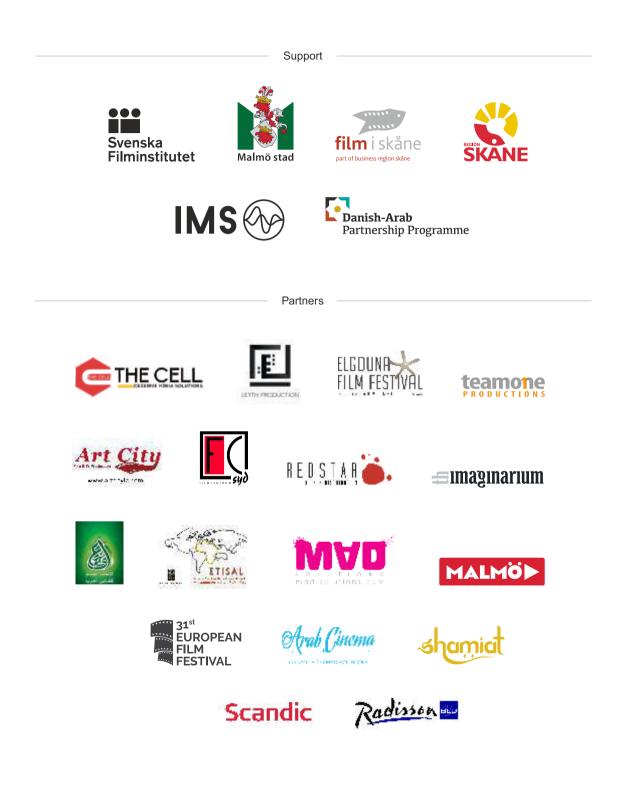


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# MAFF MARKET FORUM 5-8 OCTOBER 2019









Mouhamad Keblawi Founder - Head of festival & industry

I want to wish you all a warm welcome to MAFF Market Forum 2019.

We are excited and proud to present our fifth edition of this unique and propitious industry platform.

MAFF Market Forum was launched with the ambition to bring the two worlds of Nordic and Arab cinema together, intertwining them with a tailored program created to build partnerships in an intimate environment. We bring together producers, funders, distributors and film professionals in order to foster a cultural exchange and expand the production landscape.

MAFF Market Forum was sprung out of the same ambition as the festival itself; to promote the Arab film industry and create a gender and cultural diversity within it and of course to ensure all stories get a chance to be heard and seen. Even before the implementation of the first edition of MAFF Market Forum, we realized that the initiative would have a major impact. Said and done - today, after only three years, several Nordic-Arabic film collaborations have been implemented and initiated through our platform. And when we say our platform, we include an incredibly important part of the success; the participants.

We are beyond thrilled to welcome every year film professionals from all over the world. This year is no exception, and some of the most significant and influential institutes and organizations from both the Nordic countries and the Arab world are attending.

We're honored and must say it is very rewarding to see the great outcome and hands-on results that have come of MMF, and it's with great enthusiasm that we're looking forward to both this and future editions. It's our profound hope that these days will be valuable for our attendees, Welcome to MAFF Market Forum 2019!





MAFF Market Forum (MMF) is a unique platform, established as a meeting place for the Nordic, European and Arab Film industries and designed to stimulate collaboration, co-production, financing, and distribution opportunities. MMF brings together filmmakers, funds, distributors, film critics and film professionals in seminars, presentations, lectures, workshops, and networking sessions.

MMF also offers several funding initiatives. MAFF Development Funding is a pitching forum that aspires to stimulate co-productions between Sweden and the Arab countries. The initiative is available for feature, short, and documentary projects. Post Production platform is established with the intention of supporting and encouraging Arab filmmakers to professionalize the finalization of their feature film productions. Both initiatives are precious opportunities for filmmakers to present their projects to a carefully selected jury with substantial knowledge.

Since its inception, MMF has contributed to encouraging co-productions and collaborations between the two worlds of Nordic and Arab cinema, and have supported a wide range of film projects.

MAFF Market Forum 2019 will run from 5 – 8 October, at Scandic Triangeln in Malmö.





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 a 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 has been bornabroad. There are 174 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.





## FORUM

| PROGRAMME           | 6  |
|---------------------|----|
| SEMINAR             | 13 |
| PRESENTATIONS       | 14 |
| NETWORKING SESSIONS | 17 |

|               | SCANDIC TRIANGELN HOTEL - MARKET ROOM                        |
|---------------|--|
| SATURDAY 5/10 |  |
| 10:00 - 10:30 | MAFF Market Forum Opening                                    |
| 10:30 - 11:30 | Tunisian Cinema between the Past and the Present             |
| 11:45 - 13:15 | Development Fund Pitching Sessions (Documentary Projects)    |
| 14:45 - 17:15 | Development Fund Pitching Sessions (Feature Projects)        |
| SUNDAY 6/10   |  |
| 10:30 - 13:00 | Development Fund Pitching Sessions (Short Projects)          |
| 14:30 - 17:30 | Post-production Screenings & Discussions (Documentary Films) |
| MONDAY 7/10   |  |
| 10:00 - 13:45 | Post-production Screenings & Discussions (Feature Films)     |
| 15:00 - 16:15 | Presentations  |
| 16:30 - 17:30 | Networking Sessions  |
| MONDAY 8/10   |  |
| 10:30 - 11:30 | Torino Film Lab presentation and discussion                  |
| 12:00         | MAFF Market Forum Awards Scandic Triangeln Hotel             |



### Saturday, October 5, 10:00-17:15



### MAFF MARKET FORUM OPENING

10:00-10:30 at Scandic Triangeln Hotel – Market Room



## TUNISIAN CINEMA BETWEEN THE PAST AND THE PRESENT

10:30-11:30 at Scandic Triangeln Hotel – Market Room

Presented by Ahmed Shawky Participants: Tareq ben Chaaban and Slim Ben Cheikh



### Development Funding Competition Pitching Sessions for Documentary Projects

Selected projects pitching to market professionals and a panel of carefully selected jury members for funding opportunities and awards

11:45 - 13:15 at Scandic Triangeln Hotel – Market Room

- 11:45 12:15 "ETHEL"
- 12:15 12:45 "LOOKING FOR SA'ADAH"
- 12:45 13:15 "THE DAY OF WRATH: TALES FROM TRIPOLI"





### **Development Funding Competition Pitching** Sessions for Feature Projects

Selected projects pitching to market professionals and a panel of carefully selected jury members for funding opportunities and awards

14:45 - 17:15 at Scandic Triangeln Hotel – Market Room

- 14:45 15:15 "COMMEDIA"
- 15:15 15:45 "I AM HERE BUT YOU CAN'T SEE ME"
- 15:45 16:15 "MOTHERHOOD"
- 16:15 16:45 "STRAIGHT TO THE GOAL"
- 16:45 17:15 "THE SEA NEEDS TO HEAVE"





### **Development Funding Competition Pitching Sessions for Short Projects**

Selected projects pitching to market professionals and a panel of carefully selected jury members for funding opportunities and awards

10:30 - 13:00 at Scandic Triangeln Hotel – Market Room

- 10:30 11:00 "A RESUME"
- 11:00 11:30 "HABIB & THE THIEF"
- 11:30 12:00 "REPRESSION"
- 12:00 12:30 "THE GIRL IN THE MIRROR"
- 12:30 13:00 "THE LAST DINNER"



#### Post Production Platform Competition Screenings & Discussions for Documentary Projects

Selected projects screenings to market professionals and a panel of carefully selected jury members for funding opportunities and awards

14:30-17:30 at Scandic Triangeln Hotel – Market Room

- 14:30 15:15 "CAPTAINS OF ZA'ATARI"
- 15:15 16:00 "EXTRA TIME"
- 16:00 16:45 "SUSPENDED WIVES"
- 16:45 17:30 "THEIR ALGERIA"





## Post Production Platform Competition Screenings & Discussions for Feature Projects

Selected projects screenings to market professionals and a panel of carefully selected jury members for funding opportunities and awards

10:00 - 13:45 at Scandic Triangeln Hotel – Market Room

- 10:00 10:45 "BEFORE IT'S TOO LATE"
- 10:45 11:30 "FOR THE CAUSE"
- 11:30 12:15 "MICA"
- 12:15 13:00 "STATE OF AGITATION"
- 13:00 13:45 "THE WOMEN IN BLOCK "J"



## Presentations by our invited experts, giving insight into their organizations

15:00-16:15 at Scandic Triangeln Hotel – Market Room (15 minutes each)

- 1- National Center Of Cinema And Image (CNCI)
- 2- Chimney
- 3- Film in Malmö City
- 4- Norwegian Film Institute
- 5- Creative Europe

## PROGRAMME

### Monday, October 7, 10:00-17:30



#### **Networking sessions**

A chance to meet the organizations visiting MMF through pre-arranged networking sessions with informal round-table meetings. The networking sessions present a chance to meet representatives from institutes and funds, as well as international industry experts to discuss industry topics from collaborations between Nordic and Arab countries to film financing and distribution.

#### 16:30-17:30 at at Scandic Triangeln Hotel

 
 Table 1: Subject: Filmmaking after the Arab Spring
 Moderator: Irit Neidhart Table 2: Subject: Film production between the Arab region and Hollywood Moderator: Mahmoud Kamel 
 Table 3: Subject: Low Budget film financing
 Moderator: Mohcine Besri 
 Table 4: Subject: Co-production and support for documentaries
 Moderator: Lisa Nyed 
**Table 5**: Subject: Big production houses & shorts
 Moderator: Safei Eldin Mahmoud and Moataz Abdelwahab Table 6: Subject: Independent cinema Moderator: Butheina Kazim Table 7: Subject: Censorship in the VOD era Moderator: Dr. Khalid Abdel Jalil Table 8: Subject: Women's roles in the film industry Moderator: Bushra Ahmed





## **TorinoFilm Lab presentation and discussion**

10:30 - 11:30 at Scandic Triangeln Hotel

What is TFL and how to get into their workshops with Mercedes Fernandez, the managing director of TFL, who will take questions from the audience



### **MAFF Market Forum Awards**

#### 12:00 - 13:00 at Scandic Triangeln Hotel

The development and post-production funding awards will be announced.

## PROGRAMME

## TUNISIA: NINTH EDITION MALMÖ ARAB FILM FESTIVAL GUEST OF HONOUR

It's easy to recognize the breakthrough happening in the contemporary Tunisian cinema, whose presence became prominent in all major festival. Honouring this aspiring industry in the 9th edition of MAFF was a logical choice for a festival that has been trying, since its beginning, to shed light on all that is distinctive in Arab cinema.

The guest of honour program is held in cooperation between Malmö Arab Film Festival and the Tunisian National Centre of Cinema and Image (CNCI). The two parties signed a protocol detailing the various Tunisian events to be hosted by the festival, including the participation of five Tunisian feature films and four shorts in the festival different sections. A classic film posters exhibition, an extensive seminar entitled "Tunisian cinema between the past and the present", a presentation about the activities of CNCI during Malmö market forum and a group of Tunisian filmmakers and journalists will come to Malmö to participate in the festival and present the Tunisian cinema to the audience.

## Malmö Arab Film Festival will hold a panel discussion on: "Tunisian Cinema Between the Past and the Present"

The history of Tunisian cinema started in 1966, when director Ammar Khlefi made "Al Fajr", the first Tunisian Present film. Today, after 53 years, the Tunisian films are present in all international festivals in a remarkable way, and has become the most prominent and sustainable Arab industry when it comes to continuously providing promising talents and well-crafted films. Between a relatively recent past, a thriving present and a worth-betting future, this panel will shed light on the most important aspects of the Tunisian film industry.



## **Presentations**

At this event, producers and experts from Europe and Arab countries will present themselves and their goals. Besides introducing themselves individually, the presenters will outline their organization's landscape and offer an insight into the film institutes' rules and requirements.

#### National Center Of Cinema and Image (CNCI)

The CNCI enhanced the creation of the Arab Film Institutions Commission (AFIC) and the establishment of the Arab Film Platform (AFP) and Sentoo; the African project launched in 2019 which is a big success.

The CNCI supports the promotion of Tunisian cinema in international festivals and the cultural exchange with foreign cultural and diplomatic institutions resident in Tunisia in the cinematographic field.

