs, Arab Cinema Week, and Qabila Media Productions. She also previously led CineGouna Platform, the industry arm of El Gouna Film Festival, and worked with Google Ireland. Perihan holds an MBA from MIT Sloan School of Management and a BBA from the American University in Cairo.



Viola Shafik, PhD, a freelance filmmaker, film curator, and film scholar holds the position of a researcher at the Art History Dept./Ludwig Maximillian University and is currently researching aspects of the history of Arab documentary. She authored among others Arab Cinema: History and Cultural Identity, AUC-Press, Cairo, 1998/2016 and Popular Egyptian Cinema: Gender, Class and Nation, AUC-Press, 2007. She lectured at the American University in Cairo, the Zürich University, the Humboldt University and the Ludwig Maximilian University. She was the Head of Studies of the Documentary Campus MENA Program 2011-2013. Moreover she worked as a consultant for La Biennale di Venezia as well as the Dubai Film Connection and was a member of the selection committees of the al-Rawi Screenwriters Lab, the Doha Film Institute, as well as the World Cinema Fund (Berlinale).

She directed several documentaries, most notably Jannat `Ali-Ali im Paradies/My Name is not Ali (2011) and Arij - Scent of Revolution (2014).

MODERATOR



Charlotta Sparre is the director of the Swedish Dialogue Institute for the Middle East and North Africa. She has priviously served as Ambassador of Sweden to Egypt 2013-2017; and to Jordan 2008-2013 and has held a number of other positions in the Swedish Foreign Service, mainly working on issues related to the MENA region. Since 2017 Sparre is a member of the Swedish Women's Mediation Network. She is also a board member of the Center for Middle Eastern Studies at Lund University. She has a strong interest in and regularly lectures on dialogue, culture, democracy and gender equality.

Organization's bio:

The Swedish Dialogue Institute for the Middle East and North Africa is a Swedish public agency that serves as a platform for contacts and dialogue between Sweden/Europe and the Middle East and North Africa, to address issues that are important for political, economic and social development, or for relations between the countries, or that help increase mutual understanding in the areas of culture and religion.





OF HER

In a complicated socio-political situation in many Arab countries, female filmmakers maintain an impressive presence in major film festivals with unique pieces of work. What does it take for an Arab female filmmaker to work, create and fight for her personal and artistic freedoms? The five directors Farah Shaer, Rim Mejdi, Maysoon Hbaidi, Taghreed Aboulhassan and Emna Najjar will speak about their experience in this webinar moderated by Baha' Al Hussein from The Royal Film Commission - Jordan.



Emna Najjar is a Tunisian journalist and filmmaker. She directed 3 Short films: Bitter Honey (2014), Waltz of Dawn (2018), Crossroads Happiness (2019). She is currently developing a feature and working on the short films :El Gasya and Worms will not know paradise wich obtained a fund from Malmo film festival and it will be filmed very soon.



Farah Shaer is a Lebanese director, actress, and socio-political activist. Her debut short fiction film 'I Offered You Pleasure' (2012) was selected at Clermont-Ferrand Film Festival and Busan Film Festival, among others. In 2015, she was awarded a full-ride scholarship to pursue an MFA in Film Directing at UCLA. Farah's latest short film 'Soukoon' was selected at acclaimed festivals such as Telluride Film Festival, Palm Springs Film Festival, and Cinemed Montpellier Film Festival. She received several awards on her short films including the Motion Picture Association of America Award, James Bridges Award of an Outstanding Director, and UCLA Directors' Spotlight Award among others. She also co-produced and acted in the Lebanese feature film 'Heaven Without People' that won the Jury Prize at Dubai Film Festival (2017). Farah Shaer is currently in the script development writing stage of her debut fiction feature film.



Maysoon Khaled, is a Jordanian film director and writer. Since 2013, she has occupied various roles in films, TV series and documentaries. With her last film 'Diana', She won the award of the best female director in Toronto Women Film Festival, and the award of the best international director of Venice shorts of February 2021 and the film is selected to the Annual competition.

Maysoon is passionate about creating new perspectives and authentic narratives in Arab cinema that deal with social issues that reflect honest viewpoints as filmmakers and members of society.

WEBINARS

OF HER



Rim Mejdi was born in Marrakech, Morocco. She integrates the School of Visual arts Marrakech where she has a B.A and an M.A in film directing. "Out of town" her Masters' final study film was screened in several festivals: Locarno, Cairo International Film Festival, and Carthage Film among many.In 2018, she co-founded Tifaw Films with Nabil Merrouch and produced his short "JAYEEN". In 2019, she directs "Children's game" produced by Nabil Merrouch. She is currently developing " Plum season", her first feature fiction film. She co-founded, with Nabil Merrouch, SAAED Meetings, a new platform for Arab emerging filmmakers.



Taghrid Abdel Maksoud Abouelhassan is an Egyptian Female Director, Screenwriter, and Producer. Worked for over fifteen years as an assistant director and as a Second Unit Director in the Egyptian Film industry. Studied Filmmaking in the American University in Cairo, in London Central Film School, and in a Fulbright scholarship in University of California Los Angeles and New York Film Academy Los Angeles. Wants to tell the stories of the rich human beings and culture where she comes from with an emphasis on women. Hopes by showing never seen before female characters in her films to inspire the viewers to have a better understanding and a more empathetic view of her characters and their world.

MODERATOR



Baha Al-Hussein is a Master's degree holder in Film Editing & Directing from the Red Sea Institute for Cinematic Arts (an affiliation with the University of Southern California for Cinematic Arts) and a Bachelor's degree in Cinema & TV Directing from the Higher Cinema Institute in Egypt. Besides his work as the Regional Training Manager at the Royal Film Commission – Jordan, he is an editor and director. He has edited two feature films and many short films, documentaries, and TV projects. Al-Hussein is constantly seeking ways to support other emerging filmmakers to find their voices and the right tools to tell their stories in the best possible way.









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Many Day Souths Island in tanks

CASE STUDY

CASE STUDY

BROTHERHOOD: FROM MAFF MARKET FORUM TO THE OSCARS

The short film Brotherhood (Ikhwène) directed by Meryam Joobeur, premiered at the 2018 Toronto International Film Festival, where it won the award for Best Canadian Short Film. At the 21st Quebec Cinema Awards in 2019, the film won the Prix Iris for Best Short Film. The film also received a nomination for the Best Live Action Short Film at the 92nd Academy Awards.

In this case study, the producers of the film, Sarra Ben-Hassen and Andreas Rocksén will be taking us through the journey of Brotherhood, from the early stages of the film to MAFF Market Forum, the methods, through the difficulties and challenges, and finally, to their well-deserved nomination in the Academy Awards.



Andreas Rocksén is a Swedish journalist, director and producer that for twenty five years has produced dramas and documentaries for cinema and national and international broadcasters.

Andreas is the founder and managing director of Laika Film & Television AB, founded in 2004. In recent years Andreas has had films represented at Cannes "THE BEAUTY AND THE DOGS", Venice "THE MAN WHO SOLD HIS SKIN", Sundance "COLD CASE HAMMARSKJÖLD", IDFA "ARICA" and the short fiction "BROTHERHOOD" was nominated for the 2020 Academy Oscar Awards.

"THE MAN WHO SOLD HIS SKIN" is nominated for the Academy Award for Best International Film 2021 and the opening film at MAFF 2021.



Sarra Ben Hassen has over 20 years of experience in the Tunisian film industry as production manager, coordinator and script supervisor. After participating in different Producer's Programs (DFI, Cinemart, 2018 EAVE...), Sarra produced the academy award nominated short 'Brotherhood' by director Meryam Joobeur. She co-founded the production company INSTINCT BLEU in 2019 with Meryam and is currently developing 'The bird's placebo' animation short by Rami Jarboui and 'Motherhood' the first feature by Meryam Joobeur in addition of other projects by emerging Tunisian talent.





CASE STUDY



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The Man Who Sold His Skin: A Good Example of Arab Swedish Co-production

"Beauty and The Dogs," winner of the 2015 development funding at MAFF Market Forum 2015, was the first co-production between "Laika Films & TV" and "Cinetelefilms," and this partnership led to another huge success of the Oscars nominee "The Man Who Sold His Skin." Producers Habib Attiah, Nadim Cheikhrouha, and Andreas Rocksen will host a case study presenting their work and giving the participants a close insight into their co-producing experience.



Andreas Rocksén is a Swedish journalist, director and producer that for twenty five years has produced dramas and documentaries for cinema and national and international broadcasters.

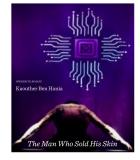
Andreas is the founder and managing director of Laika Film & Television AB, founded in 2004. In recent years Andreas has had films represented at Cannes "THE BEAUTY AND THE DOGS", Venice "THE MAN WHO SOLD HIS SKIN", Sundance "COLD CASE HAMMARSKJÖLD", IDFA "ARICA" and the short fiction "BROTHERHOOD" was nominated for the 2020 Academy Oscar Awards.

"THE MAN WHO SOLD HIS SKIN" is nominated for the Academy Award for Best International Film 2021 and the opening film at MAFF 2021.

After Graduation from HEC **Nadim Cheikhrouha** worked in several company as TF1 FILM PRODUCTION, TPS CINEMA and MANDARIN FILMS (OSS 117 - Brice de Nice). He became an associate producer at SCREEN RUNNER and JADE PRODUCTIONS and produced shorts, documentaries and feature films, such as BENDA BILILI and THE DESINTEGRATION. Nadim then founded TANIT FILMS where he helped bring to life some of the most acclaimed and important films to come out of the Arab and African world in recent years including WELDI & HEDI (Dir: Mohamed Ben Attia), AMIN & FATIMA (Dir: Philippe Faucon) and THE MAN WHO SOLD HIS SKIN & BEAUTY AND THE DOGS (Dir: Kaouther Ben Henia).







cinetelefilms

CASE STUDY



WORK IN PROGRESS

WORK IN PROGRESS

IN THE LAND OF WONDER

Producer Martin Persson together with director Nadine khan take us in a journey to know more about Nadine's feature, winner of Development grant at MAFF Market Forum 2016, In The Land of wonder, the film adaptation of Alice in Wonder Land.



Martin Persson is executive producer at Anagram. He is one of the founders of the company and was the CEO of Anagram from 2006 until 2014. He has extensive training via EAVE, ACE, TAP and Media Exchange. He is the managing director and owner of Apollon Bild & Film since 1986 and Lund Records 1995-2003. He was a member of the Swedish Producers Association board from 2001-2013. He was the Head of development and production of Film and TV at Tre Vänner between 1999 and 2006.



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Nadine Khan is a filmmaker living and working between Cairo and London. She earned her BA in film directing from the Egyptian Higher Film Institute in 2001. Since then, she has directed several fiction films, commercials, TV series and music videos. Her debut feature film Chaos, Disorder/ Harag w' Marag won the Jury Prize at the Dubai International Film Festival (2012), and the Best Film award at the Oran Film Festival, Algeria (2013) and the Muscat International Film Festival, Oman (2014). One of Khan's four short films One in a Million (2006) was in the official selections of the International Short Film Festival Oberhausen and the International Film Festival Rotterdam (IFFR), and was acquired by the ZDF Kultur. She has also directed several TV commercials and music videos, and her critically acclaimed TV series Seventh Neighbor/ Saabe' Gaar (produced by CBC, 2017) was met with popular success around the MENA region. In addition to her work as a director, she worked for over ten years as a second unit and first assistant director on several TV commercials with renowned directors including London-based director Rob Sanders and Egyptian director Ali Ali, as well as international feature films produced by DreamWorks, Arte and Pathé, namely La Porte du Soleil/ Bab El Shams (Yousry Nasrallah, 2004), Whatever Lola Wants (Nabil Ayouch, 2007) and Transformers: Revenge of the Fallen (Michael Bay, 2009).

