8TH EDITION

BY MALMO ARAB FILM FESTI

4 - 8 MAY 2022 MAFF Industry Days





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CONTENT 1

EWELCONE EWELCONE



I wish you all a warm welcome to MAFF Industry Days 2022. We are excited and proud to present our 8th edition of this unique and promising industry platform. MAFF Industry Days 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 to foster cultural exchange and expand the production landscape.

MAFF Industry Days was sprung out of the same ambition as the festival itself; to promote the Arab film industry and create gender and cultural diversity within it, and, of course, ensure all stories get a chance to be heard and seen.

Even before implementing the first edition of MAFF Industry Days (formerly MAFF Market Forum), we realized that the initiative would significantly impact. Today, after eight years, several Nordic-Arab film collaborations have been implemented and initiated through our platform. And when we say our platform, we include an essential part of the success; the participants.

We are beyond thrilled to welcome film professionals from all over the world every year. 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. MID, as well as MAFF, will have a special focus on the young and growing film industry of Saudi Arabia, shedding light on its history, flourishing present, and promising future.

I thank all our partners in this edition of the MAFF & MID and especially the wonderful cooperation with the Saudi Film Commission to produce the guest of honor program at the highest levels

We're honored and must say it is very rewarding to see the great outcome and hands-on results of MID, and it's with great enthusiasm that we're looking forward to both this and future editions. Our profound hope is that these days will be valuable for our attendees. Welcome to MAFF Industry Days 2022!

Mouhamad Keblawi Founder - Head of festival & industry

WELCOME 2

BOUT MAFF INDUSTRY DAYS



We are proud to present the 8th edition of MAFF Industry Days - MID, the pioneering initiative that aims to promote exchange and cooperation between Sweden and the Arab world within the film industry.

The objective of MID is to bring together producers, financiers, filmmakers, and distributors and create opportunities for pitching and networking through three days filled with various programs and events, bringing Sweden and the Arab world closer together. Through stimulating collaboration in this very concrete, hands-on manner, MID brings the Arab and Swedish film industries and cultural spheres closer to each other, thus providing audiences with the opportunity to enjoy new film experiences and hear stories that might not have been told otherwise. MAFF Industry Days positions Malmö and the Skåne region as a hub for film production and gathers representatives from all the major Nordic film institutes. In recent years, the Skåne region has developed into a dynamic center for film production and other creative industries; many news organizations, production companies, and enterprises have seen the light of day, and have increased the city's economic capacity and enhanced its attractiveness, both on the national and international level.

THE CITY ... OF MALMÖ



Photo By Fredrik Johansson

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

Malmö is an intercultural and youthful city. In recent years the population of Malmö has increased significantly. Malmö is a very international city with nearly a third of its inhabitants bornabroad. There are 181nationalies 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

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TIME	ACTIVITY	VENUE
THURSDAY 5 MAY		
11:00 - 12:30	A Conversation With Abdullah Al Eyyaf Al-Qahtani	Scandic Hotel
14:30 - 16:00	Panel Discussion - Why is it Important to Make Films?	Scandic Hotel
16:30 - 18:00	Panel Discussion - CinemaTech: The NEW Norm	Scandic Hotel
FRIDAY 6 MAY		
10:00 - 11:00	Presentations	Scandic Hotel
11:00 - 12:30	Case study - Farha	Scandic Hotel
15:00 - 16:30	Panel Discussion - How to Nudge Governments to Support Filmmaking Better?	Scandic Hotel
17:00 - 18:15	Experts one-to-one (Closed Sessions)	Scandic Hotel
SATURDAY 7 MAY		
10:00 - 11:00	Backstage - Work in Progress	Scandic Hotel
11:30 - 12:30	Case study - Habib and the Theif	Cinema Panora
15:00 - 16:00	Networking Sessions	Scandic Hotel
16:30 - 17:30	Work in Progress - The Sea Needs to Heave	Scandic Hotel
18:00 - 19:00	MID Closing And Awards Ceremony	Scandic Hotel
Sunday 8 MAY		
10:00 - 13:00	Workshop Sustainable Production 101	Scandic Hotel