#### Held by: Karima Amirat



Karima is a PhD candidate in communication sciences; she holds a Master's degree in marketing from ISG Tunisia, a professional Master degree in New Technologies of information and communication and a master degree in corporate communication. Karima has been in charge of communication and cultural diffusion at the National Center of Cinema and Image for 5 years.

Karima has worked on several Tunisian-International joint projects with missions toward supporting Tunisian culture and youth.

#### **Chimney Group**

For over 20 years, Chimney have crafted award-winning stories for some of the world's most recognized directors and producers - receiving recognition from the Academy (Oscars), BAFTA, Cannes Lion, Palme d'Or, Sundance, Berlinale, PromaxBDA, among many others.

Our studios offer a full range of post production services including dailies, editing, VFX, sound editorial/supervision, mixing and color grading through multiformat delivery. With a global presence of 11 offices in 8 countries we have the ability to curate the right team for your specific project.

#### Held by: Andreas Hylander and Hakan Strandhag



Andreas Hylander is a VFX Producer who's worked on national and international feature films and drama productions. Founder of Chimney Gothenburg in 2015, Hylander has 20+ years of experience in VFX and drama production where he specializes in VFX budgeting and team management.



Hakan Strandhag comes from a background in classic animated films after which he switched over to television for about 15 years before ending up at Chimney in early 2016. Still keeping himself busy with project managing and post producing Strandhag has since broadened his mission with international sales for the company's acclaimed post production services in feature films.





#### Film In Malmö City

#### Held by: Ann Körling



Ann Körling is the strategic developer of the film Area for the city of Malmö. Korling's strategy is based on developing the film area in Malmö which the city has been strongly representing by investing further in the development and consolidation of the city's role as a creative engine for the film area in the region.

#### **Norwegian Film Institute**

The Norwegian Film Institute (NFI) is a public institution operating under the authority of the Ministry of Culture. NFI is the government's executive body for the film sector and its advisor on film policy issues.

NFI has an annual budget of NOK 675 million (Euro 77 million) available for film development, production, promotion and distribution support, 87 employees and offices in Oslo and Bergen. About NOK 67 million are allocated to documentaries for all platforms.

#### Held by: Helle Hansen



Film Commissioner for documentaries, Norwegian Film Institute, NFI

Journalist and director of numerous documentary films for TV, from 2011 and to 2016, Hansen was the Film Commissioner for documentaries at The Danish Film Institute. Among the projects that she supported: "THE LOOK OF SILENCE", "LOST WARRIORS", "BOBBY JENE" and international co-productions "SHADOW WORLD", "MOGADISHU SOLDIERS" and "GOLDEN DAWN GIRLS".

As of October 2016, Hansen is the Film Commissioner at NFI. Among the projects that she supported: "THE SELF PORTRAIT", "iHUMAN", "BLUE CODE OF SILENCE" International co-productions: "HAMADA", "THE CHOCOLATE WAR" and "HOCKEY DREAMS".

### PRESENTATIONS

#### 16:30-17:30 at at Scandic Triangeln Hotel

#### **Creative Europe**

Creative Europe aims to support initiatives that can generate a real impact for the sector across Europe, including supporting individual works, initiatives that promote new skills and others that promote international cooperation in the sector.

The MEDIA Sub-programme of Creative Europe is designed to support European film and other audiovisual industries. It provides funding for the development, promotion and distribution of European works within Europe and beyond.

#### Held by: Dominic Chennaya



#### **Torino Film Lab**

TorinoFilmLab runs several activities and offers various forms of support in each of these fields. The training initiatives, ScriptLab, FeatureLab and SeriesLab, run throughout the year. ScriptLab and FeatureLab reach their conclusive moment at the TorinoFilmLab Meeting Event in November during the Torino Film Festival, when projects are presented to a selected group of producers, sales agents, distributors and other professionals from all over the world working in independent filmmaking.

#### Held by: Mercedes Fernandez



Born in Lugo - Spain, Mercedes Fernandez graduated in Journalism in Spain (1988) and in Film Studies in Italy (2004).

In Spain she collaborated as a journalist with the newspaper Faro de Vigo, the national tv channel TVE in Madrid, and the film magazine Fotogramas (Barcelona).

In 1999, Fernandez completed a postgraduate course of "Film History & Aesthetics" in Valladolid University (Spain) and received a grant from the EU to collaborate with the Torino Film Festival. She moved to Turin and during the following 6 years she worked in different film festivals: Torino Film Festival, Future Film Festival (Bologna), Turin Int'l LGBT Film Festival, Imileocchi – International Festival of Cinema and Arts (Trieste). From 2005 to 2008 she worked as a production manager in the music booking agency Concerti e Produzioni, and as a tour manager with artists such as Michael Bublè, Caetano Veloso, Gilberto Gil, Vinicio Capossela, Sergio Cammariere and Roberto Benigni.

She has been working for TorinoFilmLab since its creation in May 2008, and became Managing Director in 2016.

## PRESENTATIONS

## **Networking sessions**

A Chance to meet the organizations visiting MMF through pre-arranged networking sessions with informal round-table meetings.

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The networking sessions present a chance to meet representatives from institutes and funds, as well as international industry experts to discuss industry topics from collaborations between Nordic and Arab countries to film financing and distribution.

#### Filmmaking after the Arab Spring

Since the Arab spring, the interest in Arab filmmaking has increased, however, there is impression that the attention now is shifting away from the region. At this session we want to take stock and try to get a realistic picture of the state of Arab film-making and the international visibility of the films.

#### Held by: Irit Neidhart



Irit Neidhardt (born 1969) graduated in political science, Islamic science and anthropology from the University of Muenster/Germany. She worked as a trainer for self-defense and assertiveness for women and girls, managed an adult education center for political and cultural learning and has been acting as a vocational author, curator and speaker in the field of cinema and the Middle East since completing her studies in 1995. In 2002 she decided to devote her working life to cinema and funded the international distribution and sales company mec film complementary to her free-lancing.

#### **Independent cinema**

The status of Independent Cinema in the world and the Arab region, its distribution process, its target audience and how to expand that audience.

#### Held by: Butheina Kazim



Butheina Kazim is the co-founder of Cinema Akil; the first arthouse cinema in Dubai and the Gulf region. She was a Fulbright scholar of Media, Culture and Communication at NYU and has worked as a project manager in television and radio stations in the UAE. Kazim has contributed to publications including Al Jazeera, Gulf News, Jadaliyya and the Art Dubai blog. She has been involved in programming cinema popups including Abu Dhabi Film Festival at The Pavilion and a Focus on the UAE program at the Short Film Week (Kurzfilmwoche) in Regensburg, Germany. She is the producer of short documentary 'Letters to Palestine'; winner of the Special Jury Prize at the Abu Dhabi Film Festival (2010). Kazim was on the jury for the iEmmys Asia & Africa Competition, the International Competition at the Regensburg Kurzfilmwoch (Short Film Week), Imagine Science Film Festival AD, A Shaded View on Fashion Films (ASVOFF) in Paris at the Centre Pompidou and is a member of the UAE Academy Award Committee. She was selected in Screen International's Future Leaders 2019: Programmers and Curators to Watch launched at the Cannes Film Festival. Butheina holds an Hon. BA of Arts in Design from York University and Sheridan College in Toronto and an MA in Media, Culture and Communication from NYU's Steinhardt School of Culture, Education, and Human Development with a concentration on Global and Transcultural Studies.

#### Film production between the Arab region and Hollywood

What are the opportunities of film production between the Arab world and Hollywood.

#### Held by: Mahmoud Kamel



Mahmoud Kamel is a well-known Film director in the Middle East. He made several short films that were screened and awarded at numerous film festivals. Shortly after graduation, he won The Most Creative Achievement award as a promising artist. The first project he worked on after his return was a psychodrama entitled, "Mekano", Mahmoud created the thriller, "Adrenaline" after which he directed "Adam's Village"; about the importance of friendship and the effects of corruption on our society. Mahmoud was granted the Fulbright Commission through which he earned a Master's Degree from UCLA, in Independent Filmmaking and Production.

#### Low Budget film financing

Not all films have to cost millions to succeed; low budget film financing is always an option to make a great film.

#### Held by: Mohcine Besri



Born in Meknes, Morocco in 1971, Mohcine Besri studied Physics and Chemistry at the Faculty of Rabat, while making his first steps in the arts by playing small parts in various movies. He later left to Switzerland where he completed his bachelor degree in Computer Science and worked in finance, before becoming a mathematics teacher. In parallel, he pursued his passion for cinema and became a script writer and director. Further to several experiences as Assistant Director, he directed two short films, was a co-writer of "Operation Casablanca" with Swiss director Laurent Nègre, before writing his first feature film "Les Mécréants".

#### **Censorship in the VOD era**

VOD has become almost as important as theatrical distribution, with no specific laws of censorship, how to benefit from these platforms.

#### Held by: Dr. Khalid Abdeljalil



CURRENT POSITIONS •Consultant of Culture Minister for Cinema Affairs (Since 2014). •Head of Censorship on Artistic Works System subordinated to Egyptian Ministry of Culture (Since 2015). •Head of Egyptian Film Center subordinated to Egyptian Ministry of Culture (Since 2015). •Supervisor of Cinema Field in Cultural Industries Holding Company (Since 2018). PAST POSITIONS •Head of Scenario Department at Higher Cinema Institute in Academy of Arts (2006-2016). •Head of Cultural Production Affairs Sector subordinated to Ministry of Culture (2012- 2014) •Head of Egyptian Film Center (2008-2012). •Artistic Consultant of Arab Television and Radio Network, ART, (2001-2010). PUBLICATIONS/ •The Narrative Structure in Electronic Games – 2011. •Censorship on film between Social and political Reality and Development of Broadcasting Machines – 2012. •Mass Culture Effect on Contemporary Scriptwriting Structure - 2013.

Dramatic Structure on Science Fiction Film - 2013.

#### **Big production houses & shorts**

How invested are big production houses in short films; and how to get their attention for your short.

#### Held by: Safei Eldin Mahmood and Moataz Abdelwahab



Safei is an Egyptian film producer who has been working in the industry for over 20 years. In 2013, Safei founded Red Star Production and Distribution, to produce a diverse portfolio of fiction and documentary films that appeal to a range of audiences and bridge the gap between independent and commercial cinema. Prior to founding Red Star. Safei's recent productions, The Originals (Marwan Hamed), Nawara (Hala Khalil), and Photocopy (Tamer Ashry) have garnered critical acclaim and won over 60 international awards. www.redstarfilms.net



Moataz Abdelwahab graduated from the Higher Institute of Cinema in 2000, and worked as a producer in a variety of TV shows and documentaries. His experience ranges from news to entertainment and music. In 2010, Abdelwahab established Team One, which has become a leading company in documentary films and TV programs in the Egyptian market and the Arab region and has recently ventured in feature fiction films' productions. Among the company's clients are Al Jazeera, CBC, Discovery Education and Euro News. Many of Abdelwahab's documentaries focused on the history of the Arab cinema, and profiling the pioneers of the industry. Abdelwahab is producing his first feature: "When We Are Born" partnering with director and co-producer Tamer Ezzat. Armed with years of experience in the production field and a passion for art, he brings a fresh production strategy to the Egyptian market, focusing on uncompromising artistic values that also appeal to mass. audiences.

#### **Co-production and support for documentaries**

Where to look for co-productions and support, specifically for documentaries.

Held by: Lisa Nyed



As Commissioning Editor and Head of Documentary at Film i Skåne, Lisa commissions co-productions of documentaries of all lengths and format. She is also counselling on distribution possibilities, initiates projects on export and outreach and takes a lead in Docu Regio subgroup of Cine Regio. Lisa has served on several festival juries, selection committees and has been tutoring at documentary development workshops.

#### Women's roles in the film industry

Women are claiming their role in industries across the board all around the world especially in the arts, what is their role in the film industry today?

#### Held by: Bushra Ahmed



Bushra (born 5 October 1976 in England), . She is considered an Egyptian actress singer producer and a multi-talented, influential artist in Egypt and the Arab world, known for her role in films such as 678, ,Gedo habibi and many more. She is also the COO and founder of ElGouna Film Festival, one of the important festivals that were established to underscore the role film plays in promoting cultural interaction, fostering an awareness of different cinematic voices through encouraging dialogue and by building bridges of creative intellect.