COSTA BRAVA LEBANON

Work in Progress - Costa Brava, follows the journey of the film project that won the development grant at MAFF Market Forum with the director Mounia Akel and producer Olivier Guerpillon. Director Mounia Akel, completed the Cannes Film Festival's Cinéfondation Residency in Paris, the Sundance Screenwriters and Directors Lab in UTAH, the Tribeca Film Institute and the Atelier D'Angers created by Jeanne Moreau. The project was also selected to participate in the Torino Film Lab where it was mentored by Cristian Mungiu and won the production grant at the pitch event. The project also won the CNC development award at the 71st Cannes Film Festival, the New Century Award development award at the Gouna Film Festival



Olivier Guerpillon is a French-Swedish director, producer and scriptwriter, born and raised in France, but based in Sweden since the late nineties. He has worked as a film producer for over 15 years, producing a range of internationally acclaimed feature films, including SOUND OF NOISE by Ola Simonsson & Johannes Stjärne Nilsson (Cannes 2010), BROKEN HILL BLUES by Sofia Norlin (Berlinale, Tribeca 2014) as well as co-productions such as CAPITAINE ACHAB (Silver Leopard, Locarno 2007) and LES GRANDES PERSONNES (Cannes 2008). His current productions are the Swedish feature film GLACIER by Baker Karim (premiere Spring 2021) and the Lebanese co-production COSTA BRAVA LEBANON by Mounia Akl (in post-production). He has also written and directed several short films such as IN/OUT (2015) and co-written the feature WHILE WE LIVE (2016) by Dani Kouyaté, awarded at the African Academy Awards.



Mounia Akl is a Lebanese director and writer living in New York. She holds a bachelor's degree in architecture from ALBA and an MFA in directing from Columbia University. Her short film, Submarine screened in the Cannes Film Festival and TIFF in 2016 and was a bridge to her feature film Costa Brava Lebanon which she just wrapped and which was supported by the Sundance Labs, Cannes Cinefondation Residency and Torino Film Lab. Mounia is in post production for Costa Brava Lebanon and in development for her second feature film "Love at last Sight" and a TV show "2020 Women".

WORK IN PROGRESS





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For more information visit لمزيد من المعلومات



MASTERCLASSES

MASTERCLASSES

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MASTERCLASS WITH MERIEM NAOUM



Mariam is an Egyptian award-winning screenwriter with a superior content experience across various platforms including TV series, feature films, documentaries, children's content, TV programs and advertisements.

Mariam is considered one of Egypt's most acclaimed screenwriters, and her work addresses the challenges of those who are marginalized both socially and economically with a special focus on women's issues. Her passion for dramatic screen writing is because she considers it a mirror of society with the ability to express a powerful mixture of emotions in each moment.

She had led several screenwriting workshops since 2012 in addition to supervising script development workshops for shorts and features.

In 2016 Mariam Naoum Founded Sard Writers' Room, as a hub for creative content. Sard aims to provide a creative and stimulating artistic environment for young practicing writers for them to gain the skills, knowledge and experience needed to enter the industry, and the inspiration to develop their own voice as writers.

MODERATOR



Ahmed Shawky - Film Critic and Festival Programmer

He is an Egyptian film critic, programmer, screenwriting developer and the Middle East head of development of "Viu" streaming platform. Publishing weekly articles about cinema and entertainment industry. He has also published six books Egyptian cinema. Shawky is currently the secretary general of Egyptian film critics association (EFCA), A FIPRESCI board member and the vice president of the African film critics' federation (FAAC). He worked as a programmer for many film festivals including Cairo, Mumbai, Tripoli among others. He acted as jury in various festivals such as Locarno, Malmo, Oran, Shanghai, Eurasia, Transylvania, Macao, Sofia, Oran and Tetouan.





MASTERCLASS WITH TAMER HABIB



It's said that the script is the essential element to make a great film, and when you have a great storytelling talent, this is when your films are best made. Tamer Habib is one of the most prolific screenwriters in Egypt and the Arab world. His innate writing talent cemented his name as one of Egypt's most sought after screenwriters.

After obtaining a bachelor of Commerce at the Faculty of Commerce, he worked as a banker for two years. Afterwards, he enrolled in Egypt's Higher Institute of Cinema in pursuit of his passion as a film screenwriter. Shortly after graduation, he wrote his feature debut, Sahar El Layali (Sleepless Nights) in 2003, which revolutionized Egyptian and Arab cinema. Marking his breakthrough, the film had phenomenal success among critics and audiences alike. His next film is the rom-com Hob El Banat (2004) that was headlined by Laila Eloui, Hanan Turk, Ashraf Abdel Baky, Hana Shiha, and Ahmed Ezz, marking another tremendous success.

In 2006, he wrote the romantic drama An El Ashk Wel Hawa that brought together one of the Arab world's most loved on-screen couples, Ahmed El Sakka and Mona Zaki, who later starred in Habib's next rom-com hit Taymour w Shafika (2007). His writing credits also include Wahed Saheh (2011), 18 Yom (2011), and Aswar al-Qamar (The Walls of the Moon) (2015).

Habib also wrote a number of remarkable TV hits, including Khas Gedan (2009), Sharbat Loaz (Sharbat, the Cunning) (2012), Tariqi (My Way) (2015), Grand Hotel (2016), La Totfe' Al Shams (The Sun Will Never Set) (2017). His latest TV drama is Le'abat Alnasyan (The Game of Forgetting) that premiered on TV in Ramadan 2020. He was voted Best Scriptwriter in a recent audience poll by radio NRJ Egypt.

Most recently, he was selected as a jury member at the RFF-Revart Film Festival in 2020. Hailed as Egypt's first online vertical festival, RFF aims to introduce a modern dimension of creativity to filmmakers during the COVID-19 crisis. He also joined NRJ Egypt FM's program Lail Dakhly. He is currently writing the screenplay for the remake of the classic film Anf w Thalath Oyoun, based on great Egyptian author Ihsan Abdel Quddous' novel. He is also working with director Sandra Nashaat on the upcoming film Shellet Lebon based on the best-selling novel by Hisham El Khehen. The much anticipated film stars Ahmed Ezz, Menna Shalaby, Ahmed ElSakka, Ruby and Ghada Adel.

MASTERCLASSES

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MAFF DEVELOPMENT FUNDING PROGRAM

TIME	ACTIVITY
WEDNESDAY 7 APRIL	
10:30 - 12:45	Development Funding Pitching For Features
14:00 - 15:30	Development Funding Pitching For Docs
THURSDAY 8 APRIL	
10:00 - 13:00	Development Funding Pitching For Shorts
14:00 - 19:15	Post Production screening

MAFF DEVELOPMENT FUNDING

MAFF Development Funding is an initiative aiming to create a platform for new Arab-Scandinavian partnerships and innovative stories that concern issues of identity, exile and diversity. MAFF Development Funding focuses on providing support to film projects that are in a state of development. Projects should focus on issues that concern Arab culture, identity and exile or are co-produced by Swedish and Arabic producers. MAFF Development Funding is established with the aim of creating a platform for new international partnership, and thereby lay the basis for a wider diversity in film production.

The initiative is established for three types of film projects - feature, short and documentary.

MAFF Development Funding Awards

Feature Fiction Film Projcts

SEK 150,000 (equivalent to USD 18,000) presented by Swedish Film Institute - Sweden

Feature Doc Film Projects

SEK 75,000 (equivalent to USD 9,000) presented by the Swedish Film Institute - Sweden

Short Film Projects

SEK 30,000 (equivalent to USD 3,600) presented by Film I Skane - Sweden

Production support prize which includes recording equipment and/or an editing facility equivalent to SEK 30,000 (equivalent to USD 3,600) Presented by FilmCentrum Syd - Sweden

Script and/or production mentorship equivalent to SEK 20,000 (equivalent to USD 2,400) Presented by FilmCentrum Syd - Sweden

PROGRAM / AWARDS

MAFF DEVELOPMENT FUNDING FEATURE

DEVELOPMENT FUNDING FEATURE

MAFF DEVELOPMENT FUNDING FEATURE JURY



Faisal Baltyuor is a Film Producer and director since 2004, Former CEO of the Saudi Film Council (SFC), headed the film industry development initiative at the Ministry of culture. He has an extensive experience in film and media productions, Producer and Executive producer of several Saudi award nominated and winning films in international and regional film festivals such as Venice, Toronto, London and Ciro international film festivals. Also he is aboard member and advisor in several media and film entities in Saudi Arabia.

Faisal also founded one of the fastest growing distribution companies in Saudi Arabia (CineWaves films), which focuses in supporting and prompting Saudi films locally and abroad. CineWaves Films has been recognized lately as a preferred partner by Netflix.



Hala khalil studied film directing in the Egyptian cinema institute, made her first film in 2004 (best of times) 2006 wrote and directed her second film (cut & Paste) Nawara is her last film.

Participated in many international film festival, won many awards and all her films were high critically acclaimed.



Tobias Janson, born in Gothenburg, Sweden, in 1973, producer and CEO at Story, a leading Swedish documentary production company with offices in Stockholm and Gothenburg. His films include award-winning, widespread and critically acclaimed feature-lengths such as Idomeni (2020, Swedish Film Award nominee, best documentary), Lucky One (2019, Eurimages Audentia Award winner), The Distant Barking of Dogs (First Appearance Award winner at IDFA, McBaine Award winner at San Francisco FF, 2017/2018), That Summer (premiering at Telluride and Berlinale, 2017/2018) Shapeshifters (Best Nordic film competition at the 2017 CPH:Dox), Kiki (Sundance World competition and Berlinale Teddy Award winner, 2016), Fonko (London IFF and Rotterdam premiere 2015/2016), Concerning Violence (Sundance World competition and Berlinale Cinema Fairbindet Award winner, Best Swedish Documentary Award winner 2014), Belleville Baby (Berlinale premiere and Best Swedish Documentary Award 2011) The Black Power Mixtape 1967-1975 (Sundance World Editing Award and Berlinale premiere 2011).

DIAMONDS

Synopsis

Sulafa and Samah are sisters who earn their living from robbing people's homes. When they break into the home of Rama, a famous social media "influencer", they steal her jewellery but also accidentally pick up a memory card.

The card contains a "sex film" that Rama had filmed with her husband for their private pleasure. While the sisters are on a mission to sell the jewellery before they get caught, Rama is trying to retrieve the film before it gets out and turns into a public scandal. But she cannot report the theft to the police or tell her family for fear of being judged or humiliated. So she coerces the Egyptian gardener, Saleem, to break into the sisters' home and retrieve the memory card. Saleem is caught by neighbours while attempting to break into the sisters' home, which ultimately draws the police's attention to Rama. Meanwhile, the quest to sell the jewellery reveals cracks in the relationship between Samah and Sulafa. Coming from a broken home, each one of them is craving love and validation, but in a different way from one another. They might be skilled when it comes to stealing, but their naivety when it comes to trusting other people (family, lovers) costs them the jewellery, and their trust in one another.

By now, Rama is caught in a web of lies, and a senior police officer is bribing her to keep the secret. The only way she can get out of this is to form an alliance with one of the sisters; money in exchange for the tape.

Diamonds is a tale of three women struggling with how society sees them; a public figure for whom appearances is everything, but never seems to satisfy her immediate family, and two sisters from a broken home who long to be accepted by society, sometimes even seeking atonement for other people's sins.

Director: Dima Hamdan



Dima Hamdan is a Palestinian-Jordanian filmmaker based in Berlin. She worked as a journalist with the BBC for more than 10 years and the stories she covered during that inspired many ideas for her short and feature projects. Her latest short film, The Bomb, was supported by the Berlin Medienboard and is screening in festivals worldwide. She is preparing to shoot her next short film, "Blood Like Water" in Jericho, Palestine, and Diamonds is her debut feature film.

Swedish Producer: Andreas Rocksén



Andreas Rocksén is a Swedish journalist, director and producer that for twenty five years has produced dramas and documentaries for cinema and national and international broadcasters.