FORUM 5

THE EXPERTS



ALAA KARKOUTI

Co-founder and Managing partner - MAD Solutions alaa.karkouti@mad-solutions.com



Alaa Karkouti is a renowned Film Analyst, CEO and Co-founder of MAD Solutions and Co-founder of the Arab Cinema Center (ACC). He is an influential professional within the cinema and entertainment industry in the Arab world, known for his efforts in assembling complete statistical and analytical archives on the economics of filmmaking. Through MAD Solutions, Karkouti contributed to distributing Arab films ranging from long and short features to documentaries that have found their place on the international scene, including director Naji Abu Nowar's feature film Theeb, which was nominated for an Academy Award for Best Foreign-Language Film, and the Academy Award-nominated short film Ave Maria by director Basil Khalil.



ALYSSA LEWIN

Head of Talent Development and Business Developer - Boost Hbg

alvssa@boosthbg.se



For the last six years Alyssa has worked at BoostHbgs in Skåne. BoostHbg is a regional resource centre that fosters innovation within the audio-visual production industries. They support local creators who explore and optimise the art and form of storytelling so that they stay relevant in an everchanging media landscape.



AMER SALMEEN AL MURRY

Founder, General Director - Al Ain Film Festival amer.salmeen@mediacinevision.com



Amer Salmeen Al Murry is an Emirati, writer ,Director and producer with a long experience in cinema industry, since 2000 established in Abu Dhabi a production company "Cinema Vision Films", it has become known as one of the most trusted production servicing & facilitation companies in the UAE. He produced and directed a numerous of feature films with artistic and commercial success, mainly: FAN OF AMOORY participated in 25 Film Festivals and won 6 awards, GOING TO HEAVEN participated in 35 Film Festivals and won 9 awards, KHALEK SHANAB, GHOST...etc. In 2019, he founded and managed Al Ain International Film Festival, he organized 4 successful editions and ranked it among the top 5 festivals in MENA.



AMIR RAMSES

Festival director - Cairo International Film Festival amir@amirramses.com



Amir Ramses is an Egyptian director, who graduated from the Higher Institute of Cinema in 2000. He initially worked as an assistant director in several films with international Egyptian director Youssef Chahine. His films toured many acclaimed film festivals, earning him several Arab awards. His documentary, Jews of Egypt, participated in Palm Springs Film Festivals, Montreal International Film Festival, Hamburg Film Festival, among others. His feature film Cairo Time was the opening film for the Arabian Nights Program and participated at the 2014 Dubai International Film Festival. Ramses was the artistic director of El Gouna Film Festival for its first five editions. Ramses is currently appointed as the director of Cairo International Film Festival. He recently wrapped shooting his series 'Colors of the Sea' starring Khaled El Nabawi and Aisha Ben Ahmed, which is scheduled to air soon.



ANDERS NYLANDER

Feature Film Commissioner - Swedish Film Institute anders.nylander@filminstitutet.se



Film consultant for feature films with an adult audience target group. His work at the Swedish Film Institute began in December 2018. As a film consultant, Anders evaluates applications for Swedish film projects supports. He assess its quality (originality, urgency, artistry and feasibility) and decides on support for the development and production. He has a 23-year career as an editor of feature films and drama series



ANNETTE BREJNER

Senior Creative Advisor annette@mbrane.se

m:brane

Annette instigated and built up the international co-production and networking platform m:brane with focus on empowering producers and decision makers of independent content for Young Audiences. In 2023 the 17th consecutive m:brane forum will take place in Malmö, Sweden - www.mbrane.se

In 2022 she designed the vision behind and launched the newest section of the forum: m:brane Learning – The Non Didactic Universe. The m:brane initiative's REALYOUNG© (since 2015) and Open Resource Workshop, developing arthouse documentaries and XR projects for and with young audiences, are both her brainchildren. Annette enjoys expanding her scope by working internationally as an expert, tutor, panelist, pitch mentor and as a jury member.



ATLI BJARNASON

Head of Programming - Oslo Film Days atli@festivalkontoret.no



Atli Bjarnason works for the Oslo Festival Agency. He is the Head of Programming for the annual Arab Film Days festival in Oslo, as well as Marketing Coordinator for the festivals Films From the South and Oslo Pix Film Festival. He has a master's degree in Media Studies from the University of Oslo, and has a background as a film critic and journalist. He has previously worked as Marketing Manager at film distribution companies Selmer Media and Another World Entertainment, in addition to the The Norwegian Short Film Festival.