## **ARAB CINEMA CENTER**

Organized by MAD Solutions in 2015, the Arab Cinema Center (ACC) is an international promotional 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 ACC also provides networking opportunities with representatives of companies and institutions specialized in co-production and international distribution, among others. The ACC'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 festivals, and the issuance of the Arab Cinema Magazine to be distributed at the leading international film festivals and markets.

Furthermore, newsletter subscription is now available on the ACC's website, allowing users to obtain digital copies of the Arab Cinema Magazine, as well as news on the ACC's activities, notifications of application dates for grants, festivals and offers from educational and training institutions, updates on Arab films participating at festivals, exclusive news on the Arab Cinema LAB, and highlights from the ACC's partners and their future projects.

The ACC also launched an English-language Arab Cinema Guide, available on its website, which is a comprehensive cinematic guide that comprises a variety of tools presented collectively for the first time to offer information on Arab cinema to filmmakers inside and outside of the Arab world. It also aims to facilitate filmmakers' access to international markets and help film industry representatives to easily identify Arab film productions.

The Arab Cinema Center launched the MAD 3ARABI (Arab Flow) in Prague, Czech Republic. The festival aims to introduce Arab culture and focus on the film and TV industry, flowing Arab entertainment and culture onto European shores, and also providing an extension for Arab filmmakers and content creators in the entertainment industry to reach new shores.

#### Kareem Samy - Manager



A prominent marketer, Kareem Samy has been part of several regional and international film festivals and global markets. Currently, Kareem holds the position of Marketing Director at MAD Solutions and the Manager of the Arab Cinema Center that is organized by MAD and aims to provide the film-making industry with a professional window to connect with their counterparts from all over the world through a number of events that it organizes, opening networking opportunities with representatives of companies and institutions specialized in co-production and international distribution, among others.

During his stint at MAD Solutions, which started in 2014 as the Marketing Manager of the company, Kareem was introduced to the filmmaking industry and had the opportunity to be part of several international film festivals and markets, including; Berlin International Film Festival, Cannes Film Festival, Venice International

Film Festival, and Dubai International Film Festival. During his period, he has publicized several celebrities and directors such as Marwan Hamed, Shereen Reda, Saba Mubarak and Menna Shalaby. Kareem has also been involved in a plethora of film marketing campaigns for blockbuster films including: Jordan's Academy Award nominee Theeb, Hepta: The Last Lecture and Diamond Dust. He collaborated with various film production companies such as: Film Clinic, S Productions, New Century Production, Four Star Films, and United Motion Pictures.



O IGAN ZEDRY MAD SOLUTIONS



## **ART CITY FILM & TV PRODUCTION**

Based in Baghdad, Art city is an Iraqi production company established in 1984. Art City has produced many short films and participated in the production of several feature films. For the forth year in a row, the company is organizing the "3 Minutes 3 Days Film Festival"; screening films that do not run longer than 3 minutes, from Iraqi and international filmmakers.

#### Dr. Hikmat Al-Baidhani - President



Born in Baghdad in 1963; Dr. Hikmat Al-Baidhani is a film and television specialist who holds a PhD in Arts – Sound Engineering. Al-Baidhani founded and heads the Baghdad organization for Cinema and Arts and has been a member of the Arab Producers' Union since 2009 after which he founded the Iraqi Producers' Union in 2010. With a regional experiences, Al-Baidhani has produced and directed several films among which "University of Baghdad - Golden Statute of Science" in 2018, "Iqbiyat Al Roab" in 2015 and "Sadeqa Al Molaya" in 2009. Founder of the of "3 Minutes 3 Days Festival in Baghdad", Al-Baidhani has participated in numerous film festivals around the world such as Mulhouse Festival for Art, Cannes, Venice and Dubai Film Festivals among others.



## TO MAKING THE VISUAL BEAUTIFUL





Art city is one of Iraqis companies that interested in cinematic production Settled in Baghdad

## **EL GOUNA FILM FESTIVAL**

The mission of El Gouna Film Festival is to showcase a diverse selection of films for a passionate and knowledgeable audience and to foster better communication between different cultures through the art of filmmaking. Its goal is to connect filmmakers from the region with their international counterparts in the spirit of cooperation and cultural exchange through the presentation of the finest recent cinematic productions. The Festival is committed to the discovery of new voices and strives to be a catalyst for the development of Cinema in the Arab World, particularly through its industry segment, CineGouna Platform.

The Festival was established to highlight the role that films play in promoting cultural interaction, fostering an awareness of different cinematic voices through encouraging dialogue and building bridges of creative intellect. The goal is to generate opportunities for development and support for all contemporary forms of creative expressions in the MENA region, especially between young generations from the Arab world and their international counterparts.

The festival presents a selection of the newest films from around the globe and hosts established and emerging filmmakers. The program includes three competitive sections (Feature Narrative Competition, Feature Documentary Competition, and Short Films Competition) an Official selection out of competition and a section devoted to special programs. The festival will give special attention to films with humanitarian content.

In parallel to the screenings, the festival organizes the "CineGouna platform", which is a creative and business hub designed to support Egyptian and Arab talents where a wide range of meetings are organized between Arab and international directors, producers, and distributors with the aim of enhancing business opportunities for the Arab cinema. Additionally, the event presents round-table, workshops, panels and masterclasses.

#### Bushra Ahmed - COO and Co-founder



Bushra (born 5 October 1976 in England), . She is considered an Egyptian actress singer producer and a multi-talented, influential artist in Egypt and the Arab world, known for her role in films such as 678, ,Gedo habibi and many more. She is also the COO and founder of ElGouna Film Festival, one of the important festivals that were established to underscore the role film plays in promoting cultural interaction, fostering an awareness of different cinematic voices through encouraging dialogue and by building bridges of creative intellect.







## EL GOUNA FILM FESTIVAL

19-27 SEPTEMBER 2019

#### #GFF19

WWW.ELGOUNAFILMFESTIVAL.COM

## **EUROPEAN FILM FESTIVAL IN JORDAN**

The European film festival is the oldest-running foreign film festival in Jordan. Launched in 1989, it aims to invite Jordanians to discover the most recent European feature films in a wide array of genres, from documentary to animation and fiction. For the past 31 years, the festival has been offering a platform where people from all nationalities discuss, question or simply feel through the movies, building bridges with and within the Jordanian community and promoting mutual understanding.

Jordan is packed with talents and thanks to the support of institutions such as the Royal Film Commission and TaleBox, Jordanian film students and young professionals can also benefit from opportunities offered by the European film festival to partake in workshops and seminars and engage with European film professionals, exchanging experiences and knowledge.

Besides, thanks to its partnership with the Malmö Arab Film festival, the European Film Festival in Jordan launched for the second consecutive year, a short film competition to help highlight the local productions and give them a well-deserved international exposure at one of the most prestigious European Arab Film Festivals.

The European Film Festival in Jordan is organised by EUNIC (European Union National Institutes for Culture) with the support of the European Union Delegation in Jordan and in partnership with the Greater Amman Municipality, the Jordan Tourism Board, the Royal Film Commission and Talebox.





Functed by the Balapean Unio Prior Prior Marked (Sec)

## 31<sup>st</sup> EUROPEAN FILM FESTIVAL JORDAN

SEPTEMBER 12th - 22nd 2019 The Royal Film Commission Al Hussein Cultural Center UNDER THE PATRONAGE OF HRH PRINCESS RYM ALI تحت رعاية صاحبة السمو الملكي الأميرة ريم علي



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## الدورة الـ ٣١ لمهرجان الأفلام الأوروبــيــة الأردن

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## FILM CENTRUM SYD

Film Centrum 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 - Film Comissioner



Johan 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 filmmaker in his own right, mostly as a director of documentary films. Johan is especially keen on discovering films and filmmakers that are exploring new and uncharted territories, always with a high level of artistic ambition.



## A meeting place for Filmmakers in Skåne

Seminars and workshops Production support Filmscreenings Networking



www.filmcentrumsyd.se

## 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. 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 with a close connection to the region of Skåne, and focus on talent development for the regional creatives. Film i Skåne also run Ystad Studios, which offers a sound stage and production facilities in the town of Ystad

#### Hanna Sohlberg - Head of Talent Development



Hanna Sohlberg is head of talent development at the regional fund Film i Skåne. She is also part of the Swedish Filminstitute's expert panel, the Talent Think Tank, and a active partner of the european network Screen talent Europe. Earlier Hanna was a project manager of Talent Development at the Swedish Filminstitute. Hanna has extensive experience of talent development and has initiated and been in charge of national and international projects, talent programs, training and network sessions.

#### Lisa Nyed - Commissioning Editor - Documentary Film



As Commissioning Editor and Head of Documentary at Film i Skåne, Lisa commissions co-productions of documentaries of all lengths and format. She is also counselling on distribution possibilities, initiates projects on export and outreach and takes a lead in Docu Regio subgroup of Cine Regio. Lisa has served on several festival juries, selection committees and has been tutoring at documentary development workshops.





## **GENERAL UNION OF ARAB ARTISTS**

The General Union of Arab Artists is an international nongovernmental organization based in Cairo whose motto is "art in the service of Arab nationalism and humanity". Comprised of the Arab unions and organizations who work in the theatrical, audiovisual, musical, cinematic and street arts, the General Union of Arab Artists aims to ensure Arab artists' freedom of expression; offer them opportunities to fulfil their missions; cooperate and assist in the development and dissemination of Arab arts among other tasks to ensure professionalism and educational support for the field in the Arab world.

#### Mosaad Foda - Chairman



Born in 1961, Mosaad Foda is a film and TV director whose long list of works includes 7 feature films in addition to numerous TV series and shows. In addition to being a university professor, Foda also trains media professionals for local and international organizations among which the Fredrich Newman organization. An expert in artistic copyright, Foda is also a jury member at numerous film festivals and has been the elected chairman of the General Union of Arab artists since 2013.





# **INTERNATIONAL MEDIA SUPPORT (IMS)**

IMS is the biggest media development organization in the Nordic region. We work in more than 30 countries across four continents promoting press freedom, good journalism and safety for journalists. Our organisation

IMS (International Media Support) is an international non-profit organisation working across four continents. Our staff of around 90 employees of more than 30 different nationalities work from headquarters in Copenhagen, Denmark, as well as from regional country offices around the world.

Founded in 2001 in the wake of conflicts in Rwanda and the Balkans where media was used as a tool to incite war, IMS works in a context sensitive manner, carefully assessing the needs of local media in each country before entering in close dialogue with local organisations and international peers and adjusting our work as the situation changes.

Our programmes are attentive towards gender balance and minorities, as we strongly believe in the importance of enabling women and members of marginalised groups to participate equally and freely in the media as an integral part of democratic development. IMS is headed by Executive Director Jesper Højberg. Deputy Director is Henrik Hvilshøj.

#### Rasmus Steen - Programme Manager



Rasmus Steen is responsible for the Documentary Film programme of International Media Support (IMS). The organisation is working out of Copenhagen, Denmark, and has for the last decade been supporting documentary films in the Arab world. Rasmus Steen has extensive knowledge of the Arab documentary scene and a vast professional network of film directors, producers, film festivals, journalists and media activists.

International Media Support (IMS) is a non-profit organisation working to strengthen the capacity of media to reduce conflict, strengthen democracy and facilitate dialogue. We take a broad sector approach to developing the media in a given country. This means that we are mindful of the fact that all elements that make up a media sector must be addressed to achieve well-functioning, independent media. All of our work is done in close partnership with local media actors and international media support groups with whom we prioritise and coordinate our work.





# Supporting documentary film

International Media Support (IMS) works to promote documentary filmmaking and its contribution to **social, cultural and political change.** Since 2005, we have supported more than 170 documentaries.

Enforcing female filmmakers and women's role in documentary films is a priority for IMS. That is why we work with a principle of minimum **50/50 gender balance** in our film programme.

Learn more: www.mediasupport.org



paving the way for good journalism

# **LEYTH PRODUCTION**

Based in Tunisia, Leyth Production, was founded by the filmmaker Nada Mezni Hafaiedh in 2009.