Andreas is the founder and managing director of Laika Film & Television AB, founded in 2004. In recent years Andreas has had films represented at Cannes "THE BEAUTY AND THE DOGS", Venice "THE MAN WHO SOLD HIS SKIN", Sundance "COLD CASE HAMMARSKJÖLD", IDFA "ARICA" and the short fiction "BROTHERHOOD" was nominated for the 2020 Academy Oscar Awards.

"THE MAN WHO SOLD HIS SKIN" is nominated for the Academy Award for Best International Film 2021 and the opening film at MAFF 2021.

GOODBYE JULIA

Synopsis

In 2005 the government of Sudan and the Sudan People's Liberation Movement (SPLM) signed the Naivasha peace treaty, bringing to an end Africa's longest civil war. A war that the Arab Islamist government once labeled as "Holy Jihad" against the Christian infidels of the South. The war displaced 2 million southern citizens from their towns. Most of them moved to the capital Khartoum where they mostly worked in manual labor and minimum wage jobs. The agreement gave the southerners the right to self-determination after a six-year transitional period. The south later separated with a whopping 99% votes for independence. The film begins in July 2005, just 6 months after the signing. When John Garang, the SPLM leader, is killed in a helicopter crash, a wave of violence and riots spark in the capital Khartoum. Many people die from both sides and tension builds. Meanwhile MONA, an upper middle class retired singer from the north, accidentally hits a Southern child with her car and drives away. When the child's father chases her on his motorbike, she calls her husband AKRAM for help. She only tells him she's being followed by a Southern man. As soon as she returns home, Akram shoots the chaser dead. Mona, whose marriage is already struggling, keeps the child accident a secret from Akram. But burdened by guilt and depression, she covertly searches for the victim's family to offer some compensation. After a brief search she finds his wife JULIA, a poor lady from the South. While Mona is relieved to know that the child, DANIEL, is still alive, she is unable to admit what really happened to Julia. Instead she offers her a job to work for her as a housemaid. Julia accepts the offer and moves in with her son to work for the Northern couple.

Mona treats Julia with kindness and registers her in a church affiliated school for illiterate adults. Despite the dishonesty, Mona's relationship with Julia grows into a friendship, especially as her marriage deteriorates even more. Julia also helps Mona reignites her passion for singing when she introduces her to the church choir. But when Julia meets JOSEPH, a radical separatist SPLM soldier, who is quite taken with her, things turn for the worse. Joseph, who is on a mission to influence the Southerners in Khartoum to vote for independence, uses his military ties to help Julia uncover what really happened to her husband. Mona finds herself forced to make hard decisions to keep everyone around her in the dark.

Director: Mohamed Kordofani



Mohamed Kordofani is a Sudanese filmmaker. His short film NYERKUK won the Black Elephant Award for best Sudanese Film in 2017, the NAAS Award for best Arab film at Carthage Film Festival (JCC), The Jury Award at Oran International Arab Film Festival and The Arnone-Belavite Peligrini Award at FCAAA in Milan. His short KEJERS PRISON was screened during the Sudanese revolution at the sit-in square in front of thousands of protesters and his documentary A TOUR IN LOVE REPUBLIC was the first pro-revolution film to be broadcasted on Sudan's national TV. Currently Kordofani is developing his first feature GOODBYE JULIA with Station Films Productions. He has previously collaborated with the company on YOU WILL DIE AT TWENTY in all the stages of the film including script development, production and post-production.

Producer: Amjad Abu Alala



Amjad Abu Alala is a Sudanese director and producer; YOU WILL DIE AT TWENTY, his first feature film, won the Lion of the Future" Luigi De Laurentiis" Award for Best Debut Film in Venice and many more awards. The film was the first submission for the Oscars from Sudan ever. He has also directed and produced many short films, including ORANGE AND COFFEE (2004), FEATHERS OF BIRDS (2007), TEENA (2009) and STUDIO (2012), besides producing films through his sudanese based company Station Films.

Swedish Producer: Issraa Elkogali Häggström



Issraa Elkogali Häggström is a producer with both film and theatre experience. She has a background in multimedia installations, film, photography and creative writing. The first Sudanese student at Sweden's Royal Academy of Art in 2012, Issraa is also the director of the documentary short, IN SEARCH OF HIP HOP one Sudan Film Factory's first produced films. After a handful of short documentary films including the collaborative film project THE TWO SUDANS Issraa developed the Ibsen Scholarship winning performance piece NORA'S CLOTH. The artwork with film at its center, looks at Khartoum women in the professional sector's relationship to traditional fabrics holding religious or cultural significance. Issraa is currently writing a play optioned by the National Theatre of Sweden, Riksteatern. Her most recent film project is the award winning short fiction film A HANDFUL OF DATES (2020) where she negotiated the rights to adaption from the Tayeb Salih novel of the same name, executive produced, and wrote the screenplay. Issraa continues to work with project management, film festivals, and screenwriting out of her home in Stockholm, Sweden.

MAFF DEVELOPMENT FUNDING FEATURE 59

THE BLUE ALBUM

Synopsis

After a stormy relationship that ended badly, Dali and Sara, two skinned, are stuck in a nightclub on a curfew night. Forced to stay the night there, they find themselves embroiled in an obscure case which Inspector Skik is investigating. Are they going to survive in this untroubled city, tinged with love and mourning?

Reconstitution test.

Director: Nidhal Guiga



Nidhal Guiga is a Tunisian actress, director and writer. She has directed three short films (Silencio, 2020 / Astra, 2018 / acapella, 2014). His short film Astra had the Bronze Tanit at the Carthage Film Festival. She also has three published novels (Tristesse Avenue, 2015 / Pronto Gagarine, 2013 / Mathilde B., 2012). She wrote and directed several plays and appeared in several films and plays. She teaches adaptation and storytelling at university.

Producer: Nidhal Chatta



Nidhal Chatta is a Tunisian producer and director born in 1958 in Tunis. He is the founder of his production company South by South West Films. His filmography includes 4 short films including "The engulfed horizon" (7 international awards) and 4 feature films: "No Man's Love", his first fiction (1999) "The last mirage" (2009), "Zero" (2013, documentary) and "Mustafa Z." (2017).

Swedish Producer: Linda Mutawi



Linda Mutawi is a film producer with a multicultural background, who has worked in the UK, Jordan, Dubai and Sweden. Throughout her career, she has worked on various types of projects ranging from Hollywood features to current affairs documentaries. She has served as a film commissioner in Jordan, managed the Jordan Film Fund, participated in the Producers Guild of America's diversity workshop, as well as mentoring an EU theatre programme. She is currently involved in various international projects as producer and co-producer. Recurrent themes in Linda's work include the search for identity and the concept of home.

MAFF DEVELOPMENT FUNDING FEATURE 60

THIRST

Synopsis

Egypt in the near future. True heir of an ancient Nubian clan, Yehia is deprived of his leader position because of his uncle. What begins as a story of a tribal revenge slowly turns into a quest for truth, where Yehia witnesses the injustice and corruption ruling Egypt since water has more value than oil. Through the use of the rooted myth of Horus in the Egyptian and Nubian history, Thirst illustrates how the next ecological disaster is getting closer to us.

Director: Marwan Hamed



Marwan Hamed is a young Egyptian film director. He is the son of author Wahid Hamed and journalist Zeinab Sweidan. His debut was a short film entitled Li Li followed by a major feature film entitled The Yacoubian Building based on a novel by Alaa Al Aswany and starring Adel Emam.

He has taken part in direction of the series Lahzat Harija and has filmed a music video for Amr Diab. The Yacoubian Building was followed by Ibrahim Labyad starring Ahmed EI-Sakka and Hend Sabry and was released in 2009. Then he released The Blue Elephant starring actor Karim Abdel Aziz and Khaled AI Sawy, and is based on Ahmed Mourad's novel of the same name. His last released film is The Originals starting Khaled el Sawy, Maged el Kedwany and Menna Shalby

Producer: Patrice Nezan



THE TOWER, animated feature by Mats Grorud, Annecy festival 2019, Oscar candidate 2020 CORPUS CHRISTI, fiction feature by Jan Komasa, Venice days 2019, Oscar nominee 2020 OUR RIVER...OUR SKY, fiction feature by Maysoon Pachachi, 2021, world premiere to be announced

Swedish Producer: Anna-Maria Isabela Kantarius



Anna-Maria Isabela Kantarius, born July 23, 1977, in Skärholmen in Stockholm, is a Swedish film producer. Kantarius has studied film and TV at schools in Sweden, Denmark, and Spain and attended the Danish Film School's producer education. In 2002 she made the short film Late at Night Early in the Century and 2003 Managua Rap, a short movie. Since then, she has mainly worked as a film producer for films such as The Boy Aunt (2012), and Something Must Break (2014). In 2018 came the feature film Amateurs by Gabriela Pichler, which Kantarius produced; the film was nominated for several Golden Bugs and won the Dragon Award at GIFF 2018.

Kantarius has also produced several of Lisa Aschan's short films and her feature film The White People (2015) and Call Mom! (2019).

In 2018, Anna-Maria Kantarius was selected as one of "ten producers to keep track of" by Variety.

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Assem Ramadan is the Director of Operations at Rotana Group, the biggest Arab entertainment-mogul boasting some of the region's top TV channels and platforms. Thanks to his endless efforts, Rotana's network has grown right there at the forefront of viewership ratings across the GCC, Levant, and North Africa homing the vastest Arab film library in the region. Over the years, Rotana has been part of more than 100 blockbusters that have received both audience appeal and critical acclaim.



Fredrik Gertten is an award-winning Swedish director and journalist. Famous for local stories with a global impact with films like PUSH (2019), Bikes vs Cars (2015), Big Boys Gone Bananas!* (2011) and Bananas!* (2009). In 1994, Fredrik founded the production company WG Film. He previously worked as a foreign correspondent and columnist for radio, TV and press. Today he combines filmmaking with a role as a creative producer at WG Film – one of Sweden's most prominent documentary production companies. In October 2017 Fredrik was named Honorary Doctor at Malmö University's Faculty of Culture and Society for his work as a documentary filmmaker.



Reem Saleh studied film at the Lebanese American University in Beirut. She began her career as a stage and film actress and worked for 11 years in TV on various aspects of content creation and executive director for TV documentaries for Murr TV Lebanon (MTV), Rotana Enterprise and Jazeera Children's Channel (now Jeem TV). She also worked as assistant director on numerous productions, including Assad Fouladkar's award-winning film When Maryam Spoke Out (2001). She has directed the short film The Naked Eye, the stage play Wings written by Arthur Kopit. Most recently Reem released her first feature independent documentary What Comes Around shot over a period of 6 years in one of the poorest neighbourhoods of Cairo, Rod El Farag. The film received international acclaim after its world premiere at the Berlin Film Festival in 2018 and has been touring the world since. For 7 years Reem worked for the Doha Film Institute, and headed the creative team of the Ajyal Film Festival for 5 years as Deputy director. She often contributes in supporting film organizations including moderating film talks and press conferences for the Berlin Film Festival. For the last few years, Reem worked as External Relations Officer with The United Nations High Commission for Refugees (UNHCR) between Riyadh and Abu Dhabi before joining The Arts Center team as Associate Director of External Relations.

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40 YEARS OF SILENCE

Iraq, UK, Sweden 90 min

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Synopsis

40 YEARS OF SILENCE is a character-led hybrid documentary, part observational part constructed and subjective in its gaze. It uses dramatic sequences and flashbacks, archive footage and photographs to follow Zainab Al-Hariri, an Iraqi / British mother who lives in the UK on a journey back to her homeland to confront those responsible for executing her father and to heal her traumatic past. A journey she has feared and dreaded, a journey to reconcile the profound love and the profound sense of abandonment she feels towards her father.