CHINA ÅHLANDER

Producer - Chinema Film china@chinema.se



China Åhlander at Chinema Film Sweden, is looking for projects to co-produce. China Åhlander has produced & co-written the feature "My Aunt in Sarajevo" (2016) on refugees from the Yugoslav wars. She also produced the multiply rewarded festival favourite "Eat Sleep Die" (2012) which gave China Åhlander Sweden's top honour for Best film and was Sweden's candidate for the Academy Award in 2013. Her feature doc as producer & co-editor "Lindy the Return of Little Light", was nominated for the Prix Europa Iris Award and received the New Nordic Voice award at Nordisk Panorama in 2019. China Åhlander is a member of the ACE and EAVE networks.



DANIEL ZISKIND

Producer daniel.ziskind@neuf.fr

Daniel Ziskiind is a French film producer based in Paris. He's been working in the film industry for the past 40 years. He started his career working as an assistant director on a number of French films. He spent two years working as an advertising films producer at Premiere Heure. During that time, he worked with renowned film directors including Xavier Giannoli, Dante Desarthe and Joe Pytka. In 2006, Ziskind made a leap into the film industry of the Arab world, acting as an associate producer on the adaptation of the Yacoubian Building (2006) directed by Marwan Hamed. Since then, Ziskind has spent over 20 years associate producing some of the most influential and successful films from the region, including Clash, Sheikh, The Man who Sold his Skin, Amira, Feathers, Huda's Salon and many more.. He is currently associate producing Snow White, directed by Taghrid AbouelHassan from Egypt.



IBRAHIM LETAIEF

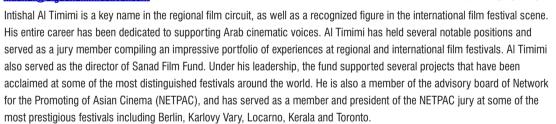
Artistic Director of Carthage Film Festival bletayef@gmail.com





INTISHAL AL TIMIMI

Festival Director - El Gouna Film Festival intishal@elgounafilmfestival.com





JANNIK SPLIDSBOEL

Documentary Film Commissioner jannik.splidsboel@filminstitutet.se



Jannik Splidsboel has directed a variety of internationally acclaimed documentaries and short films that have been invited to more than 200 festivals.

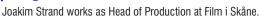
His films How Are You (2011) and Misfits (2015) world premiered at The Berlinale, The Monster won silver at Giffoni FF and Being Eriko won the prestigious NORDIC:DOX Award at CPH:DOX in 2020. Jannik also produced TSUMU that was awarded a special mention at CPH:DOX 2022.

Along his films Jannik teaches filmmaking, works as international programmer at Biografilm Festival, Bologna and from January 2022 he is Commissioning Editor for documentary films at Swedish Film Institute.



JOAKIM RANG STRAND

Head of Production - Film I Skåne ioakim@filmiskane.se





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



JULIA GEBAUER

Producer - Way Creative Films ig@waycreative.se





Julia Gebauer is an award-winning producer with an eye for content that travels. Her last film as delegate producer survival thriller Breaking Surface has sold to 75+ countries was an opening film at Haugesund Film Festival, and won two awards at the Swedish Film awards. An English language remake is already in production. Her latest Co-production 200 Meters has won over 20 awards on the festival circuit including an audience award in Venice and has sold to Netflix. The film was the Jordanian Oscar submission in 2020 and was shortlisted for the European Film Awards. Julia Gebauer is EAVEs national coordinator for Sweden and EFA member and Eurimage external expert.



KHALIL BENKIRANE

Head of Grants - Doha Film Institute kalbrane@gmail.com

مؤسسة الدوحة للأفلام DOHA FILM INSTITUTE

After studying cinema at SFSU, Khalil oversaw the San Francisco Arab Film Festival. He returned to Morocco in 2003 to direct The White Threadsdocumentary about Cheb i Sabbah, a World Music DJ who takes Moroccan traditional music through a "contemporization" process. In 2008, Khalil moved to Qatar to produce films for Al Jazeera Children and in 2011, he joined the Doha Film Institute to set up the grant program which he oversees since. Khalil recently co-produced with Lycia Productions, Nouri Bouzid'sThe Scarecrows, and contributed to Before the Dying of the Light byAli Essafi, winner of the Grand Documentary Prize at the Tangier Film Festival. Lycia Productions is currently in post-production of Backstage, co-directed with Afef Ben Mahmoud.