The company focuses on innovative concepts with a fresh approach and operates all around the world and offers a wide network of professional partners. Its involvement in the cinematic process varies from the early stages of development to providing post-production services for short, feature films, documentaries and TV series.

Creative and dynamic, Leyth Production's 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 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 experiences and its collective. We believe that each film is a new adventure, and the company strives to identify and accompany talented filmmakers.

## Slim Hafaeidh - Producer



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.





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 motivat - ed specialists. Our productions ensure an effective communication and are accompanied by a permanent and attentive follow-up.





Leyth Production AON Building 89 bis Habib BOURGUIBA Avenue ARIANA– TUNISIA (+216) 36 200 200 www.leythproduction.com contact@leythproduction.com

# LUXOR AFRICAN FILM FESTIVAL

The Luxor African Film Festival (LAFF) is organized by Independent Shabab Foundation, a nonprofit organization, supported by Egyptian ministries of Culture, Tourism, foreign Affairs and Youth, and in collaboration with the Luxor Governorate and Egyptian film making syndicate LAFF aims to create a platform for African films, supporting African filmmakers, in and outside of Africa. Located in the beautiful city of Luxor as the main venue, which represents one of the biggest open air museums in the world, the festival focuses on young talented filmmakers as the main target group.

LAFF consists of four competitions: Long Narratives, Long Documentaries, Short Films (Narratives and Documentaries) and The International Competition of Freedom Films, beside other parallel special sections. The festival's 9th edition took place from the 6th and till the 12th of March, 2019.

In 2013 LAFF decided to look for a new platform to shoulder the young African directors, that's when Azza Elhosseiny, LAFF's executive director, established ETISAL film fund, with the mission to provide the young African filmmakers with a way to expresse their skills and talents freely through filmmaking and to promote their work globally.

ETISAL created many partnerships from around the world and established many protocols of collaboration with a number of entities including production houses, festivals, individuals, TVs and radio channels in order to support productions, promote and distribute the African film industry.

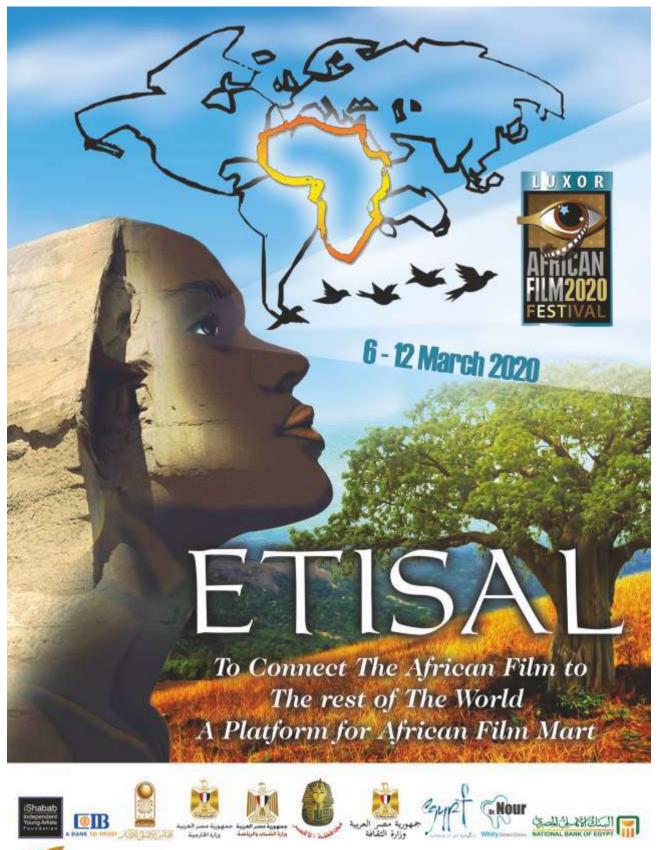
We produced 60 mini short films, through our international filmmaking workshop, funded about 7 shorts and developed 8 long features from Ethiopia, Rwanda, Madagascar, Sudan, Uganda, Morocco,I vory Coast, Togo, Uganda, Burkina, Senegal, Tunisia and Egypt, among of them "The Mercy Of The Jungle" Rwanda and "You Will Die At 20" SUDAN.

## Azza Elhosseiny - Ececutive Director



Azza received a degree in Business Administration from Cairo University in 1988 and a degree from The High Institute of Cinema, Academy of art, in 1991, Azza started as an actress and assistant editor,then focused on directing. She directed a number of short and medium long documentaries for Egyptian TV, in years 2000 became activest in the independent culture trend in theater and cinema, working with NGO's and cultural spaces. She has been the director of Independent Art Season for nine years, a member of Independent Cultural Coalition, founder of Nawafez for cinema clubs in Egypt, and the director of Luxor African Film Festival during the past 8 years where she created Etisal film Fund in 2013, in 2018 she finished her first long documentary (The Magic of Burollus), and is now working on her first long narrative film (Fifteen Days).



















# **MAD SOLUTIONS**

MAD Solutions is a 360-studio dedicated to the creation, promotion and distribution of Arabic content to and from the Arab world. With our armada of talent, we've been to the Oscar's and the BAFTAs, walked on hundreds of red carpets, screened our films on thousands of screens and platforms all around the world, and helped usher a new era of filmmaking and entertainment in the Arab world. The abundance of talent in the region has been, and still is, the fuel that fires up our engines and helps us reach that stars! Speaking of which, our MAD celebrities represent a rich spectrum of talent and professions that are key factors in ensuring the prosperity and evolution of the film and entertainment industries across the Arab world, and beyond.

MAD's head office is in Cairo, the Arab world's capital of entertainment, and is operational in Abu Dhabi's twofour54 campus covering the GCC region, with representatives in Tunisia, Morocco, Palestine, Jordan and Lebanon.

#### MAD Distribution, a MAD Solutions' subsidiary :

MAD Distribution addresses an urgent market need created by the growing number of award-winning Arab filmmakers whose works must be seen outside of festival circuits. To date, MAD has distributed over 100 titles from the Arab world, including features, documentaries and shorts, across theatrical and nontheatrical platforms. International films are also part of the company's distribution mix.

#### Meriame Deghedi - International Distibution and Sales Manager



A trilingual arts and culture marketing professional, Meriame Deghedi has a penchant for disseminating the diversity of the cinematic art works and films d'auteur to the general public through different means; production, distribution, and education in the visual image actions. She studied Cinema in Lumière-Lyon 2 University. Her work at Shellac, a distribution and production company, encouraged her to pursue a master's degree in Dissemination of Arts and Knowledge Through Cinema. Through her career, she had the chance to be part of the robust environment of film festivals and film events (FIDLab, Cinemed, ImageSingulières, Cairo Industry Days..etc).

Following her motivation to promote non-commercial films and make them accessible to the general public, she earned a second master's degree in Arts & Culture Marketing, and returned to Cairo, Egypt, to pursue a Film Distribution career in her homeland. In 2016, she joined MAD Solutions where she oversees and implements the distribution and marketing strategies of all of MAD's titles across all theatrical and non-theatrical platforms, with a focus on international sales and acquisitions. Recently, Meriame was appointed Manager of the 6th Cairo Film Connection at Cairo Industry Days, to be held on the sidelines of the 41st Cairo International Film Festival.



## STRONG

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# **RED STAR PRODUCTION**

Founded in 2013, Red Star has produced a diverse portfolio of fiction and documentary productions. So far, its films have received 60 awards in international film festivals and had successful runs in local and regional box offices. Red Star's vision is to straddle the line of art- house and commercial cinema, creating a milieu in which filmmakers are empowered to experiment and tell unique stories that are enjoyed by the majority of moviegoers, without compromising their artistic integrity. This vision is based on our belief in the power of film to expose viewers to new horizons, whilst achieving commercial success. www.redstarfilms.net

#### Safei Eldin Mahmood - Producer



Safei is an Egyptian film producer who has been working in the industry for over 20 years. In 2013, Safei founded Red Star Production and Distribution, to produce a diverse portfolio of fiction and documentary films that appeal to a range of audiences and bridge the gap between independent and commercial cinema. Prior to founding Red Star. Safei's recent productions, The Originals (Marwan Hamed), Nawara (Hala Khalil), and Photocopy (Tamer Ashry) have garnered critical acclaim and won over 60 international awards. www.redstarfilms.net













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PRODUCTION & DISTRIBUTION

www.redstarfilms.net info@www.redstarfilms.net

SOON

STRAIGHT TO THE GOAL A FILM BY TAMER ASHRY

# **SWEDISH FILM INSTITUTE**

The Swedish Film Institute is the national agency, responsible for funding, supporting and developing the film art at large. It is also responsible for archiving the cultural film heritage and screening of films at the Cinemateque. The Swedish Film Institute has a 50%-50% gender equality policy for supporting productions and work to increase the general diversity and representation of different cultural voices.

The Swedish Film Institute supports all film formats, genres and platforms. The Swedish Film Institute supports international co-productions in both fiction, documentary, shorts and cross media. You have to apply together with a Swedish co-producer who has secured Swedish distribution and we require a creative exchange of some sort. There are no deadlines. We support through the commissioning system and fund between 6-12 productions per year between all genres.

## Anders Nylander - Feature Film Commissioner



After completing his film studies, Anders Nylander has had a long and solid career as film editor. The last twenty years he has worked as editor on a large number of productions, both for film and TV. He has collaborated on several films with the directors Daniel Lind Lagerlöf (Hans och hennes, Miffo, Carambole and Bibliotekstjuven among others) and Leif Lindblom (Cleo, Svensson Svensson) and has, in edition, edited tv-series like 30 grader i februari, Farang, Jordskott, Modus and Tjockare än vatten (where he also acted as script editor).

#### Klara Grunning - Film Commissioner



Emmy Award winning Grunning-Harris is a freelance content, production, distribution, financing consultant and executive producer for film. TV and cross media world-wide. Currently she is working at the Swedish Film Institute. as their film commissioner for documentary films. Before, Grunning worked five years as the commissioning editor for documentary feature and short films at the Royal Danish Film Institute, where she has supported award winning films. Klara is also the chairwoman of the Board of Directors for The Why Project, who are responsible for major events like WHY POVERTY? And WHY DEMOCRACY? Klara has expertise in international co-production, content and editing for distribution and financing, versioning for different markets and works closely to customize strategies for all aspects of production. Prior to that she was appointed Vice President and International Commissioning Editor of KUDOS Family, a media co-production and distribution company based in Stavanger, Norway, where she bought and sold films, created strategies for worldwide distribution and outreach.



# Filmrummet:

# Samtal, debatt och inspiration

Filmrummet gör nedslag i de viktigaste filmfrågorna just nu

filminstitutet.se/Filmrummet



# **TEAM ONE PRODUCTIONS**

Team One Productions was established in 2010. It has been a leading company in documentary films and programs. It has also expanded its productions into educational videos, executive production services, and has recently ventures in feature fiction film productions.

Throughout the years it has produced more than 20 feature documentaries, and dozens of shorts. Among its clients are Al Jazeera, CBC, Discovery Education and Euro News.

After years of planning for expansion and venturing into fiction productions, Team One decided in 2017 to produce first feature: "When We Are Born" a co-production with director Tamer Ezzat

Armed with years of experience in field production and a passion for art, we bring a fresh production strategy to the Egyptian market, focusing on uncompromising artistic values that also appeals to mass audiences

## Moataz Abdelwahab - Producer



Moataz Abdelwahab graduated from the Higher Institute of Cinema in 2000, and worked as a producer in a variety of TV shows and documentaries. His experience ranges from news to entertainment and music. In 2010. Abdelwahab established Team One, which has become a leading company in documentary films and TV programs in the Egyptian market and the Arab region and has recently ventured in feature fiction films' productions. Among the company's clients are Al Jazeera. CBC. Discovery Education and Euro News. Many of Abdelwahab's documentaries focused on the history of the Arab cinema, and profiling the pioneers of the industry. Abdelwahab is producing his first feature: "When We Are Born" partnering with director and co-producer Tamer Ezzat. Armed with years of experience in the production field and a passion for art, he brings a fresh production strategy to the Egyptian market, focusing on uncompromising artistic values that also appeal to mass audiences.