On 4th December 1979, Zainab's father, Dr Ghazi Al-hariri, a paediatrician, left his home in Baghdad for a regular shift at his hospital, never to return. Leaving behind his wife, aged 23, two sons and his daughter, Zainab, aged 6. From that night on Zainab has been asking countless questions. These questions kept haunting little Zainab whilst the surviving family spent 10 years in Iraq moving from one safe house to another until they finally fled to the UK in 1990. It was here in the UK (a country which had a major role bringing Saddam to power and supporting him during the Iran / Iraq war) that she learnt what happened to her father. He was executed due to an assumed plot to assassinate Saddam Hussein on his visit to the hospital where Dr Ghazi worked. For this film, Zainab will meet key individuals who can help her to put the jigsaw pieces together of the events that lead to her father's execution. Each one has a story to tell and each of their stories unravels for us an aspect of Iraq under Saddam.

Director/Producer: Maythem Ridha



Maythem Ridha - Director | Producer - Maythem spent his formative years in Iraq before fleeing with his family into exile. He has many years' experience creating award-winning film and photography projects. His films have been selected for major international film festivals, broadcasted, distributed in cinemas and won many accolades and prizes. He also made films in English & Arabic for BBC World Service and ART Europe.

Maythem wrote IRAQI TALES, a body of stories for film, at the University of Oxford and then at the National Film & Television School (UK). From this DRIFTING ON THE WIND was chosen by over 20 international film festivals, winning the Director's Award at Hearts & Minds. Following this, AL-BAGHDADI won the Gold Prize for Best Foreign Language Film at the International Filmmaker Festival. ALI AND HIS MIRACLE SHEEP, his latest instalment from IRAQI TALES is currently in the final stages of post production. Maythem's photographic work has been published and exhibited in several one-man shows and joint exhibitions of award-winning projects such as AL-INTITHAR, INTERFACE and the more recent MY CAMERA IN EXILE collections. Winner of AI Hambra Award for Excellence in the Arts, Maythem works with a diverse range of international projects. After the Iraqi Cultural Centre (UK) held an exhibition of his work in London, he began the development of his successfully published photo book, BEYOND MOMENTS : MOROCCO.. Maythem is currently working on several new film and photography projects including 40 YEARS OF SILENCE and TEAR MAKER which is set against the backdrop of the Iraqi desert.

Producer: Zainab Al-Hariri



Zainab Al-hariri - Protagonist | Producer | Co-Director - Zainab graduated in Film and Media Production from Leeds Metropolitan University and worked for several years as editor and post-production supervisor at award-winning Human Film (UK) on films such as PATH OF MARIAM, KINGDOM OF GARBAGE and CHILDREN OF GOD. Since then her credits include script supervisor on Matthew Michael Carnahan's latest film MOSUL and is currently editing ALI & HIS MIRACLE SHEEP, a 26-minute hybrid doc, by Maythem Ridha. Zainab is proud of her origins and strives to translate her passion into greater international understanding of her homeland and culture through her film work. Actively involved with the Arab community in the UK and aiming to bridge the cultural divide within the UK, Zainab has faced challenges as a visibly Muslim female in a predominantly male secular industry and is now ready for new challenges.

Swedish Producer: Andreas Rocksén



Andreas Rocksén is a Swedish journalist, director and producer that for twenty five years has produced dramas and documentaries for cinema and national and international broadcasters.

Andreas is the founder and managing director of Laika Film & Television AB, founded in 2004. In recent years Andreas has had films represented at Cannes "THE BEAUTY AND THE DOGS", Venice "THE MAN WHO SOLD HIS SKIN", Sundance "COLD CASE HAMMARSKJÖLD", IDFA "ARICA" and the short fiction "BROTHERHOOD" was nominated for the 2020 Academy Oscar Awards.

"THE MAN WHO SOLD HIS SKIN" is nominated for the Academy Award for Best International Film 2021 and the opening film at MAFF 2021.

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DEPOT-VENTE

Sweden 140 min

Synopsis

Amidst a turbulent modern reality in Beirut, Depot-Vente - the most celebrated vintage shop in Lebanon - sticks out as a buoyant island of hope that seems insulated from the reigning gloominess. Depot-Vente's founder, the charismatic Nawal, has cultivated a space in which Aya, Karim and Mike, along with other outcasts of society can find community and be themselves. In doing so, Nawal has rightfully earned her title as emm el kell (the mother of all).

Director: Cherine Karam



Cherine has worked for 10 years in creative and artistic fields as a facilitator rather than as an artist, first at an advertising agency and then in a contemporary art gallery. Throughout these experiences, she has supported and followed artists closely as they were

developing their ideas into artworks. More recently, she came to realise that she wanted to be in a more creative role herself. Thinking further about which creative medium she would focus on naturally led to filmmaking, which combines her love for writing with her fascination for cinema as a means of storytelling. In Amourby Haneke, Georges says to his wife: "I don't remember the film either, but I remember the feelings". To her, this is what filmmaking boils down to and what she now aspires to do: create emotions.

Producers: Clara Harris-Mario Adamson





What draws us to this project is not only Nawal, the charismatic founder and driving-force behind Depot-Vente, but also the young people who meet there, who are grappling with the stresses of economic and societal pressure. Amidst a political landscape that makes for a turbulent modern reality in Beirut, the shop becomes a safe haven for those who visit, as well as providing a crossroads at which people from all walks of life converge. Inspired by Nawal's defiance amidst a regime that promotes exploitative working conditions and repressive sexual freedom, director Cherine Karam presents a world which prioritises generosity of spirit and in doing so, empowers. Cherine has spent many years visiting the shop, benefitting personally from its nurturing atmosphere. In doing so she has developed a longstanding friendship with Nawal, giving her unique access to the shop, and a genuine understanding of its impact on the community. Having worked in the arts for over 10 years, Cherine is familiar with curating the creative process and articulates her vision with great confidence and attention to detail.

OUT OF PLACE

Sweden 90 min

Synopsis

Mohammed, a chubby teen, dances Dabke at the cultural center in Jabalia refugee camp, Palestine, in the year 2000. His dancing doesn't impress so instead, he's given a camera. The dancers he films become his closest friends. He films the war that surrounds them and their resistance through dance. 10 years later, they all live in different parts of Europe. He continues to film them, this time in search of a family and a home in exile.

Director: Mohammed Al-Madjalawi



Mohammed Al-Majdalawi has a masters degree in documentary film from Stockholm Academy of Dramatic Arts. Growing up in Gaza, he worked as crew for international films like Bridges Over Blood and Eyewitness Gaza and his own film, Gaza Art Through Barbed

Wire. He is currently working on his documentary Out Of Place and To Mai.

Co-producer: Beatrice Pourbagher Garcia



Beatrice Pourbagher Garcia was born in Halland, Sweden. She has a bachelor's degree in film production from Stockholm Academy of Dramatic Arts. She has worked with numerous fiction and documentary films that have been screened in festivals around the world.

Swedish Producer: Manolo Diaz Rämö



Manolo Diaz Rämö was born in Stockholm. He has a bachelor's degree in Documentary film from Stockholm Academy of Dramatic Arts. In his films Manolo often explores the longing for something unreachable, usually connected to migration. His films have won numerous awards and his latest film, Like a Mountain is currently screened at SVT.

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Johan Simonsson is a film commissioner at FilmCentrum Syd in Malmö, where he is also responsible for talent development, creating workshops and screening events.

In addition to his work at FilmCentrum Syd, he is a film maker in his own right, mostly as a director of documentary films. Johan is especially keen on discovering films and film makers that are exploring new and uncharted territories, always with a high level of artistic ambition.



Nadia Eliewat is a Jordanian creative producer, screenwriter and story editor. She is best known for the Jordanian film When Monaliza Smiled, and for the Lebanese box-office hit MAHBAS (Solitaire) with over 110,00 admissions in its' MENA release.



Shahinaz El Akkad is the CEO for Lagoonie Group, which she co-founded in 2016, that includes different business subsidiaries: Entertainment, Tourism, Hospitality and Food and beverage Prior to establishing her own group, Shahinaz has spent 20 years working in tourism. She always believed that Egypt is one of the most beautiful countries globally and Tourism is its highest potential for a better economy.

Shahinaz main interests are reading and traveling, so after 20 years, she decided to turn her passion for books and stories into a business and started Lagoonie film production to turn the books that inspire her into TV series and films, and because she believes that the TV and Cinema are the most powerful mean to convey messages that positively affect the community.

Shahinaz is graduated from the Faculty of Al Alsun French department.

CINDERELLA

Jordan, Sweden 10 min

Synopsis

Cinderella tells the story of Farah, a 13-year-old girl who lives in poverty with her mother, grandmother and young brother. As Farah goes through puberty, her mother is preparing to marry a man and leave with Farah's brother, abandoning the young girl to live with her grandmother. Farah struggles to tackle the emotional and physical turmoil of puberty, while trying to accept and deal with the harsh reality of her new life situation, left alone on the threshold of adulthood.

Director: Ala'a Al Qaisi



Ala'a Al Qaisi is a Jordanian-Australian Writer-Director. Her film project The Day of Arafah received a substantial grant from The Royal Jordanian Film Commission following its selection for the Debut Feature Film Fund by a jury headed by Academy Award winner Hany Abu Assad.

Ala'a received the IEFTA Award at the 2020 CineGouna Platform, allowing her to participate in Torino Film Lab 2021. Ala'a has participated in the RFC Rawi Screenwriting Lab, and developed The Day of Arafah under the mentorship of well-known filmmakers Annemarie Jacir, Karim Traidia and Abu Bakr Shawky. She has received several awards for her screenwriting efforts, and has studied at the Sydney Film School and Actors Centre Australia. Ala'a has directed two acclaimed short films, Walk in My Shoes and Pink Swing.

Producer: Shaker K Tahrer



Shaker K Tahrer studied directing at the Film Academy in Gothenburg, as well as film core and script composition at Film i väst in Trollhättan. Between 2014 and 2020, he received funding on seven occasions from the Swedish Film Institute. He has written, directed, and produced

the short films My Father Does Not Cry (Min pappa gråter inte) and Soccer-player at Midnight (Fotbollsspelare vid midnatt), which competed at several major European film festivals. Shaker directed and produced and wrote the film score and script of the feature Damn Boys (Jävla pojkar), which had its Swedish premiere in 2012 and competed at major film festivals around the world. Several of Tahrer's films have been broadcasted on Swedish National Television (SVT).

FLAT FOR RENT

Synopsis

During his journey to rent an apartment, Taim, a young Syrian refugee, meets Anders, the flat's Swedish owner. Through their encounter, we discover that their feelings of love and longing unites them despite cultural differences.

Producer/Director: Maher Abdel Aziz



Maher Abdel Aziz is a Swedish-Palestinian artist and film director. He holds a BA in Filmmaking and Film directing and a PhD in Fine Art from New York, and is a lecturer at Oxford University.

SARAH... BETTER THAN EARTH

Egypt, France, Sweden 20 min

Synopsis

Radwa, a 20 years old girl who lives in a university residence, complains to the supervisor about her roommate, Sarah, harassing her.

Director: Sherif Al Bendary



Sherif El Bendary is an Egyptian film director, writer and producer, born in Cairo. In 2007, he graduated from the Higher Cinema of Institute in Cairo with a degree in cinema directing. Sherif El Bendary has directed a number of shorts and documentaries that made it to numerous festivals around the world. His first short film Rise and Shine was produced by the National Film Center in 2006, and was awarded prizes at a number of international festivals. In 2011, he directed the feature length documentary On the Road to Downtown', and was officially selected for Cannes 2011 for the collective film 18 Days, along with 9 other directors. Sherif El Bendary won the Robert Bosch Film Prize at the Berlinale talent campus 2014 for his short film Dry Hot Summers, an Egyptian-German co-production that premiered at Clermont Ferrand ISFF 2016 and screened after in many festivals around the world and won a number of awards. In 2017, Sherif El Bendary released his first feature length narrative film Ali, the Goat and Ibrahim, an Egyptian-Emirati-French co-production, which won a best actor prize at Dubai IFF. He has participated as a jury member at several film festivals including Cairo IFF, El Gouna FF and The Egyptian National Film Festival. Recently, Sherif El Bendary founded Africa Films, a film production company mainly focused on short and feature films for promising and upcoming directors making their first and second films. He is also preparing to produce his second feature film Spray.