KRISTINA BÖRJESON

Head of Production - Film I Väst kristina.borjesson@filmivast.se



Former Head of Film Funding at the Swedish Film Institute and until October 2020 Head of Production/Administration at TV4/CMore. For ten years Head of Marketing at distribution company Triangelfilm and after that 4 years at publishing house Natur & Kultur as pr officer and head of Communication. At the beginning of the 90s five years at the Göteborg Film Festival as a programmer. Sweden's representative to Eurimages between 2016 and 2019 and also a member of the jury for the Nordic Film Price 2018-2020.



LAURA NIKOLOV



Producer - Coorigines Production laura.nikolov@coorigines.fr

Laura Nikolov studied history and cinema in Paris. Since then, she has been involved in many activities for cultural and art diversity. Whilst she was director of the Alliance française in Ulaanbaatar until 2018 and then consultant for film festivals as Vesoul International Film Festival of Asian Cinemas, she organised and participated in different cinema activities as film festivals, programming, workshops, and coordinated different productions and film screenings.

In 2019, she decided to use all her experience to produce cinema movies and created Coorigines in order to reinforce intercultural exchanges through art and cinema. Currently she is working in several projects, documentary and feature films showing the reflections of people all over the world (Middle East, Asia, Europe).



LAYALY BADR

Producer vzgamar@gmail.com

A writer, screenwriter, drama doctor, producer, director and multi-talented artist. She produced/co-produced many films including "Wadjda"; "Genenet Al Asmak"; "Dokhan Bela Nar" i; "Heya Fawda". Badr directed "The Way to Palestine"; "the Riddle", in 1994; "The Little Bride"; and The Key Of Fairy Tales, 1997. Badr is a children storywriter and has two published books: 'Lobana Wal Qamar' & 'Nahr wa Shajara wa Asafeer', 2010. She was the head of ART children channel and launched the first youth channel (Art Teens). Her awards include the Best Complete Piece of Work for children in Arab TV Festival, Tunisia; the Pioneer Prize in Damascus TV festival, Syria; and Special Mention in "Isphahan Children Film Festival", Iran. Badr also worked as a managing director for the biggest networks in the Middle East: ART& Rotana. Layaly Badr studied filmmaking in Germany, and screenwriting in New York Film Academy.



LENNART STRÖM

Managing Director m:brane financing Forum lennart@mbrane.se

Lennart is in charge of the event in Malmö and is the point-of-connection for Decision Makers and responsible for the contact with financiers and collaborators. Lennart Ström has also produced over 30 films and a long time experience as Film Festival Director and founder of Film I Skåne. Board member in different organizations connected to the audio-visual industry.



LISA NYED

Commissioning Editor Documentary Film - Film I Skåne lisa@filmiskane.se



m:brane

As Commissioning Editor and Head of Documentary at Film i Skåne, Lisa commissions co-productions of documentaries of all lengths and format. She also does counselling on distribution possibilities and takes the 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. Among recent co-produced documentaries are Nelly & Nadine, Daughters and Gabi from ages 8-13. In development we have supported Yalla Parkour and Out of Place.



MARTIN PERSSON



Executive producer - Anagram martin.persson@anagram.se

Martin Persson is an executive producer and head of development at Anagram. He is one of the founders of the company and was the CEO of Anagram from 2006 until 2014. He has extensive training via EAVE, ACE, Media Exchange and TransAtlanticPartners. He was a guest lecturer at Lund University 2008-2013 in Master in Film and Media production. He is the managing director and owner of Apollon Bild & Film since 1986 and Lund Records 1995-2003. He was a member of the Swedish Producers Association board from 2001-2013. He was the Head of development and production of Film and TV at SF/Tre Vänner between 1999 and 2006.