# Explore Our World



Team1.tv

# THE CELL POST PRODUCTION

The Cell Post Production was founded by the filmmakers Sherif Fathy & Wael Farag in 2011, who are specialists in High-Gloss TV Series, TVC's, Films and Corporate Films. As a film post production company based in Cairo - Egypt, we provide our services all around the world, also we offer a worldwide network of professional partners.

The Cell provides Media Production and Post-Production Services using the biggest facilities and workflow techniques that lead to the best quality.

Our Services

1.Production

Full services.

2.Post-production

Full Services.

3.Business competitiveness

The cell owns the latest setup and the most talented personnel working members & methods to achieve their goals in high quality before the deadline.

4.Quality policies

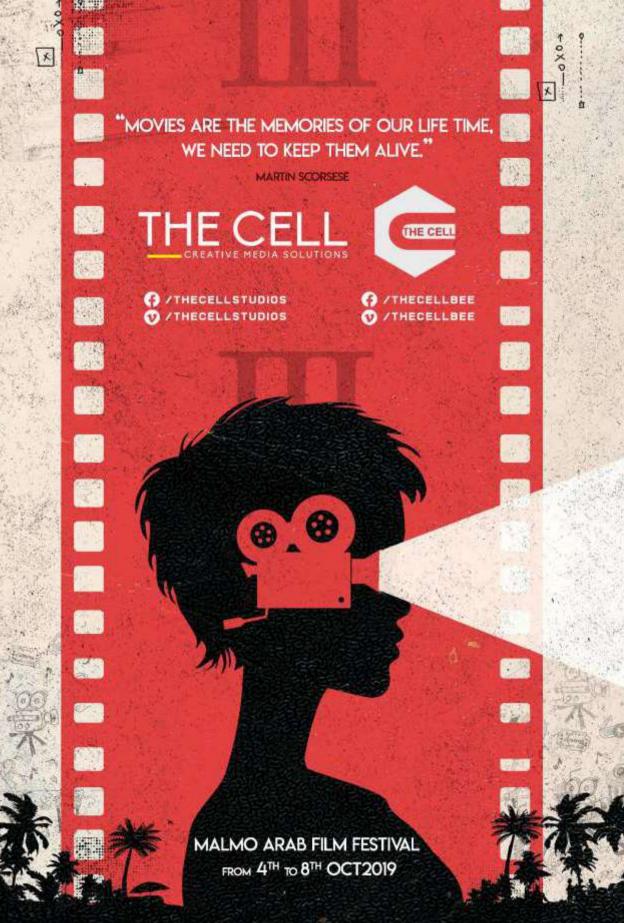
Our task will be finished when teamwork, client, people' satisfaction come.

## Sherif Fathy - Founder and Partner



Sherif Fathy Graduated from Fine Arts faculty 2000.He is a producer, visual effects supervisor and digital colorist with 16 years of experience working in film and television in Egypt and worldwide. His specialty is in fiction film, documentaries and commercials. He is passionate about creating content that will have a social impact. His work has been screened at numerous international festivals and featured on CIFF, TIFF, GDA and GFF. He also worked as a post producer for several digital platforms such as Netflix and Viu.





# **THE IMAGINARIUM**

Established in 2010 with an aim to create original audio-visual content that is captivating to audiences regionally and internationally. Over the years, Imaginarium films has developed, produced & line produced many award winning independent genuine films locally and internationally & teamed up with many European and regional producers around the world.

The company now is considered one of the best in Jordan that provides cutting edge production services for all kind of media development and production.

#### Rula Nasser - Producer



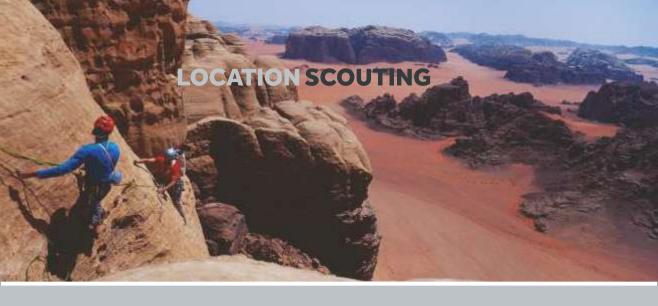
An Independent Jordanian producer with an accumulated experience in different aspects of production of Commercials, TV series and low budget films all the way to big budget studio films. Started with the BBC Channel and Discovery Channel projects in the Middle East, a journey that contained self-exploration of local stories and talents across Jordan,

Rula 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 her 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. Among the films she produced; "Scales" by Shahed Ameen, "My Love awaits me by the sea" by Mais Darwazah and "Waiting for Pobox" by Sammy Chekhes to name a few. Rola is also working on many projects currently in development.

## ∃Imaginarium



# E Inaginariumfilms.com

## JORDAN

The land of biblical deserts and seas; historical backdrops that beckon to eons of cultures and civilisations; landscapes that transport you to a universe beyond our human reach. Where tradition and modernity co-exist in harmony, offering you endless possibilities for your stories. And where there is abundant landscapes, there are innumerable talents in the film and entertainment industry that will help bring your vision to life.



# THE NATIONAL CENTER OF CINEMA AND IMAGE (CNCI)

CNCI; The National Center of Cinema and Image was created in 2011. CNCI covers many initiatives and among its activities are: The Tunisian Cinematheque 3 cinema theaters The Creative Digital Lab (CDL): a space for development and incubation of ecosystem operators. The Gaming Center: testing and promotion area for Tunisian video games JCC: Carthage Film Festival At the national level, the CNCI has reviewed and updated of all regulatory texts governing Tunisian cinematography. The center has also streamlined aid to film production, supported the exploitation activity in order to extend the network of cinemas and regulated distribution and exploitation activities by setting up a unique ticketing system.

The CNCI has also strengthened and rationalized the partnership of civil society working in the field of cinema and creative digital culture for a wider dissemination of culture to (Project Thousand and One Films) as well as offering support for public film schools via an access partnership on postgraduate training and co-organization of meetings (Khatawat Ciné Par'court project).

The CNCI has upgraded the festival's organization and has created the Tunisian cinematheque within the center while safeguarding, restoring and digitizing of the national film archive through a partnership with the national library.

At the international level, the CNCI has created and implemented the Franco-Tunisian co-production funds for cinematographic works over a period of three years starting from 2017 and the co-development fund for Tunisian-Italian cinematographic works. CNCI is also the process of creating co-production funds for Tunisian-Algerian and Tunisian-Moroccan cinematographic works alongside.

The CNCI has signed several framework agreements with counterparts or with other institutions working in the field of cinema and creative digital industries such as CNC, CADC, Royal Film Institute, INCAA, DGC Dubai, ACC, etc.

The CNCI enhanced the creation of the Arab Film Institutions Commission (AFIC) and the establishment of the Arab Film Platform (AFP) and Sentoo; the African project launched in 2019 which is a big success.

The CNCI supports the promotion of Tunisian cinema in international festivals and the cultural exchange with foreign cultural and diplomatic institutions resident in Tunisia in the cinematographic field.

## Karima Amirat - Communication and Cultutal diffusion



Karima is a PhD candidate in communication sciences; she holds a Master's degree in marketing from ISG Tunisia, a professional Master degree in New Technologies of information and communication and a master degree in corporate communication. Karima has been in charge of communication and cultural diffusion at the National Center of Cinema and Image for 5 years. Karima has worked on several Tunisian-International joint projects with missions toward supporting Tunisian culture and youth.





Centre National du Cinéma et de l'Image

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CENTRENATIONAL DU CINÉMA ET DE L'IMAGE (CNCI)

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## **ASMA GRIMICHE**

Asma Graimiche is a film producer and distributor from Dakhla, Kingdom of Morocco. Graimiche founded her own production company in 2006 in Laayoune, then Casablanca, Washington and New York, the company provides production services, distribution and PR. Producer of three films, a series of 30 documentaries, TV shows and events, Graimiche took courses at the New York film academy. Graimiche sat on juries for many international film festivals and is the cofounder and director of the International Film Festival of Dakhla.

## Asma Graimiche - Producer/Distributor



# **CAIRO INDUSTRY DAYS**



Cairo Industry Days is the industry platform of the Cairo International Film Festival that first launched during the 40th edition of the festival. Cairo Industry Days, in partnership with Arab Cinema Center, provides an important space for discussions, networking, meetings, workshops, masterclasses and partnership opportunities between Arab talents and regional and international key industry professionals to further support Arab Cinema.

## Aliaa Zaky - Head of Cairo Industry Days



Aliaa Zaky is a qualified corporate lawyer who embarked into the world of film festivals, media and entertainment in 2011 when she joined the Dubai International Film Festival team as their Head of Legal and later in 2013 as Enjaaz Project Manager, the festival financial funding arm for film in post-production and production. During her 7 years at the Dubai International Film Festival, Aliaa has acquired vast experience in film festivals management and event organization, in addition to expertise related to the film industry market including film distribution and financing.

Aliaa moved back to Cairo from Dubai in October, 2017 and has been working with the leading media and entertainment company MAD Solutions in addition to joining the Cairo International Film Festival in May 2018 and launching the festival's industry platform "Cairo Industry Days"



# **CARTHAGE FILM FESTIVAL**



The Carthage Pro industry platform of the Carthage Film Festival has been growing since 2015 in complete sync with the editorial line of the festival. The platform's mission is to connect the African and Arab filmmakers with international industry professionals through workshops, various activities and thematic meetings.

Carthage Pro is a space dedicated to creativity and the discovery of new talents. This platform consists of five sections: CHABAKA, TAKMIL, MasterClass, The International Conference and Carthage Talks.

#### Lamia Guiga - Artistic Director



University and Tunisian Cultural Manager, Lamia Guiga has been the Artistic Director of the JCC Carthage Film Festival since 2017.

Guiga holds a Ph.D. in Information and Communication Sciences from Paris II University and teaches film history and film analysis. Guiga also directs a research master's degree at the École supérieure de l'audiovisuel and cinema (University-Carthage, Tunisia). Film critic, her research focuses on Tunisian and African cinema and her works are published in Africultures and the African Women in Cinema Bg. Guiga has also been a jury member at several film festivals.

## CHIMNEY



For over 20 years, Chimney have crafted award-winning stories for some of the world's most recognized directors and producers - receiving recognition from the Academy (Oscars), BAFTA, Cannes Lion, Palme d'Or, Sundance, Berlinale, PromaxBDA, among many others. Our studios offer a full range of post production services including dailies, editing, VFX, sound editorial/supervision, mixing and color grading through multiformat delivery. With a global presence of 11 offices in 8 countries we have the ability to curate the right team for your specific project.

## Andreas Hylander - VFX Producer



Andreas Hylander is a VFX Producer who's worked on national and international feature films and drama productions. Founder of Chimney Gothenburg in 2015, Hylander has 20+ years of experience in VFX and drama production where he specializes in VFX budgeting and team management.

#### Hakan Strandhag - Post-production Producer



Hakan Strandhag comes from a background in classic animated films after which he switched over to television for about 15 years before ending up at Chimney in early 2016. Still keeping himself busy with project managing and post producing Strandhag has since broadened his mission with international sales for the company's acclaimed post production services in feature films.

## **CINEMA AKIL**



Cinema Akil is an independent cinema platform that brings quality films from across the world to the audiences in the UAE. Showcasing directors and filmmakers across the decades, Cinema Akil aims to create awareness and interest in film and the cinematic arts. Launched in 2014 as a nomadic cinema, Cinema Akil has held over 60 pop-up cinemas attracting over 35,000 attendees in Dubai, Abu Dhabi and Sharjah. In September 2018, Cinema Akil opened its first permanent location in Al Quoz, Dubai making it the GCC's first arthouse cinema. Cinema Akil's flagship home is brought to you in partnership with Alserkal Avenue. Cinema Akil is a member of the Network of Arab Alternative Screens (NAAS) which includes members from the MENA region such as Metropolis in Beirut, Zawya in Cairo and Cinematheque du Tangier in Morocco. Follow us into the dark.