Producer: Martin Jérôme



After graduating from NEOMA Business School in France and the Netherlands in 2009, and completing internships at France Télévision, Universal Pictures Paris and U Media Belgium, Martin completed his education at the New York Film Academy. He then worked his way up as a production assistant on films like Cosmopolis by David Cronenberg, Horses of God by Nabil Ayouch and Racer and the Jailbird by Michaël Roskam. Since 2019, Martin has worked as an acquisitions executive for Condor. He also runs Les Cigognes Films and has produced I Am Afraid to Forget Your Face directed by Sameh Alaa, which received the Palme d'Or at the 2020 Cannes Film Festival. He has also co-produced The Eagles of Carthage by director Adriano Valerio that opened Venice International Film Critics' Week 2020. This dual function offers a global view of the film market and a strategic link with its main players. Martin is also a reader for the Gan Foundation for Cinema.

Swedish Producer: Linda Mutawi



Linda Mutawi is a film producer with a multicultural background, who has worked in the UK, Jordan, Dubai and Sweden. Throughout her career, she has worked on various types of projects ranging from Hollywood features to current affairs documentaries. She has served as a film commissioner in Jordan, managed the Jordan Film Fund, participated in the Producers Guild of America's diversity workshop, as well as mentoring an EU theatre programme. She is currently involved in various international projects as producer and co-producer. Recurrent themes in Linda's work include the search for identity and the concept of home.

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THE BIRDS' PLACEBO

Tunisia, Norway, Germany

Synopsis

The Bird's Placebo is a short-animated film that mixes comedy, drama and magical realism to explore themes of migration, economic inequality and identity. Young Yahya is living in a poor district of Tunis with his mother, who struggles to make ends meet. A few years earlier, he attempted to cross the Mediterranean, but instead lost his legs. To help his mother and escape the pain, Yahya smokes and sells weed. When a client offers him a rare bird as payment and Yahya accepts the strange deal, hoping to sell the bird, he does not realise that this will have far-reaching consequences.

Director: Rami Jarboui



Emerging filmmaker **Rami Jarboui** was born in Tunis in 1990. He is a graduate of the ISAMM in Tunis, where he studied animation. He has directed the award-winning short film Soup. In 2017, he directed the experimental short film Eidos which was selected for the Journées cinématiques de Carthage (JCC), among other international film festivals. He is currently in pre-production for his short fiction Success Story.

Producer: Sarra Ben Hassen



Sarra Ben Hassen has over 20 years of experience in the Tunisian film industry as production manager, coordinator and script supervisor. After participating in different Producer's Programs (DFI, Cinemart, 2018 EAVE...), Sarra produced the academy award nominated short 'Brotherhood' by director Meryam Joobeur. She co-founded the production company INSTINCT BLEU in 2019 with Meryam and is currently developing 'The bird's placebo' animation short by Rami Jarboui and 'Motherhood' the first feature by Meryam Joobeur in addition of other projects by emerging Tunisian talent.

Producer: Khalid Maimouni



EAVE graduate Khalid Maimouni is a producer, who founded his production company The End in 2013. In 2016, he produced Izer Aliu's first feature film Hunting Flies, which premiered at the Toronto International Film Festival and earned its director several awards. Hunting Flies was shortlisted as the Norwegian Oscar candidate and was nominated for the Nordic Council Film Prize in 2017. He is currently in post-production of Izer Alius's second feature, 12 Dares.

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TORN

Synopsis

2003: Saddam Hussein has just been captured by the US military. Malik (11) is living with his father and mother in Denmark, but in school Malik is being bullied and he feels like a stranger and unwelcome in this country. After Saddam's fall, Malik's parents decides to move back to their birth country and take Malik with them. Malik will quickly face some of the same unpleasant feeling of being unwelcome as he did in Denmark.

Director : Jahfar Muataz



Jahfar (29) was born in Baghdad and moved to Copenhagen when he was one year old. He grew up in Copenhagen, Denmark, but has been back and forth between Iraq and Denmark. When he was a teenager, he lived in Iraq during the war for 2 years and witnessed things that played a big part in shaping him as a person and as a film director. Jahfar is fascinated by the psychological part of the human. In particular stories that are hidden behind the curtains, that no one "dares" to address. Film is, for Jahfar, about the way the story is painted/told. How you combine different scenes to create an illusion of moments that the audience can relate to.

In 2019 Jahfar got accepted in the prestigious alternative dansih film school Super16 Throughout time, Jahfar has directed tons of music videos, working with established record labels. He has developed his own artistic visual style, that is clearly shown in his films. Jahfar, has written and directed several short-films and is currenting working on his TV-series with the "DR" and his first feature film with Hyænefilm.

Producer: Alexander Nielsen



Alexander (28) is a Danish film producer moving into the universe of art film focusing on fiction as the primary driver. Alexander defines himself as a creative producer, who not only stands for the overall framework, but also into the whole process from the conception of ideas, script to the practical elements of film production. Alexander was introduced to the film business through Zentropa 's trainee program. He primarily worked as a producer assistant for Sisse Graum Jørgensen as well as on productions by Thomas Vinterberg and Susanne Bier among others. After Zentropa, Alexander worked on several TV productions for TV2, TV3 and at the advertising agency Virtue. With his experiences from Zentropa, and the more commercial approach of Virtue in the bag, he has for a couple of years focused on the art film as primary media. This has led to several honors such as winner of the Dorothea von Stetten Art Prize, as well as exhibitions at Tanya Bonakdar New York, Bonn Art Museum Germany, and Arken Museum of Modern Art in Copenhagen. Since 2019 Alexander have been a part of the alternative prestigious film school Super16 and working as a producer at the Danish production company Pegasus productions.

Co-producer: Batoul Ibrahim

Batoul is a creative producer and co-founder of Writers' Cell. She leads the production department which is responsible for the business labor behind the company's original series and films. She is currently producing 'Bethesda' (darkcomedy, short film) and 'She Who Lives', a bilingual existential dark-comedy feature film that is the directorial debut of writer/director Aysha El-Shamayleh.

Most recently, Batoul was the Narrative Producer on the first season of Ahlan Simsim (a Sesame Street production, MBC3,YouTube). She has also worked on local, regional and foreign productions, such as Fe-Male 3 (Webseries, YouTube), Heroes Reborn (NBC series) and Give Up The Ghost (short fiction, Venice Film Festival).

She interned at Morgan Freeman's production company, Revelations Entertainment, as a Script Reader in Los Angeles in 2017. Batoul graduated from the University of Chicago with honors in Political Science, and Cinema & Media studies. She is a Producers Guild of America "Masters Diversity Workshop" fellow (Los Angeles).

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POST Production Platform

POST PRODUCTION PLATFORM

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POST PRODUCTION PLATFORM



Post Production Platform is an initiative to help Arab filmmakers complete their films by offering post production grants for grading, audio mix and distribution.

MAFF Post Production Platform Awards

Color grading service equal to USD 10,000 (equivalent to SEK 83,400) presented by The Cell Post Production

Full promotion package equal to USD 7,000 (equivalent to SEK 58,300) presented by The Cell Post Production

Distribution award in the Arab world equal to USD 5,000 (equivalent to SEK 42,500) qualified as a minimum guarantee for a feature fiction project and a marketing package for the promotion of the Film of the value USD 10,000 (equivalent to SEK 85,150) presented by MAD Solutions

Distribution and branding Deal equal to USD 20,000 (equivalent to SEK 166,800) Presented by Creative Media Solutions-CMS

Branding deal for a film project equal to USD 10,000 (equivalent to SEK 83,400) presented by Creative Media Solutions-CMS

15 days of sound mixing for a project in post production equal to USD 15,000 (equivalent to SEK 126,930) presented by Leyth Productions

Distribution award in Sweden equal to USD 3,000 (equivalent to SEK 25,446)



Alaa Alasad, Co-owner of Tabi360, where he produced and co-produced fiction and non-fiction films. His latest film Give Up The Ghost has premiered in Venice International Film Festival. And Slam with Partho Sen Gupta was premiered in Tallinn International Film Festival.

He also worked with producer Andres Vicente Gomez on the Saudi-Spanish production Born A King dir. Agusti Villaronga, and Champions which will be released in Cinemas later this year.

Alaa also co-produced a Spanish Documentary The Other Kids which premiered in San Sebastian Film Festival. And the Documentary The Borrowed Dress with Leen Faisal



Meriame Deghedi Holder of two Master's degrees in the Dissemination of Arts and Cinema and Marketing, Meriame Deghedi has a penchant for disseminating the diversity of the cinematic art works and films d'auteur to the general public After working in production at Shellac Sud (Marseille, France) and in Marketing for Images Singulieres (Sete, France), Meriame Deghedi joined MAD Solutions in 2016 where she oversees and implements the distribution and marketing strategies of MAD's titles, with a focus on international sales and acquisitions. In 2019 she was appointed Manager of the Cairo Film Connection at Cairo Industry Days, to be held on the sidelines of the Cairo International Film Festival.



Nada Mezni Hafaiedh is a Tunisian film director. Born in 1984 in Saudi Arabia, she was from an early aged exposed to different cultures due to her diplomatic parents. Saudi Arabia, USA, France, Canada represents a pool of developments of her passion for cinema. At the age of ten, her hobby was already assumed, she used to produce amateur films and video clips by putting her friends and family as actors. She went to Montreal to finish her studies in business administration at McGill University, but soon changed her curriculum to follow her passion for filmmaking. Graduated from Mel Hoppenheim School of Cinema, she directed several shorts films, which will be fast appreciated by the Canadian community. She is known for tearing down taboo, and touching on fundamental issues that are related with freedom. She is also known for directing her films in a kind of realism by shooting them in a very spontaneous way. On her return in her country of origin, Tunisia in 2009, she opened her production company Leyth Production where she decided to realize her first feature film. What is more intense than producing a map of Tunisian society Histoires Tunisiennes 2011 (Tunisians Stories), that has been the first film released after the revolution.



Samir born in 1955 in Baghdad, Iraq. Migrated with his family to Switzerland in the 60s. After studying at the School of Arts in Zurich, apprenticeship as a typographer. In the late 70s, training as a cameraman. Activist in the radical youth movement in the early 80s in Zurich. First works as freelance author and director in 1982. Today Samir is well known for his unique fiction, documentary and expe- rimental films, whose innovative character drew attention at various festivals and won numerous awards. His work to this day encompasses more than 40 short and full-length feature films for cinema and television. In the 90s he also worked as a director for national and international broadcasters. In 1994 he took over Dschoint Ventschr Filmproduktion with filmmaker Werner Schweizer and producer Karin Koch. Based in Zurich, it builds up new Swiss film talents. Beside his own projects as an independent producer and director, he regularly directs theatre plays and works in the field of visual arts.



Sherif Fathy is a producer ,digital colorist ,founder & CEO of "The Cell studios". Graduated from the Faculty of Fine Arts with 18 years of experience working on advertising ,films and TV Series in Egypt and world wide .
Specialized in fiction films, documentaries ,commercials and passionate about creating content with a social and environmental impact .
Over these previous years he has always been a researcher in addition to his continuous personal studies which helped

over these previous years he has always been a researcher in addition to his continuous personal studies which helped in shaping and building his own style in the whole industry.

His work has been screened at numerous international festivals and has been also featured in CIFF ,TIFF,GDA and GFF . He also worked as a producer & post producer for several digital platforms such as Netflix and VIU .