MIKAEL SVENSSON



Head of Southern Sweden Film Commission mikael@filmiskane.se

Mikael Svensson is an experienced Film Commissioner with a history of acting and producing. Mikael holds an MBA in International Marketing from Lund University and has spent several years studying and working in India.

Mikael is co-founder of Nordic Film Commissions and is currently one of the Co-Presidents of EUFCN (European Film Commissioners Network). Mikael has been running the Southern Sweden Film Commission since 2007 and the Commission is a part of the regional film fund; Film I Skåne. Southern Sweden Film Commission is part of the regional marketing structure and works as a free liaison to the regional and national government and to the film industry in Southern Sweden.



MOHAMED HEFZY



Producer - Film Clinic mohefzy@gmail.com

Mohamed Hefzy is an Egyptian screenwriter and producer with a filmography of 30 feature films including; Microphone (2010), Clash (2016) & Sheikh Jackson (2017). He served as a jury member in various international festivals including the 2022 Sundance Film Festival and the 75th Venice International Film Festival. As of its 40th edition, and for four consecutive years; Mohamed Hefzy is the appointed President of the Cairo International Film Festival. In 2005, He founded Film Clinic; the now pioneer production house in the MENA region with a variety of commercial blockbusters & Arthouse films that have participated in major film festivals including; Cannes, Venice, Berlin, Sundance, Toronto, and Tribeca with more than 80 international awards. Later, Hefzy founded Film Clinic Indie Distribution, with a mission to create opportunities for Arab independent films within and beyond festival circuits and co-founded Meem Creative Circle which produced Netflix's first Egyptian original series; Paranormal.



MOHANNAD BAKRI



Managing director - The Royal Film Commission - Jordan mohannad.bakri@film.io

Mohannad joined the New York University Abu Dhabi (NYUAD) as Director of External Relations and Partnerships to help bring the communities of NYUAD, Abu Dhabi, and the region together through shared artistic journeys through its newly established Arts Center. Al Bakri led Luminus Media - Jordan as Regional Managing Director. He also made many partnerships possible; among them a two million euros EU grant "Investing in Culture & Art in the South Mediterranean – ICAM". Al Bakri was among the enthusiasts who worked on developing the Film industry and the Capacity Building Programs in Jordan. Among those programs, are the Jordanian filmmaker's hub, the Film House; Rawi Screenwriters' Lab, the Educational Feature Film Program in partnership with the University of Southern California (USC) and various regional and international organizations and professionals; the Filmmakers Support Program and the extension of the Film House activities outside capital Amman through the Film Clubs programs.



OMAR ABDEL AZIZ

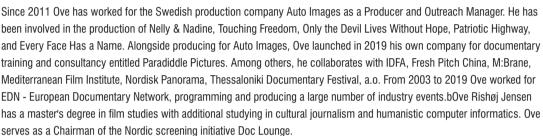
President of the Arts Union in Egypt omar_aziz1@hotmail.com

Omar Abdel Aziz is an Egyptian film director and active in the field of film, culture, and arts. He has altogether directed 27 films, 10 tv series, and 2 documentary films, of which he has been nominated and awarded numerous times at festivals all over the world. He is Vice President of Egypt's cinema union for 4 years and also the President of the Arts union in Egypt and the Middle East.



OVE RISHØJ JENSEN

Documentary Producer and Consultant - Auto Images ove@autoimages.se





ULRIKA NISELL

Head of office, Creative Europe Desk, Swedish Film Institute ulrika.nisell@filminstitutet.se



Creative Europe is the European Commission's flagship programme to support the cultural and audiovisual sectors. It invests in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. The MEDIA strand of the Creative Europe programme supports the European film and audiovisual industries to develop, distribute and promote European works, taking into account today's digital environment. In addition, it encourages cooperation across the value chain of the audiovisual industry and at EU level in order to scale up enterprises and European content globally. It also nurtures talents – wherever they come from and engages with audiences of all ages, especially the younger generations. Ulrika Nisell works at the Creative Europe Desk Sweden, the Swedish information office of the programme.

PANEL DISCUSSIONS

CINEMATECH: THE NEW NORM







CinemaTech emerged as part of Gemini Africa's continuous aspiration to avail unprecedented opportunities for innovative entrepreneurs and inject technology in different business sectors. The journey started back in 2020 with a lot of accomplishments done and continues into a promising future with many more milestones to come.