## Butheina Kazim - Co-founder



Butheina Kazim is the co-founder of Cinema Akil; the first arthouse cinema in Dubai and the Gulf region. She was a Fulbright scholar of Media, Culture and Communication at NYU and has worked as a project manager in television and radio stations in the UAE. Kazim has contributed to publications including Al Jazeera, Gulf News, Jadaliyya and the Art Dubai blog. She has been involved in programming cinema popups including Abu Dhabi Film Festival at The Pavilion and a Focus on the UAE program at the Short Film Week (Kurzfilmwoche) in Regensburg, Germany. She is the producer of short documentary 'Letters to Palestine'; winner of the Special Jury Prize at the Abu Dhabi Film Festival (2010). Kazim was on the jury for the iEmmys Asia & Africa Competition, the International Competition at the Regensburg Kurzfilmwoch (Short Film Week), Imagine Science Film Festival AD, A Shaded View on Fashion Films (ASVOFF) in Paris at the Centre Pompidou and is a member of the UAE Academy Award Committee. She was selected in Screen International's Future Leaders 2019: Programmers and Curators to Watch launched at the Cannes Film Festival. Butheina holds an Hon. BA of Arts in Design from York University and Sheridan College in Toronto and an MA in Media, Culture and Communication from NYU's Steinhardt School of Culture, Education, and Human Development with a concentration on Global and Transcultural Studies.

# FILM IN MALMÖ CITY



## Ann Körling - Strategic Developer of the film Area for the city of Malmö



Ann Korling is the strategic developer of the film Area for the city of Malmö. Korling's strategy is based on developing the film area in Malmö which the city has been strongly representing by investing further in the development and consolidation of the city's role as a creative engine for the film area in the region.

# **CREATIVE EUROPE**

Creative Europe aims to support initiatives that can generate a real impact for the sector across Europe, including supporting individual works, initiatives that promote new skills and others that promote international cooperation in the sector.

The MEDIA Sub-programme of Creative Europe is designed to support European film and other audiovisual industries. It provides funding for the development, promotion and distribution of European works within Europe and beyond.

#### **Dominic Chennaya**



# **EGYPTAIN FILM CENTER**



Egyptian Film Center "EFC", established in 1981, is one of the oldest film centers in the Arab world. EFC is the official responsible organization of producing short and documentary films, moreover funding the film production, facilitating the regulations of filming foreign films or co-production ones importing and exporting the copies of the foreign film. EFC is also the main responsible organization of archiving the film heritage In previous years, EFC played a big role in participation in international film festivals besides developing an Egyptian film map all over the world. In previous decades, many great cineasts were in charge of EFC.

EFC organizes annually Ismailia International Film Festival which is one of the most important international festivals for documentaries and shorts.

#### Dr. Khalid Abdeljalil - President



#### **CURRENT POSITIONS**

Consultant of Culture Minister for Cinema Affairs (Since 2014).
Head of Censorship on Artistic Works System subordinated to Egyptian Ministry of Culture (Since 2015).
Head of Egyptian Film Center subordinated to Egyptian Ministry of Culture (Since 2015).
Supervisor of Cinema Field in Cultural Industries Holding Company (Since 2018).
PAST POSITIONS
Head of Scenario Department at Higher Cinema Institute in Academy of Arts (2006-2016).
Head of Cultural Production Affairs Sector subordinated to Ministry of Culture (2012- 2014)
Head of Egyptian Film Center (2008-2012).
Artistic Consultant of Arab Television and Radio Network, ART, (2001-2010).
PUBLICATIONS/
The Narrative Structure in Electronic Games – 2011.
Censorship on film between Social and political Reality and Development of Broadcasting Machines – 2012.

Dramatic Structure on Science Fiction Film - 2013.

## **FEATIVAL INTERNATIONAL DU FILM ARABE DE MEKNES-FFAM**

The International Arabe Film Festival of Meknes is an occasion for the public and the lovers of the seventh art to discover new Arab films that address various Arab issues and to celebrate the art of Arab cinema. The festival is also a very popular platform for cultural communication and convergence among artists, creators, directors and intellectuals of the region as well as a space for international cultural crossbreeding. The International Arabe Film Festival of Meknes is of great importance in relief, raising the community of Meknes and defining the local, national and international film production. Much like the international festivals organized in different Arab countries, this festival, as a cultural, touristic and artistic event, contributes annually to the development of the cultural economy in the region.

#### Hassane Roukhe - President



Phd in sciences, specialized in image processing and computer science, Hassane Roukhe also holds a diploma of advanced studies with a speciality in statistics-computing.

Roukhe has been in academics since 2004, he is currently a professor of Higher Education at ISMAC teaching image processing, vision engineering, artificial vision telecommunication, information processing and computer science. Member of the Atomic, Photonic and Energetic Laboratory (LAMP) of the Faculty of Sciences of Meknes, Roukhe is a published researcher.

## HIGHER INSTITUTE OF ARTS AND MULTIMEDIA OF MANOUBA

#### Slim Ben Cheikh - Cinema Teacher



Born in 1967, Slim Ben Cheikh is a cinema professor at the Higher Institute of Arts and Multimedia of Manouba. Slim holds a masters degree in Cinematographic studies from the university of Paris 8 as well as one in theatrical studies from Paris 3. Slim is currently finishing his Phd dedicated to the Tunisian Cinema after the revolution.

Slim's career has been divided between teaching, participating in curriculums' creations, film and script selection including presiding over juries and continuous publications about the international and local cinema.



## **INSAF OUHIBA**

Insaf Ouhiba is a researcher in cinema and audiovisual arts. She has taught at the Higher Institute of Documentation in Tunis and the Department of Economics and Political Science (FESP) of Cairo University. Ouhiba is currently a lecturer at Sorbonne Nouvelle-Paris 3 University while she works on cinematographic heritage policies and practices. Ouhiba has several publications to her credit; notably the cinema section of the Dictionary of Orientalist French Language (Paris, Karthala, 2008).

Ouhiba has participated in the programming and coordination of several film events especially the Cairo International Film Festival in 2014 (Cairo classics) and was a member of the Short Film Jury in Alexandrian Mediterranean Film Festival in 2017 and Luxor African Festival in 2019.

#### Insaf Ouhiba - Researcher/Programmer



# **KHEMAIS KHAYATI**

Khamis Al-Khayati is a journalist who specializes in the subjects of cinema and audio-visual arts. Al-Khayati has worked in numerous Arab, French and Tunisian media outlets (written and audio-visual) ... He has published a number of works in both Arabic and French. Al-Khayati holds degrees in Arabic Literature and a PhD in Civilization and Arabic Literature on the subject of "Cinema and Egyptian Society in the films of Salah Abu Saif" from the University of Paris 3. He also holds degrees in cultural studies, ethnicity studies and sociology from the University of Paris 10. Al-Khayati has been involved in a number of televised programs with the Tunisian and French television. He was the author and presenter of several programs such as "What the Spectators Demand", "The Seventh of the Arts" and "The story of Cinema " for the Tunisian channel 7.

Khemais Khayati - Film Critic



# **MAGDI AHMED ALI**

An Egyptian Filmmaker and Producer, since his debut Film "Ya Donia ya Gharamy" and until his last one "MAWLANA", Magdi's work gathered a lot of attention and Awards in Different National and International Festivals from Cairo and Dubai to Valencia, Milano, Lipzig and Many other. He Headed the Egyptian Cinema Center from 2012 to 2013 and during his term the Center supported many Independent Directors and Producers to produce their films. Shortly after, Magdi was awarded Egypt's Artistic Excellence Award in 2014 as an acknowledgement of his role in Egyptian Cinema.

During his years as a director, Magdi – a member of the Egyptian Film Critics Association- took part and headed many Festival Juries including, Rotterdam Film Festival, Dubai Film Festival, and New Delhi Film Festival.

Most recently, Magdi was the President of Sharm El Sheikh Festival in its third edition 2019.

## Magdi Ahmed Ali - Director/Producer



# **MAHMOUD KAMEL**

Mahmoud Kamel is a well-known Film director in the Middle East. He made several short films that were screened and awarded at numerous film festivals. Shortly after graduation, he won The Most Creative Achievement award as a promising artist. The first project he worked on after his return was a psychodrama entitled, "Mekano", Mahmoud created the thriller, "Adrenaline" after which he directed "Adam's Village"; about the importance of friendship and the effects of corruption on our society. Mahmoud was granted the Fulbright Commission through which he earned a Master's Degree from UCLA, in Independent Filmmaking and Production.

Mahmoud Kamel - Director/writer - Co-owner





# **MEC FILM**



Mec film is an international sales and distribution company exclusively for films by Arab directors. The company was founded by Irit Neidhardt in 2002 and is based in Berlin, Germany.

Per year we add one feature length film for distribution in German theatres and up to four works by international sales. The shortest film in the catalogue lasts for only five minutes, the longest glues the viewers to their chairs for four and a half hours. Except for the length of the works for theatrical releases, we have no general limit to genre and form. Experimental films can be found at mec film as well as fiction films, essayistic works or classical documentaries.

#### Irit Neidhart - Distributor



Irit Neidhardt (born 1969) graduated in political science, Islamic science and anthropology from the University of Muenster/Germany. She worked as a trainer for self-defense and assertiveness for women and girls, managed an adult education center for political and cultural learning and has been acting as a vocational author, curator and speaker in the field of cinema and the Middle East since completing her studies in 1995. In 2002 she decided to devote her working life to cinema and funded the international distribution and sales company mec film complementary to her free-lancing.

# **MISR INTERNATIONAL FILMS**



Misr International Films (MIF) was founded in 1972 by the late, world-renowned Egyptian filmmaker Youssef Chahine, whose films have been key in depicting modern Egypt and capturing the complexity of its society and have received international acclaim, winning numerous international prizes culminating in the lifetime achievement award in 1997 at the Cannes International Film Festival. Today, MIF is an integrated film and TV company with substantial experience in every aspect of the production, distribution and exhibition processes. MIF has also been very active on the international scene, pioneering several major co-productions, and as executive producer, providing comprehensive services to foreign companies filming in Egypt.

## Gabriel Khoury - Managing Director



Gaby entered the world of film production in 1990, and for the last three decades Gaby has produced a wide variety of critically acclaimed films, documentaries and TV series, many of which were mega commercial hits. As managing director of Misr International Films (MIF), it was his strategic vision that transformed MIF into the fully integrated and profitable company it is today. He has also played a major role in the development of the exhibition and distribution infrastructure in Egypt.

Gaby has an M.Sc in quantitative business methods from the University of Surrey.

## MOROCCAN ASSOCIATION OF CINEMA CRITICS



The Moroccan Association of Film Critics is an NGO founded in 1995 and aims to develop and encourage cinema criticism in Morocco by:

- 1 Working to unify the efforts of film critics in Morocco and coordination among them
- 2 Following up on film productions in Morocco while analysing and documenting
- 3 Contribute to the issuance of specialized publications about cinema
- 4 Creating and developing relations with associations and institutions with common interests related to cinema and the audiovisual fields on the national and international level
- 5- Contributing to national and international festivals and organizing forums and cinematic and audiovisuel festivals

#### Khalil Demmoun - Film Critic



Khalil Demmoun is a Morocan writer, journalist and cinema critic. He is the director of "La Revue Marocaine Des Recherches Cinématographiques" and the General Secretary of the Moroccan Association of Cinema Critics. Demmoun is also a professor of criticism at Tétouan University - Morocco and a Jury member in numerous festivals.

# NADIM JARJOURA

Born in 1965, Nadim Jarjoura has been a journalist since 1984 and a jury member at several Arab film festivals.

Journalist and film critic at "Al Arabi Al Jadid", Jarjoura previously wrote for "Assafir" the Lebanese newspaper where he was also a film critic. Writer of various articles and studies about cinema, Jarjoura has been published in numerous magazines and newspapers all over the Arab region.

In addition to dozens of books and studies about Cinema, Jarjoura also wrote for the Abu Dhabi International Film Festival and for the weekly Emirati Magazine "Zahrat Al Khalij"

Nadim Jarjoura - Film Critic





# NORWEGIAN FILM INSTITUTE N Norwegian Film Institute

The Norwegian Film Institute (NFI) is a public institution operating under the authority of the Ministry of Culture. NFI is the government's executive body for the film sector and its advisor on film policy issues.

NFI has an annual budget of NOK 675 million (Euro 77 million) available for film development, production, promotion and distribution support, 87 employees and offices in Oslo and Bergen. About NOK 67 million are allocated to documentaries for all platforms.