ALL ROADS LEAD TO ROME

Lebanon, Egypt 100 min

Synopsis

Chadi is a famous actor in his thirties, who is experiencing an existential crisis. While attempting to deal with his personal issues, he receives a proposal to play the role of the young Pope in an international film, and is invited to come and meet the Pope himself, who will have the final say about the casting. In preparation for the journey, he travels to his childhood paradise-on-earth, Qannoubine, where his sejour in a convent with the beautiful Diamond and four character-strong nuns will come to alter his perspective on life.

Director/Producer: Lara Saba



Ever since her college years, Lara Saba worked as a director or assistant director on series, commercials and movies. Her first film, Passage (1998), received considerable acclaim from the Lebanese press. Besides different jobs in filmmaking, she directed documentaries

such as Suspended Return (UNDP Documentary Prize), Death Fields, Cinecaravane, Shattered Memories, Beirut, Truth & Versions, and Blind Intersections, which was awarded the prize for Best Film at the Malmo Arab Film Festival, the prize for Best Actor at the Brussels International Independent Film Festival (FIFI), was was the Lebanese entry to the Academy Awards Best Foreign Film section and was nominated in more than 20 international festivals. Saba is a passionate filmmaker, and a true storyteller with a poignant expression.

BEIRUT IN THE EYE OF THE STORM

Lebanon 73 min

Synopsis

Noel, Michelle, Hanine and Lujain are four talented young artists from different backgrounds who take to the streets of Beirut along with hundreds of thousands of Lebanese to demand major economic and political reforms, and an end to the corrupt sectarian system. But the euphoria of the popular uprising is abruptly halted when the economy collapses and Covid-19 strucks Lebanon four months later, followed by the devastating explosion in Beirut's port. Shot over a period of one year, Beirut in the Eye of the Storm follows four remarkable young women as they interact with the series of disruptive events that shook Beirut between the eruption of the Lebanese uprising and the apocalyptic blast in August 2020.

Director: Mai Masri



Mai Masri is a Beirut-based filmmaker who studied film at San Francisco State University and UC Berkeley, USA. Her films have been screened worldwide, and have won over 90 international awards, including the trailblazer award at Mipdoc Cannes in France (2011) and

the lifetime achievement award in El Gouna Film Festival in Egypt (2019). Her debut feature film, 3000 Nights (2015), premiered at Toronto International Film Festival and won over 28 international awards. Known for her humanistic and poetic style, Mai reached international acclaim with her films Children of Fire (1990), A Woman for Her Time (1995), Children of Shatila (1998), Frontiers of Dreams and Fears (2001), Beirut Diaries (2006), 33 Days (2007), and 3000 Nights (2015).

Producer: Sabine Sidawi



Beirut-based producer **Sabine Sidawi** founded the renowned production company Orjouane Productions in 2007, and has produced, co-produced and line-produced more than 25 fiction and documentary films, which have been screened and awarded at international

festivals and distributed around the world. Sabine is currently developing several feature films, and is in post-production of the documentary Beirut: In the Eye of the Storm by Mai Masri. Sabine has been teaching film production in two major Lebanese universities since 2009 and has participated in several international conferences as an expert in Middle-East Film Production.

POST PRODUCTION PLATFORM

75

CONCRETE LAND

Synopsis

Concrete Land is an intimate look at the lives of a nomadic Bedouin family in its struggle to let go of its traditional life under the pressures of urbanization. The lives we meet are funny, gentle and complex with eccentric characters that include Badria, the family's pet sheep.

Director: Asmahan Bkerat



Asmahan Bkerat is a Palestinian-Jordanian documentary filmmaker based in Amman. As an assistant director, Bkerat has worked on international promos for the UEFA, as well as the upcoming German documentary feature Waterproof (2019). As a camera assistant, she has worked on Hollywood blockbusters such as Disney's Aladdin (2019) and Sky One's Strike Back. Bkerat's first short documentary, Badrya, won the Jury Prize for Best MiniDoc at the Sebastopol Documentary Film Festival. She is currently working on her first feature-length documentary Hakima, and has two short documentaries in post-production. Asmahan also works as a freelance journalist, is an advocate for marginalized communities in Jordan, and conducts research regarding refugees' issues.

Producer: Sahar Yousefi



Sahar Yousefi is a producer based in Dubai. Prior to establishing her production company, Nava Projects, Yousefi was a production coordinator and researcher at the National Film Board of Canada. She later went on to work as an associate producer at the production company Film Solutions. As an independent producer, she produced four short films, including A Suicide at the Gun Range (2015) and Play Rewind Play (2016). Her most recent feature film as writer and producer, the documentary Play Your Gender, won the Edith Lando Peace Prize. Her latest documentary, the short animation In The Shadow of the Pines, premiered at the 2020 Hot Docs International Documentary Film Festival. Yousefi is an alumnus of a number of renowned film programmes, and is a member of the Canadian Media Producers Association, the Documentary Organization of Canada, and Women in Film & Television.

Producer: Hashem Sabbagh



An attorney by profession, Hashem became a film producer when he produced a feature documentary film (Five Football Dreams) about five teenage refugees who were recruited from a refugee camp to move to a football academy in Rio de Janeiro to live out their dream, to pursue a professional football career. Five Football Dreams has won film fund grants from AFAC in 2019, the RFC in 2020 and has also been approved for a post-production film grant from the Shoman Foundation in Jordan. Hashem was a participant in the Doha Film's Institute's Producer Lab (2020) and chosen to participate in the m:brane Real Young Pitch (2021) and Hot Docs Deal Maker (2021). Hashem's interest lay at the intersection between social impact and film. Concrete Land is his second feature documentary film he is producing.

I'LL GO TO HELL

Tunisia 80 min

Synopsis

The doctors have made it very clear. Najet will die soon. There is no time to waste. Instead of giving in to self-pity, Najet, a beautiful franco-tunisian woman, decides to make the most of what remains of her life, drinking, laughing, singing and organizing her grand departure. Neither her husband Omar, nor her very pious Muslim family, will be allowed to stop her from fulfilling her last wish: to die in her sea house in Tunis facing the Mediterranean.

Director/Producer: Ismahane Lahmar



Ismahane Lahmar is a Franco-Tunisian director, screenwriter and producer. She was born in 1982 in Paris. She has studied at the Superior School of Audiovisual Production (ESRA) in Paris, and obtained her master's degree in audiovisual production in New York.

Ismahane's short films have been screened at several international film festivals. In 2017, she directed the Tunisian comedy WOH. In 2019, Lahmar founded her own production company, Madame Prod, dedicated to the development and support of women's projects. She has also founded Le cinéma au féminin, a unique training program that combines cinema and personal development, teaching women from disadvantaged backgrounds to develop, shoot and post-produce their own films.

TO WHERE MY FINGERTIPS TAKE ME

Sweden 70 min

Synopsis

To Where My Fingertips Take Me is a short documentary aimed to gauge complex societal issues and questions that we are facing in our present society, specifically in Sweden. The film's main aim is to raise questions and stimulate reflection about the sense of belonging and integration in a new way, and to illustrate such concepts in a simpler and less confusing manner.

Director: Nada Al Ali



Al Ali has produced 15 documentaries about historic Syrian women, under the title Women and Symbols, as well as 13 documentaries telling the stories of famous Syrian figures, as part of the series Symbols in Our Memory. She started her directing career in 2016,

with the short film Like Any Other Woman. She was the Chairwoman of the Board of Directors for an association working on social issues pertaining to women's affairs and underage girls between 2002-2006. She has 30 years of experience in the fields of publication and broadcast media, and as an activist and advocate for women's rights.

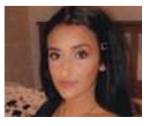
Producer: Jad Eid



Eid is a TV producer and technician who has worked in the film and TV fields for more than 25 years. In 1993, Eid started working for Syrian TV and produced more than 200 hours of TV, managing everything from dubbing to production and postproduction. In 2003,

he moved to the UAE, where he worked with all kinds of production. In 2013, Jad established himself in Sweden and produced many short and documentary films.

Screenwriter: Yara Sheikh



Published writer of 'The dress' novel, published in 2012 at the age of thirteen. Art history, visual culture and drama university student at the University of Exeter. Personal academical research focus on globalisation, cultural studies and postcolonial studies in arts.

Assistant director and script writer for two produced short movies in Sweden and Syria.



NOTHING ABOUT MY MOTHER

THEN

Tunisia 90 min

UAE 114 min

Synopsis

The story of a young girl's fight to heal after being abused and forced to prostitute herself by her own parents.

Co-director & Co-producer: Latifa Doghri



After studying french literature at the University of Tunis and the University of Mons (Belgium), Latifa Robbana Doghri first specialised in writing and editing children's stories before she went on to study visual communication and multimedia. Boxing With Her (Official

Selection DohaTribeca Film Festival 2011, Golden Hawk Award at the Arab Film Festival in Rotterdam 2012, official selection for the African Film Festival Stockholm and the UNFPA Family of Woman Film Festival in Sun Valley) was her first feature documentary, produced and co-directed with Salem Trabelsi. The second feature documentary she produced, Made In Gougou, won the documentary award at the African Film Festival in Luxor in 2014, and Sisters Courage (2017) was officially selected for the International Women's Film Festival in Salé and was awarded the Jury Prize at the Luxor African Film festival. The Gift (2018) was her first short fiction film, and was officially selected for the El Gouna International Film Festival and the Medfilm Festival in Rome.

Co-director & Co-producer: Salem Trabelsi



Salem Trabelsi has a Bachelor's Degree in Communication and Language Sciences from the University of Mons (Belgium). He is a journalist and a novelist, and produced and co-directed his first documentary with Latifa Doghri Boxing With Her in 2012. In 2014, he

produced his second feature documentary, Made in Gougou, directed by Latifa Doghri. In 2017, he co-directed the feature documentary Sisters Courage with Latifa Doghri. In 2018 he produced the short fiction film The Gift.

Synopsis

Khalid mysteriously rises from his grave, almost ten years after his supposed death. In a whirlwind of confusion and fear, he makes his way back home only to find out that Reem, the widow he left behind, has married his younger brother Khadem, a conservative man who is now in his thirties. Reem has two children; Latifa is the daughter of Khadem, but Saeed, the elder brother, is thought to be the son that Khalid has left behind. However, the truth about Saeed's real father is soon unveiled, causing the order in the house to crumble.

Director Saeed Rashed



Saeed Rashed was born in Abu Dhabi in 1991. Early in his life, he started drawing caricatures and writing short stories, which then evolved into an interest in drama and film. He started out as a theatre actor, first in the play The Rivals and then in a leading

role in the play Playboy of the Western Region, both produced by the theatre company Resuscitation Theatre. He then wrote and directed a short film titled Wordsmith (2015), which qualified him to join the Arab Film Studio of Image Nation. As part of the programme, he wrote, produced, and directed the short film Face the Music (2016). In 2017, Saeed began writing feature length scripts while directing his third short film, Domesticated (2018).

LAYLA DEPARTS HER SOUL

Tunisia, Qatar 102 min

Synopsis

Layla, an 18-year-old Syrian woman, lives with her mother in a Syrian refugee camp in Jordan.

Layla's brother Ahmad is detained by the Syrian regime. Layla marries a man 30 years older than her, so that her dowry can be used to pay for Ahmad's freedom, and goes to live with her husband in a far-off village. Three years later, Ahmad is released and flees across the border to join his mother in the refugee camp. There, he learns that his sister is dead. He decides to go to the husband's village to investigate how his sister died.

In the village, the husband relates the unique tale of Layla's short life: since her arrival to the village, Layla remained totally silent, and died without her husband ever having heard her voice. It is an amazing tale of how Layla turns into a spiritual symbol for the village residents, and how her painful life causes her soul to rise in stature. Gradually, she turns into a blessed being, invested with a spiritual dimension that combines the mythical with the real, told in a tale with a magical texture.