#### Helle Hansen - Film commissioner for documentaries



Film Commissioner for documentaries, Norwegian Film Institute, NFI

Journalist and director of numerous documentary films for TV, from 2011 and to 2016, Hansen was the Film Commissioner for documentaries at The Danish Film Institute. Among the projects that she supported: "THE LOOK OF SILENCE", "LOST WARRIORS", "BOBBY JENE" and international co-productions "SHADOW WORLD", "MOGADISHU SOLDIERS" and "GOLDEN DAWN GIRLS".

As of October 2016, Hansen is the Film Commissioner at NFI. Among the projects that she supported: "THE SELF PORTRAIT", "iHUMAN", "BLUE CODE OF SILENCE" International co-productions: "HAMADA", "THE CHOCOLATE WAR" and "HOCKEY DREAMS".

# **SHERIF EL BENDARY**

Born in 1978, Egyptian filmmaker Sherif Elbendary lives and works in Cairo. Elbendary graduated from the Faculty of Applied Arts in 2001 and later studied film directing at the High Institute of Cinema in Cairo. He graduated in 2007 with an honorable mention and received his diploma in 2010 from the High Institute of Cinema, where he has been teaching film directing since 2008.

In 2004 Elbendary started working as Assistant Director in feature films and in commercials. During the years 2008 and 2009, Elbendary directed several documentaries for Al Jazeera TV, produced by Hot Spot Films in Dubai, as well as TV commercials.

Sherif El Bendary - Director/Producer



# **TORINO FILM LAB**



TorinoFilmLab runs several activities and offers various forms of support in each of these fields. The training initiatives, ScriptLab, FeatureLab and SeriesLab, run throughout the year. ScriptLab and FeatureLab reach their conclusive moment at the TorinoFilmLab Meeting Event in November during the Torino Film Festival, when projects are presented to a selected group of producers, sales agents, distributors and other professionals from all over the world working in independent filmmaking.

## Mercedes Fernandez - Managing Director



Born in Lugo - Spain, Mercedes Fernandez graduated in Journalism in Spain (1988) and in Film Studies in Italy (2004).

In Spain she collaborated as a journalist with the newspaper Faro de Vigo, the national tv channel TVE in Madrid, and the film magazine Fotogramas (Barcelona).

In 1999, Fernandez completed a postgraduate course of "Film History & Aesthetics" in Valladolid University (Spain) and received a grant from the EU to collaborate with the Torino Film Festival. She moved to Turin and during the following 6 years she worked in different film festivals: Torino Film Festival, Future Film Festival (Bologna), Turin Int'l LGBT Film Festival, Imilleocchi – International Festival of Cinema and Arts (Trieste). From 2005 to 2008 she worked as a production manager in the music booking agency Concerti e Produzioni, and as a tour manager with artists such as Michael Bublè, Caetano Veloso, Gilberto Gil, Vinicio Capossela, Sergio Cammariere and Roberto Benigni.

She has been working for TorinoFilmLab since its creation in May 2008, and became Managing Director in 2016.

# ZIAD KHUZAI

Ziad Khuzai is an Iraqi writer and film critic, based in London. Since 1983, Ziad's film reviews and analysis have been regularly published in the major Arab daily newspapers and his cinematic critique is regularly published in his own sidebar on the 'Cinematech' website since 2017. Ziad co-founded and organized the first Arab Film Festival at the National Film Theatre in London in 1988, working in collaboration with the British Film Institute. As part of the Dubai IFF's 10th anniversary in 2013, he contributed to its encyclopedia of cinema which listed the 100 most important Arab films – this analysis was the first of its kind in the Arab world. Ziad was commissioned as the Chief Programmer at the 'Nour Festival for Culture' in 2011 which was hosted by the Lytton Museum in London.

Ziad published his thesis entitled "The Film Of Brutality.. Intimidation Of Cinema" as a part of the book "Terrorism and Cinema" issued by Madrak Publishing in Beirut in 2010.

Ziad Khuzai - Film Critic





# **MEET THE PARTICIPANTS**

# **AMBIENT LIGHT**



Ambient Light is a film production based in Cairo focusing on socially motivated long- and short-form documentaries as well as investigative pieces in the Middle East. Ambient Light aims to tell character-driven stories about women, children, minority communities and refugees.

Ali El Arabi - Director



Since 2010, Ali Elarabi has produced and directed documentaries across the Middle East and North Africa for Egypt's Dream TV, Germany's ZDF, Stern TV, as well as for the National Geographic. In 2015, he established his company Ambient Light Films where he focused mainly on projects for the Arab League and films about refugee displacement, as well as investigative pieces about Women and Children's rights in the Middle East. Elarabi holds a bachelor's degree in Integrated Marketing and Communications from Mansoura University in Egypt. "Captains of Za'atari" is his first feature documentary film.

## ARTKHANA



ArtKhana is a Cairo-based production company that has a focus on documentaries whose subjects echo internationally and grab an international audience and have wide marketing strategies and distribution potentials. The company is working on strong creative documentaries in the region that attract coproductions and could voice the Arab World in a way that challenges the stereotypes and illustrate a proper image and strengthen a solid dialogue. The company shares its name with ArtKhana Film Centre in Alexandria, an established art space founded in 2006 that caters to filmmakers' technical and training needs in addition to being a platform for animation and the visual arts.

#### Mohamed Siam - Director



Siam is a Member of The Academy — The Oscars. He's a fiction and documentary award winning filmmaker whose films have been granted from Sundance, Cinereach, World Cinema Fund, AFAC and Sorfond, and have been screened at NYFF, Karlovy Vary film festivals and has won The Grand Prize and Best Cinematography in Carthage for his film "WHOSE COUNTRY?". Winner of the Sheffield Jury Prize, his film "AMAL" was IDFA's Opening Film that won Robert Bosch Film Prize, London arab film festival Grand Prize and Thessaloniki Award among others. Siam is a jury member at numerous international film festivals and film commissions. A fellow scholar and filmmaker resident in the American University in Paris 2018.

## **MEET THE PARTICIPANTS**

# **AWMAN PRODUCTIONS**



AWMAN PRODUCTIONS was created in the summer of 2008 in Casablanca by Mohamed Nadif (actor and director). AWMAN PRODUCTIONS is a Moroccan company whose principal activity is the production of fiction films and documentaries for cinema and television. The company has produced and co-produced five feature films: "Andalusia, my love!" by Mohamed Nadif, "Un Pari pimenté" by Mohamed Karrat, "Tazzeka" by Jean-Philippe Gaud, "Nomads" by Olivier Coussemacq, and the second film by Mohamed Nadif "The Women in Block J", and two short films: "On the Edge" by Omar Mouldouira and "Between two waters" by Patrice Cordonnier.

#### Mohamed Nadif - Director



Mohamed Nadif began his artistic career as a theater actor and director. He initially acted in several films before directing his own projects. He is a graduate of the Institut Supérieur d'Art Dramatique (ISADAC - Acting) and completed his training at Université Paris-X with a degree in advanced studies in theater and performance art. He has written and directed three short films: "La jeune femme et l'ascenseur" (2005), "La jeune femme et l'Instit" (2007) and "La jeune femme et l'école" (2009). "The Women in Block J" is his second feature film after "Andalousie, mon amourl", which was released in 2012.

## **BLACK BIRD FILM**



Black Bird Film is a film company based in the Gothenburg Studios film cluster in Gothenburg/Sweden. Black Bird Film focuses on developing and producing drama and documentary films that are relevant to the present day we live in.

In collaboration with the Film Bridge, Black Bird Film has previously produced the feature film "Bloody boys" (by Shaker K Tahrer), the film has competed at a number of major film festivals around the world, was broadcasted on SVT (Swedish national Television) and was released in theatres in Sweden. Black Bird film is currently in development of many films projects.

#### Shaker K. Tahrer - Producer



Shaker K Tahrer has previously written, directed and produced the following short films: My "Father Doesn't Cry" (Min pappa gråter inte) and "Soccer-player at Midnight" (Fotbollsspelare vid midnatt) and worked with the following well-known Swedish actors: Lia Boysen, Anders Ekborg, Tomas von Brömsen and others. Shaker's most recent film is a full-length feature film called "Damn Boys" (Jävla pojkar) which had its Swedish premier in April 2012, Shaker wrote the film's score/script and produced it, the film has competed and was screened at several major film festivals around the world. "Damn Boys" was also broadcasted on the Swedish national Television (SVT).

## **MEET THE PARTICIPANTS**

# **FILMNA PRODUCTIONS**



Filmna Productions was founded in 2013 in Cairo. It focuses on producing creative and TV documentaries as well as short fiction films. It produced many TV documentaries for international networks. Its feature creative documentary "Extra Time" participated in many international platforms including EU's DOCmed 2013, Berlinale International Film Festival's Robert Bosch Stiftung award 2014, Ismailia International Film Festival's Documentary Campus workshop 2014, Dubai International Film Festival (Dubai Docs) 2013.

### Alaa Mosbah - Director



Alaa Mosbah is an Egyptian filmmaker and author. He was a Fulbright grantee at Columbia College Chicago in 2017. He produced and directed many TV documentaries. He was the line producer/ second unit director of "What Comes Around" premiered at Berlinale Panorama 2018. His short film "Tariq" was selected for Doha Tribeca Film Festival 2012. He got the International Critics Jury Prize (FIPRESCI), from Oberhausen International Short Film Festival 2012 for the short film "Café Regular, Cairo", produced by him and directed by Ritesh Batra.

#### Esmal Mosbah - Producer



Eslam has produced and directed many TV documentaries for eight years in Africa, Europe and the Middle East. He was the executive producer for the TV documentaries series "African Faces". He also collaborated with his brother Alaa Mosbah to produce "Standards of Beauty through Ages" shot in Germany, France, Italy and Egypt. Eslam is also a writer, his novel " Status: Emo " was translated to English by the AUC Press.

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N HE SNOVA ELMS

## FOX IN THE SNOW FILMS

Fox in the snow films is a Swedish production company run by producer/director Olivier Guerpillon. It's a boutique outfit focusing on highly qualitative projects with international potential and directors with a personal voice.

### Olivier Guerpillon - Producer



Olivier Guerpillon is a French-born Swedish producer and director. He has produced and co-produced a range of acclaimed and award-winning feature films such as "Sound of Noise" (Cannes 2010), "Broken Hill Blues" by Sofia Norlin (Berlinale 2014) and "Beyrouth Hotel" by Danielle Arbid (Locarno 2011).

# GÖTAFILM



GötaFilm AB is one of the most experienced independent production companies in Scandinavia and acts as a creator, producer and coproducer of feature films, documentaries and TV-series. The company focuses on developing, financing and producing high quality features and TV-drama and has a track record of both award winning and commercially successful films and TV-series. Since its foundation, GötaFilm has produced more than 20 features, 30 hours of TV-drama, 10 documentaries and 20 shorts.

### Christer Nilson - Producer



Producer & Managing Director of GötaFilm. Nilson has 15 years of experience as a freelancer in film and theatre. He founded GÖTAFILM in 1989 and has since then produced and co-produced more than 20 Swedish features, 15 int, 30 hours of prime-time drama-series, more than 20 hours of documentaries and 15 short films. Nilson is also a member of the Swedish Producers Union, ACE (Ateliers du Cinéma Européen) and European Film Academy, visiting Professor in "The Production of Film" at University West in Swedenand and a guest-lecturer at the University of Gothenburg and the Norwegian Filmschool in Lillehammer.

## HAUT LES MAINS



HAUT LES MAINS is a production company based in Lyon (France). The company produces both documentary and fiction films for cinema and television with a special interest on international co-production.

### Karim Aitouna - Producer



Karim Aitouna is a Moroccan producer working between France & Morocco. Graduated in Law from the University of Mohamed V in Rabat and after a short working experience at the French Institute of Tangier / Tetouan as cultural programming assistant, he joined the University Lumière Lyon 2 in France, where he got a Master's degree in film studies.

## **INSTINCT BLEU**

INSTINCT BLEU is a Tunisian based film company founded in 2018 by the independent Tunisian producer Sarra Ben Hassen in association with emerging Tunisian filmmaker Meryam Joobeur. The company aims to employ producer Sarra Ben Hassen's twenty years of experience in the Tunisian film industry to guide the new generation of Tunisian filmmakers through an approach of sincerity and the freedom of creation while offering artists suitable residencies. Instinct Bleu is currently developing shorts, documentaries and features by emerging Tunisian talents including Meryam Joobeur's first feature, a co-production with Midi La Nuit (Canada) and Tanit Films (France).