Director: Thaer Mussa



and TV in Lodz, Poland. After graduation, he worked for the Syrian television and made a documentary film on the late Syrian director Fawwaz Al Sajer. He then returned to Poland and made a film about refugees trying to pass through Poland to Sweden. After having worked for the satellite television channel Orbit in Italy for four years, he returned to Syria and directed

Thaer Mussa is a Syrian film director born in Aleppo. He studied Film and TV Directing at the Higher Academy of Film

a number of documentaries, and wrote and directed a short fiction film titled Safar al-Ajneha (The Wing's Journey). He has also directed three Syrian TV-dramas, titled Lawrence of Arabia, The Runaway and Al Mauwoodah, as well as two Iraqi drama series, The Deserted Home and Memories of a Country.

Producer: Fayçal Hassaïri



Fayçal Hassaïri is a graduate from the Higher Academy of Film and TV in Lodz and The High School of Dramatic Arts in Tunis. He is a senior film and television executive, with experience in both editorial and production management across a wide range of genres. He has produced acclaimed documentaries such as Jenin, Jenin (2002) by Mohammed Bakri, Aïsheen - Still Alive in Gaza (2009) by Nicolas Wadimoff and Hawra Bagdad (2010) by Rashid Mashharawi, and is the co-producer of a number of narrative feature films such as A Son (2019) by Mehdi Barsawi, 200 meters (2020) by Ameen Nayfeh, The Man Who Sold His Skin (2020) by Kaouther Ben Hania, as well as The Stranger (2021) by Amir Fakher-Eddine, The Maiden's Pond (2021) by Bassim Breich and Layla Departs from Her Soul (2021) by Saer Mussa that are currently in post-production, and A House in Jerusalem by Muayad Alywan, Med Fever by Maha Haj Floating in A Vacuum by Mohamed Ben Attia that are in the pre-production phase.

Producer: Habib Attia



Cinema and TV producer, Habib Attia, is currently managing director of CINETELEFILMS, one of the leading production companies in Tunisia and the region, founded in 1983. His latest ventures as main producer include several creative documentaries and feature films, like like 'The Man Who Sold His Skin' (2020) premièring in Venice Orizzonti competition and winning Best actor and shortlisted in the OSCARS 2021, 'A SON (BIK ENEICH)' by Mehdi M. Barsaoui premièring in ORIZZONTI competition in Venice 2019 also Best Actor award, 'We Could Be Heroes' (2018) premièred in HOTDOCS winning the Best international documentary award, Kaouther Ben Hania's 'Beauty and The Dogs' (2017) that premièred in Cannes UN CERTAIN REGARD official selection winning the Best sound creation award, and 'Zaineb Hates the Snow' (2016), which premièred in Locarno and won Golden Tanit in Carthage Film Festival, Best documentary in Cinemed Montpellier and was selected in Idfa, Dubai...'Challat of Tunis' (2014), which opened the Acid Programme at the Festival de Cannes, won the Best First Film award at Namur, Best Director and Best Film at Beirut, and was selected for Dubai, San Sebastian and Busan, Hinde Boujemaa's 'It Was Better Tomorrow' (2012), which premiered in official selection at Venice IFF, won Best Arabic Director in Dubai...





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ARAB CINEMA IN SWEDEN

Arab Cinema in Sweden AB (ACIS) is a unique company that promotes viewing possibilities of Arabic film in Sweden. The company focuses mainly on cinema distribution and screenings for festivals and film studios. ACIS is unique in its kind in Northern Europe, and is based on a belief in the film's ability to cross borders and to spread a wider range of stories in Sweden's film. "ACIS" is part of the Malmö Arab Film Festival - MAFF Arab Cinema in Sweden (ACIS) is a distribution company for Arab films in Sweden. We present and distribute films produced in the Arab world or by Arab filmmakers. ACIS is the only distribution company for Arab films in Sweden. The demand for the Arabic cinema in Sweden has increased enormously during the last years – due to demographical changes as well as genuine interest in the quality of the Arabic films. ACIS is a part of Malmo Arab Film Festival (MAFF), the only festival in Scandinavia for Arabic cinema and culture, and since 2013 the biggest and most acknowledged in Europe.



CREATIVE MEDIA SOLUTIONS-CMS

An ISO certified and award-winning media organisation established in 2004 with more than fourteen years of experience in the region, with headquarters in the UAE and offices in Twofour54 and Dubai Studio City.

We are specialised in offering a broad range of services to the media industry ranging from technical and engineering operations, broadcast systems integration, professional staff outsourcing to creative & content development services and digital media.

Our multinational board of directors, with over 20 years of media experience in the GCC and outsourcing experience for over eight years in broadcast operations are offering guidance and support to over 100 current operational staff and 3000+ database of specialised professional staff.



Alaa Alasad, Co-owner of Tabi360, where he produced and co-produced fiction and non-fiction films. His latest film Give Up The Ghost has premiered in Venice International Film Festival. And Slam with Partho Sen Gupta was premiered in Tallinn International Film Festival.

He also worked with producer Andres Vicente Gomez on the Saudi-Spanish production Born A King dir. Agusti Villaronga, and Champions which will be released in Cinemas later this year.

Alaa also co-produced a Spanish Documentary The Other Kids which premiered in San Sebastian Film Festival. And the Documentary The Borrowed Dress with Leen Faisal







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THE CELL

The Cell' is a fully integrated post production facility; aiming at providing effective innovative solutions to all post production projects ranging from films, TV series, documentaries to talk shows, TV commercials, music videos & Promos.

The company has professional dedicated experts working around the clock using the latest technology to deliver all the projects in the highest quality having all the top notch equipment necessary to offer a dedicated personal service that works according to any schedule & airing dates.



Sherif Fathy is a producer ,digital colorist ,founder & CEO of "The Cell studios". Graduated from the Faculty of Fine Arts with 18 years of experience working on advertising ,films and TV Series in Egypt and world wide . Specialized in fiction films, documentaries ,commercials and passionate about creating content with a social and environmental impact .

Over these previous years he has always been a researcher in addition to his continuous personal studies which helped in shaping and building his own style in the whole industry.

His work has been screened at numerous international festivals and has been also featured in CIFF ,TIFF,GDA and GFF . He also worked as a producer & post producer for several digital platforms such as Netflix and VIU .



FILMCENTRUM SYD

FilmCentrum Syd is a non-profit organisation, based in Malmö, supporting free film makers by offering production support, education and film events. Our production support is mostly focused on offering professional film gear, coaching and development.



Johan Simonsson is a film commissioner at FilmCentrum Syd in Malmö, where he is also responsible for talent development, creating workshops and screening events.

In addition to his work at FilmCentrum Syd, he is a film maker in his own right, mostly as a director of documentary films. Johan is especially keen on discovering films and film makers that are exploring new and uncharted territories, always with a high level of artistic ambition.



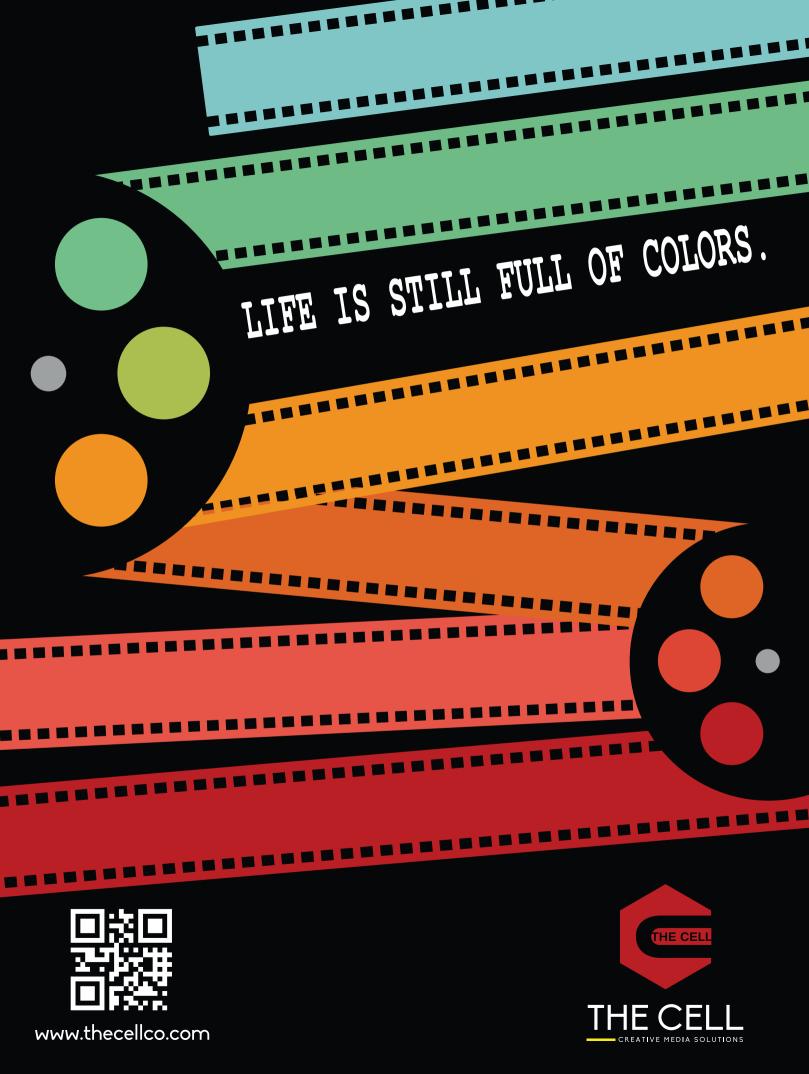
Basel Mawlawi is a technical manager at FilmCentrum Syd, working closely with Filmmakers to fulfill their technical needs for their production such as equipment, and during post-production such as editing. Basel also works as an independent producer in Malmö and produces mostly short fiction films and feature documentaries.



Annelie Henriksson is operations manager at FilmCentrum Syd. In her work she is responsible for the development of the entire organization and its activities. Annelie has a long and broad experience of working in the field of culture and executing projects, and is especially passionate about documentary films.







MAD SOLUTIONS

MAD Solutions is the first Pan-Arab independent studio and fully integrative marketing and creative consultancy for the Arab film and Entertainment Industry. Under the umbrella of MAD Solutions, the studio is supported by five pillars: MAD Marketing, MAD Content, MAD Distribution, MAD Culture and MAD Celebrity, which together are helping to usher in an exciting new generation of Arab filmmakers and entertainment talent. We attend at least 20 film festivals (Arab and International), summits, and workshops annually including Cannes, Berlinale, DIFF, ADFF, Toronto, Locarno and many more. Besides our energetic, contemporary approaches to collaborating with our MAD partners, we pride ourselves on having the most extensive and up-to-date database on the Arab film industry, spanning over 20 years of a rich heritage that is still growing to this day, despite the political and socio-economic challenges. Realizing the potential growth of the film industry in the Gulf States, and the opportunities to hatch a pan-regional strategy, MAD Solutions has expanded to Abu Dhabi, UAE, focusing on the GCC in specific and the Arab world as a whole. We are thrilled to become industry partners.



Alaa Karkouti is a renowned film analyst and an influential professional within the cinema and entertainment industry in the Arab world. His extended expertise in cinema analysis has landed him as a guest speaker in various panels, filmmaking workshops, seminars, and juries in film festivals worldwide. For his long-standing efforts in supporting the Arab film industry, Karkouti was selected by Variety on its list of 'Ten Names You Need to Know in the Arab Film Industry'. After taking the lead in assembling complete archives on the economics of filmmaking in the region, Karkouti co-founded MAD Solutions, the first pan-Arab studio dedicated to the production, promotion and distribution of Arabic content to the Arab world and beyond. In 2015, Karkouti launched the Arab Cinema Center (ACC) through MAD Solutions as an international promotional platform to further support the Arab film industry and boost interest in Arab cinema and culture.