### Meryam Joobeur - Director/Producer/Writer



Meryam Joobeur is a Montréal based Tunisian writer/director/producer. Her short films "Gods, Weeds and Revolutions" (2013) and "Born in the Maelstrom" (2017), starring Sasha Lane (American Honey), screened in dozens of national and international festivals including REGARDS, Winterthur International Short Film Festival and Guanajuato International Film Festival. Her recent short "Brotherhood" (2018) premiered at TIFF where it won 'Best Canadian short' and went on to screen at Sundance, Clermont Ferrand (Jury 'Special Mention'), Aspen International Film Festival, Winterthur (Audience Award) and Cairo International Film Festival ('Best Short Film'). She is currently developing two feature films including "Motherhood", the feature version of "Brotherhood".

# LOTUS PICTURE CO.

Headed by Egyptian-American producer Dina Emam, Lotus Picture Co., is a Cairo-based production house dedicated to telling local stories, regardless of their origin, about the resiliency of the human spirit to a universal audience. Additionally, the company is dedicated to discovering up-and-coming MENA filmmakers, and is committed to educating and training the next generation of MENA filmmakers.

### Dina Emam - Producer



Named one of Variety's 10 Producers to Watch in 2018, Dina Emam is an Egyptian-American film producer, educator and script consultant based in Cairo. Her first feature, "Yomeddine", had its world premiere at the 2018 Cannes Film Festival in the Main Competition, and was Egypt's submission for the 91st Academy Award for Best Foreign Film. In addition to producing, she teaches aspiring filmmakers in the MENA region the art and craft of film producing. Emam holds a BS degree from New York University's Stern School of Business in Marketing and International Business and an MFA in Creative Producing from Columbia University's School of the Arts.

## **MOMENTO FILM**



Momento Film was founded in 2011 by director and producer David Herdies. Since the start, Momento Film has established itself as one of the most vibrant independent documentary production companies in Sweden, producing numerous short and feature documentaries and establishing strong networks internationally. With 20 films already produced and premiered in some of the most important international film festivals (IDFA, ROTTERDAM, HOT DOCS, CPH:DOX, etc), Momento Film has successfully moved into fiction film production with a compilation of shorts. Since the start, the focus has been to find the most interesting new voices who wish to widen the borders of film-making, consequently, the company is working with a lot of international directors and producers.

### David Herdies - Director/Producer



David Herdies' films have been screened and awarded at festivals all over the world. Among his prior films; the short film "MADRE" by Simón Mesa Soto (Official Short Film Competition, Cannes 2016), "HAMADA" by Eloy Domínguez Serén (IDFA First Appearance 2018), "FRAGILTITY" by Ahang Bashi (Gothenburg Best Feature, Guldbagge for Best Newcomer, 2017) and "WINTER BUOY" by Frida Kempff (Best Documentary NIFF, 2015). Herdies has several feature films in development. He has participated in international producers' workshops such as EAVE, ACE and Eurodoc and was selected as Producer on the Move in Cannes 2018.

# POLIMOVIE INTERNATIONAL PICTURES

POLIMOVIE INTERNATIONAL PICTURES is a Tunisian production company founded in 2011 and run by Mohamed Ali BEN HAMRA and Soumaya Jelassi; The company has produced several feature films including; "THALA MY LOVE" by Mehdi Hmili (2016), "TUNIS BY NIGHT" by Elyes Baccar (2017), in addition to documentaries and short films.

### Mohamed Ali Ben Hamra - Producer



Mohamed Ali BEN HAMRA is the founder of POLIMOVIE INTERNATIONAL PICTURES, a production company based in Tunis. He has produced with his associate partner Soumaya Jelassi, several feature films including; "THALA MY LOVE" by Mehdi Hmili (2016), "TUNIS BY NIGHT" by Elyes Baccar (2017), in addition to documentaries and short films. He is currently producing "BEFORE IT'S TOO LATE", Majdi Lakhdar's first feature film.

# **RACOON & FRIENDS**



Racoon & Friends is a Swedish production company with over 20 years of experience in production and filmmaking. It was involved in one of the biggest Swedish action features called Zero Tolerance starring Jakob Eklund, Marie Richardsson, Peter Andersson and Torkel Pettersson. The film was nominated for 7 Guldbaggar.

R&F has also produced and directed a documentary with artist and painter Ola Sivhed; The film "Red Hot Tango Painting" which won the Pixel Award. R&F has an extensive film network in Europe, USA, Asia and Australia, in addition to 100's of commercial advertisement films produced or directed by the company.

### Sofia Reshmi - Producer



Sofia Reshmi is the creative director and founder of Racoon & Friends, a Swedish production company with over 20 years of experience in production and filmmaking. She was involved in one of the biggest Swedish action features called Zero Tolerance starring Jakob Eklund, Marie Richardsson, Peter Andersson and Torkel Pettersson. The film was nominated for 7 Guldbaggar.

## **RED STAR**



Founded in 2013, Red Star has produced a diverse portfolio of fiction and documentary productions. So far, its films have received 60 awards in international film festivals and had successful runs in local and regional box offices. Red Star's vision is to straddle the line of arthouse and commercial cinema, creating a milieu in which filmmakers are empowered to experiment and tell unique stories that are enjoyed by the majority of moviegoers, without compromising their artistic integrity. This vision is based on our belief in the power of film to expose viewers to new horizons, whilst achieving commercial success. www.redstarfilms.net

### Safei Eldin Mahmood - Producer



Safei is an Egyptian film producer who has been working in the industry for over 20 years. In 2013, Safei founded Red Star Production and Distribution, to produce a diverse portfolio of fiction and documentary films that appeal to a range of audiences and bridge the gap between independent and commercial cinema. Prior to founding Red Star. Safei's recent productions, The Originals (Marwan Hamed), Nawara (Hala Khalil), and Photocopy (Tamer Ashry) have garnered critical acclaim and won over 60 international awards. www.redstarfilms.net

## ROUMMANA



Roummana is a burgeoning production boutique with a revolutionary flare. Roummana's intent is to scout for and provide quality content and production services for filmmakers, independent visual artists, independent musicians, and broadcasters in the Middle East. Roummana's mission is to research and acquire progressive ideas from the Mena region and to facilitate their development into varying media formats for cinema, tv, and the web. The company's focus is to make this content viable and accessible to Arab audiences without compromising the quality.

### Feyrouz Serhal - Director/Writer



After having worked extensively as a director and a creative producer at some of the most prominent Arab TV channels in the Middle East, Feyrouz Serhal acquired her Master's degree in Film and Screen Studies at Goldsmiths College University of London in 2009. Feyrouz has written and directed several independent short video works, her last short narrative film "TSHWEESH" premiered at the prestigious Locarno Film Festival in 2017. Serhal is now in the late stage development of "I AM HERE BUT YOU CAN'T SEE ME", her first feature narrative film as a writer/ director, the feature film started its journey in Cannes Film Festival in 2018 where it was selected to take part of Cinephilia Bound.

## **SARASCENES**

Sarascenes is a wordplay on the medieval european slang for Arab; Saracen. Inspired by historical friction and interaction between Europe and the Middle East, producer Abed Loutfi aims to promote cultural and cinematic exchange between the two regions. By lifting Arabic stories and talents onto a wider stage with the help of European funding and expertise, Sarascenes strives to empower Arab cinema, enabling it to offer the same high production value and professionalism and to enter future co-productions.

### Abed Loutfi - Producer



After a bachelor's degree in Film & TV Production from Beirut's Institute of Fine Arts in 2011, Loutfi moved to Sweden for his master's in documentary film. His short films "The Pendant" and "Life in a Drop of Ink" have screened at various festivals including MAFF. Having worked as a production coordinator and post-producer on several Swedish productions such as "The Nile Hilton Incident", "Get Ready With Me", and "Allt Jag Inte Minns", he started Sarascenes, a production company with a focus on Arabic films.

## TABI3SIXTY - TOGETHER: ABOVE & っつく BEYOND INNOVATION

The story of Tabi3Sixty is that of international and regional producers coming together to make Jordan their spiritual home. Our Producers have worked on a great many numbers of projects across the media spectrum, from Documentary to fiction, digital content to animation, and everything in between. The 3Sixty in our name alludes to our ability to execute projects from every angle, and in every phase: from content creation, fixing and producing, high-quality line production, post-production, and beyond (sales, distribution, and marketing).

### Alaa Alasad - Producer



Alaa is the founder and owner of Tabi360 (Tabi3Sixty), where he is presently producing the feature films, "Baghdad Perfume" directed by Roua Alazzawi, and the Jordanian film "On The Edge" directe by Bassam Alasad, and "The Sea Needs To Heave" By Zain Duraie 2021. Alasad Has co-produced with Michael Wrenn the Australian film "Slam", directed by Partho Sen-Gupta, the Saudi-Spanish film "Born A King" with the award winning producer; Andres Vicente Gomez, directed by Agusti Villaronga. Alaa also co-produced the Spanish documentary "The Other Kids". He has a couple of upcoming Projects with ALjazeera Documentary, including an interactive Documentary "Champions Without Borders" and more recently, the Documentary "The Borrowed Dress" with Leen Faisal. He worked as a producer and DOP on Bassam Alasad's experimentalshort documentary, "Life For Rent" as well as the award winning short film, "Black Out".

## TAXI FILMS

Taxi Films was founded by Elie Khalife in 1998. The company produced several independent films in Lebanon and is specialized in micro budget movies.

### Elie Khalife - Director/Producer



Elie Khalife studied cinema at the Geneva University of Art and Design (ESAV-HEAD). He wrote and co-directed with Alexandre Monnier two multi-award winning short films, "Taxi Service" (1996), "Merci Natex" (1998), and a medium length film "Yanoosak" (2010). Elie Khalife teaches filmmaking in many Lebanese Universities such as (ALBA), (NDU) and (USEK) and follows up on graduation projects and many cinema workshops. He is the director of "Yalla Aabelkon" (single-married-divorced) (100min) the successful Lebanese comedy of 2015. He is currently working on the post production of his new feature "State of Agitation"

## THE UNEVEN

l - NI\∕EN

The Uneven is a film production company that works to uplift the diversity within the Middle Eastern communities in Europe. The main focus is to produce short and feature films that represent Arabs in new ways, breaking the stereotypes. It's the unexpected mixture between humor and heavy topics that is the core of the company's productions. The Uneven also works as a platform that enables collaborations between Middle Eastern artists. For more information please visit theuneven.com.

#### Naures Sager - Director



Naures was born in Bulgaria from Iraqi parents. He grew up in Lund but has lived in Gothenburg, Tokyo, San Francisco, Minneapolis and New York. Naures Sager has a Bachelor in Film Production from University West in Trollhättan, Sweden. For ten years, he worked on several film productions before he started making his own films. His record holds several short films and has spent the last three years writing the script for his trilogy "Yara", "Zeki" and "Kian". His short film "I Am Reva" premiered at Göteborg International Film Festival in 2014.

## TRANSIT-TV



Transit is a media and Tv production company established in 2018 in Malmo Sweden In cooperation with Nordic Media Group, the Media NGO, Transit broadcasted many liveTV programs and produced several drama sketches and Arabic/Swedish integration programs. Transit also supports many filmmakers and producers with their projects. With a wide range of production equipment and TV and audio studio. Transit-TV hosts many productions and kids media, such as music and

With a wide range of production equipment and TV and audio studio, Transit-TV hosts many productions and kids media, such as music and dance activities during the summer and winter vacations.

#### lyad Eid - Producer



lyad Eid, is a Syrian producer. In addition to his engineering work, he worked in various production fields between the years 1993 and 2012; from Kids Cartoon dubbing to producing a 3D cartoon animated series. He moved to Sweden in 2012 and worked for the Swedish television where he produced a promotional video. He established, with a group of Syrian Immigrants, a socio-cultural association which carried out all their cultural activities among which the first multi-lingual theatre group in Sweden. He established a cultural and media group that produced and broadcasted several short films, radio and television programs. Iyad is currently working on his Master's degree in Media and Communication studies at Malmo University.

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## www.maffswe.com/market-guide



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