In 2010, Maher co-founded MAD Solutions. He is currently MAD Solutions' Creative Director and Managing Partner. His creative vision is summoning in a new era of visualizing the Arab film and Entertainment industry, ranking it amongst its international peers. Active on international fronts, Diab is concerned with inspiring up-and-coming talents in the industry through panel discussions and workshops at international film festivals and seminars. Diab has been selected as a jury member at various prestigious film festivals around the world, including the Doc Post Production Platform of the Malmo Arab Film Festival, the main competition of the Cape Town International Film Market & Festival (CTIFMF) and the Feature Documentary Panel at the BBC Arabic Festival. Maher took part in many panel discussions such as the Berlinale Talent Campus within "Meet the Experts" program to discuss the film industry in the Arab world, and a panel discussion in Rio De Janeiro International Platform for Arab cinema as it provides the filmmaking industry with a professional window to connect with their counterparts from all over the world through a number of events that it organizes. The Arab Cinema Center's activities vary between film market main wings, introduction and networking sessions for Arab and foreign filmmakers, welcome parties, as well as meetings with international organizations and markets.



Abdallah Elchami A Lebanese National who was born and raised in Abu Dhabi, Abdallah is a Multimedia and Graphic Design graduate from the American University of Sharjah. Job postings include global advertising agencies, Young & Rubicam and Wunderman, luxury and lifestyle publication, Jumeirah Beach Magazine and Abu Dhabi's first bilingual culture, art and design publication, Shawati' Magazine, of which he still serves as Editor-at-Large Currently, Abdallah is the Managing Partner at MAD Solutions, the Arab world's first fully-integrated film studio, dedicated to the production, promotion and distribution of Arab films in the Arab world and beyond. He's also the founder of iluminismo Ltd., a content creation and cultural consultancy studio. Working with Empty, a Spanish museums firm, he was part of the content research and creation team for a Dubai-based maritime heritage museum. In 2020, Abdallah co-founded Silverline Community, an online community for creative and cultural professionals.







LEYTH PRODUCTIONS

Creative and dynamic, Leyth Production team brings together young professionals from diverse backgrounds and experiences. Our passion animates us in all the audiovisual projects that we lead. Each stage of our various projects is directed and supervised by competent and motivated specialists. Our productions ensure an effective communication and are accompanied by a permanent and attentive follow up Leyth Production brings together all of the audiovisual business lines within its employees and collective. Leyth production is also a desire of moviegoers, the desire to make films that its creators themselves want to see. Each film is a new adventure and the company strives to identify and accompany talented filmmakers.



Slim Hafaeidh Film producer and businessman, Slim Hafaeidh is the manager of several companies. He started his film career at the beginning of 2007, producing short films such as "Impossible" (2007) and "Unknown" (2008). In 2009, Hafaiedh went on to producing feature films and television series.



Nada Mezni Hafaiedh is a Tunisian film director. Born in 1984 in Saudi Arabia, she was from an early aged exposed to different cultures due to her diplomatic parents. Saudi Arabia, USA, France, Canada represents a pool of developments of her passion for cinema. At the age of ten, her hobby was already assumed, she used to produce amateur films and video clips by putting her friends and family as actors. She went to Montreal to finish her studies in business administration at McGill University, but soon changed her curriculum to follow her passion for filmmaking. Graduated from Mel Hoppenheim School of Cinema, she directed several shorts films, which will be fast appreciated by the Canadian community. She is known for tearing down taboo, and touching on fundamental issues that are related with freedom. She is also known for directing her films in a kind of realism by shooting them in a very spontaneous way. On her return in her country of origin, Tunisia in 2009, she opened her production company Leyth Production where she decided to realize her first feature film. What is more intense than producing a map of Tunisian society Histoires Tunisiennes 2011 (Tunisians Stories), that has been the first film released after the revolution. The film made several festivals and received awards. Its international premier was at Luxor African Film Festival. She also wrote and directed a serie version of the film Histoires Tunisiennes (Hkayet Tunisia) for a Tunisian private channel of television El Hiwar El Tounsi]in 2015. She released Upon the Shadow (Au-delà de l'ombre) a documentary that expresses how much difficult is to grow and protect your sexual freedom in a homophobic society where it is taboo or strongly disparaged.



Samy Gharbi is a sound Re-Recording Mixer, Sound Editor and Sound Designer specialist with well over twenty-five years of experience collectively in Tunisian and Arabic motion picture industrie. Samy Gharbi has worked in more than 400 feature films ,more than 80 series and more than 100 documentaries as a sound Re-Recording Mixer performing various roles in the audio industry. Samy Gharbi is known for , ALWAYS BRANDO and THE FLOWER OF ALEPPO of Ridha Behi from Tunisia, THE SCARECROWS of Nouri Bouzid from Tunisia,LES 3 M of Saad Chraibi from Marocco, INDIGO of Salma Bargach from Marocco, FORGIVENESS of Najwa Slama from Tunisia , SEPTEMBER RAIN of Abdulatif Abdulhamid from Syria, DARB ESSAMA of Joud Said from Syria, KINDOMS OF FIRE of Peter webber from England, IN SEVEN YEARS of Mohamed Rasheedy from Egypt...



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MID SCREENINGS SHORT FILMS CORNER

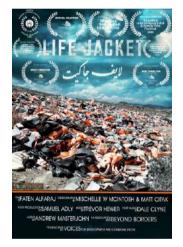
MID SCREENINGS/SHORT FILMS CORNER 91

MID Screenings

MAFF provides filmmakers an opportunity to share their films with the largest number of audience, producers, and professionals in the industry during the festival days at MAFF Play (maffplay.maffswe.com).



HAMLET @ BAGHDAD.COM Iraq | 2020 Director Taha Al-Hashemi



LIFE JACKET Canada, Jordan I 2020 Director Faten AlFaraj



218 - BEHIND THE WALL OF SILENCE United Arab Emirates I 2020 Director Nahla Al Fahad

MID SCREENINGS

SHORT FILMS

The Short Film Corner is an essen-tial networking place dedicated to creators of short film with a focus on Arab content or Arab creators. MID Short Film Corner is a platform for these filmmakers to screen their shorts to other film industry professionals, in many cases an opportunity for their future careers.

EXIT	ABANDONED	I AM NOT HERE
7 SCENES ABOUT LOVE	THERE ARE NO LIONS ON MARS	ALONE
Egypt I 2020	Lebanon I 20201	Tunisia I 2020
Director: Hytham Khalil	Director: Christophe Nassif	Director: Anis Absi
PLASTIC	NIGHT MOVES	METAGNOMY
Jordan I 2020	France I 2020	Tunisia I 2020
Director: Marwa Sulieman	Director: Marine Beauguion	Director: Hamza Madfaï, Fathi Khaldi
NOTFA	MAGMA	ROOM 19C
Lebanon I 2020	Egypt 2020	United Arab Emirates I 2020
Director: Salem Al Hadchity	Director: Tarek El Sherbeny	Director: Laith Al-Ramahi
I HAVE DREAMED CARTHAGE	600 KILO	LITTLE BIRD
France, Lebanon I 2021	Egypt I 2020	Saudi Arabia I 2020
Director: Cyril Nehmé	Director: Mohamed Salah	Director: Khalid Fahad
THE RED MOUNTAIN	ABOUT A GIRL	FRAME
Lebanon I 2020	Egypt 2020	Tunisia I 2020
Director: Kamel harb	Director: Marwan Nabil	Director: Emna Fetni

EXIT Egypt I 2020 Director: Nourhan Abdelsalam ABANDONED Lebanon I 2019 **Director: Samer Beyhum**

SHORT FILMS CORNER

93

Egypt, Syria I 2020

Director: Yamen Abd El Nour

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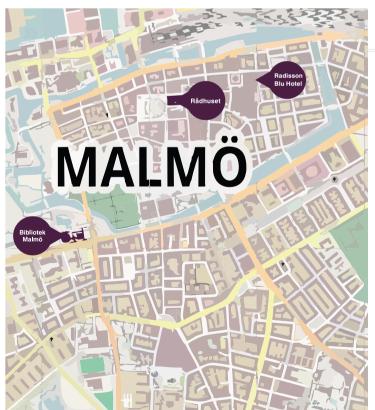
WITH THE PARTICIPATION OF



THE TEAM

Mouhamad Keblawi, Founder - Head of festival & industry Batoul Ardat, MAFF Industry Days Coordinator Roxana Kaboli, Forum coordinator Ana Zabalo, Funding coordinator Leen Abou Al Haija, Jury coordinator Lubna Saleem, Administrator Mohamad Abo Whatfa, Designer

MAFF INDUSTRY DAYS CONSULTANTS Ahmad Shawky Mohamad Atef





Radisson Blu Hotel Östergatan 10





Chairman



Athir Abbas, Accountant



Aleaa Mohammad Jassim, Board Member



Birgitta Severinsson, Board Member



Sara Lundgren, Board Member



Ahmed Heidari, Deputy Member



Mostafa Kaoud, Deputy Member



PLAYD Malmo Arab Film Festival

Staycation at Radisson Blu Malmö during Malmö Arab Film Festival

This year's edition of Malmö Arab Film Festival will be available anywhere in Sweden where there is internet access. If you are looking for an exclusive, all-inclusive digital festival experience, make a reservation at MAFF's festival hotel, Radisson Blu Malmö. Between the 6th and the 11th of April, you can check in at the hotel and get access to exclusive film premieres and a rich selection of contemporary Arab cinema, as well as in-depth talks with prominent filmmakers – directly from the comfort of your hotel room. All you need is MAFF:s digital festival pass. In the morning, you get to enjoy a lavish breakfast buffet.

Prices: 950 SEK for a single room, 1050 SEK for a double room (April 6-8)

850 SEK for a single room, 950 SEK for a double room (April 9-11)

The offer includes:

-Accommodation in a comfortable hotel room

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-Breakfast buffet

-A digital festival pass (worth 99 SEK), that gives online access to all MAFF's festival films, Q&A sessions with filmmakers and the activities of MAFF Industry Days

The offer is valid 6-11 April 2021. Don't forget to bring your Apple or Android device for streaming.

For bookings, please contact inhousesales.malmo@radissonblu.com and mention MAFFBILJETT to benefit from the offer, or send an email to info@maffswe.com.

For more information, please call: +46 406158055.

Radisson Blu Malmö is the official MAFF festival centre, hosting the activities of MAFF Industry Days between the 7th and the 10th of April. Through taking part of the offer, you get access to all MID activities at no extra charge.

Staycation på Radisson Blu Malmö under Malmö Arab Film Festival

Årets Malmö Arab Film Festival finns tillgänglig överallt i Sverige där det finns internet. För en digital festivalupplevelse utöver det vanliga kan du nu boka en lyxig festivalupplevelse på MAFF:s festivalhotell, Radisson Blu Hotel i Malmö! Mellan 6-11 april kan du checka in på hotellet, och få tillgång till exklusiva premiärvisningar av ny arabisk film och filmsamtal och fördjupningar med kända filmskapare - direkt från hotellrummet. Allt du behöver är MAFF:s digitala festivalpass, som ingår i rumspriset. På morgonen får du njuta av hotellets frukostbuffé.

Pris: 950:- enkelrum 1050:- dubbelrum (gäller 6-8 april) 850:- enkelrum 950:- dubbelrum (gäller 9-11 april)

I erbjudandet ingår:

- Övernattning i bekvämt hotellrum
- Frukostbuffé

- Festivalpass (ordinarie pris: 99:-), som ger tillgång till streaming av samtliga filmer i MAFF:s festivalprogram, filmsamtal och MAFF Industry Days aktiviteter.

Erbjudandet gäller 6-11 april. Glöm inte din Apple- eller Android-telefon för streaming!

För bokning, vänligen kontakta inhousesales.malmo@radissonblu.com och uppge koden MAFFBILJETT, eller skicka ett mejl till info@maffswe.com.

För mer info, vänligen ring: 0406158055.

Radisson Blu Malmö är MAFF:s festivalcenter, där MAFF Industry Days äger rum mellan 7-10 april. Genom att ta del av erbjudandet får du möjlighet att delta i alla MID:s aktiviteter utan extra kostnad.



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