The "CinemaTech: The NEW Norm" panel will shed the light on some of the past activities of the track but will focus more on what is coming up in terms of creating a new ecosystem that merges between entrepreneurship, business, technology and the fascinating world of moviemaking to come up with a magical melancholy that avails awesome opportunities to talented innovative Arab and African youth for creating new startups that will not only provide them with financial sustainability but uplift the industry as well.

The panel will open the conversation on how the industry can leverage technology and the entrepreneurial mindset by identifying the gaps in the filmmaking industry and the available technological trends that can be relied upon to close these gaps. It will also discuss the challenges that face Arab youth to become part of the filmmaking industry and bring the spotlight on the upcoming opportunities for the empowerment of CinemaTech entrepreneurs. In addition to showcasing some of creative and innovative ideas that were dreams at one point and are now becoming a reality under the CinemaTech umbrella, to highlight the full fledge of the track.

Following the diversity of the topic, our panellists will include talented filmmakers, honourable industry guests, business experts and youth to give you a complete outlook on the topic and its futuristic potential.

Finally with the focus on Arab and African youth, the panel aims to open a dialogue about arts, cinema and cultural heritage in Arab countries, and Europe to promote cross cultural exchange between Arab and African filmmakers, entrepreneurs within the international filmmaking ecosystem.

MODERATOR



ADLY THOMA
CEO & Chairman of Gemini Africa
adly.Thoma@geminiafrica.com

CEO & Chairman of Gemini Africa an investment company and a subsidiary of Orascom group. Through Thoma's innovative entrepreneurial activities, he created a new entrepreneurial track, CinemaTech, aiming to introduce entrepreneurship into the filmmaking industry for the first time worldwide. Thoma as well, is a Worldwide Project Management Consultant for 85 countries — Schlumberger International — USA and and an advisor for various Egyptian enterprises and corporations. He sits on the boards of multiple business, entrepreneurial and social organisations. This is in addition to being a leader of modernization & digital transformation, a member of think tanks and innovations committees including The American Chamber of Commerce, the Arab Council of Social Responsibility and the Egyptian Center for Economic Studies.

HOW TO NUDGE GOVERNMENTS TO SUPPORT FILMMAKING BETTER?

Filmmaking is not only an art form it is a big business affecting many service sectors. Several countries acknowledge the link to employment, education, and tourism and actively support filmmaking. How can we learn from each other's experiences - the need for film funds, production incentives, support to emerging filmmakers, local infrastructure as in production service companies.



KRISTINA BÖRJESON

Head of Production - Film I Väst kristina.borjesson@filmivast.se

Former Head of Film Funding at the Swedish Film Institute and until October 2020 Head of Production/Administration at TV4/CMore. For ten years Head of Marketing at distribution company Triangelfilm and after that 4 years at publishing house Natur & Kultur as pr officer and head of Communication. At the beginning of the 90s five years at the Göteborg Film Festival as a programmer. Sweden's representative to Eurimages between 2016 and 2019 and also a member of the jury for the Nordic Film Price 2018-2020.



JOAKIM RANG STRAND

Head of Production - Film I Skåne joakim@filmiskane.se

Joakim Strand works as Head of Production at Film i Skåne.

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



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Producer yzqamar@gmail.com

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MOHANNAD BAKRI

Managing director - The Royal Film Commission - Jordan mohannad.bakri@film.io

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FAHAD ALSUWAYAN

Producer falsuwayan@moc.gov.sa

Fahad Alsuwayan's career began at the tender age of 13 when he impulsively decided to take part in a media company. While at KSU business school, he worked at a MENA-based sport e-journalism & content creation platform. After graduating, he opted for a career in banking. Years later, he founded events & content investment company. Simultaneously, he joined C3Films, known as Telfaz11. Earning both commercial success & recognition in the form of awards. In 2018, he was chosen for the newly founded Saudi Film Council, which missioned to enrich the intellectual creative economy & promote KSA's diverse culture. To present, Fahad has been hands-on in several domains such as infrastructure, strategy, policies & Int'l production such as Desert Warrior, Kandahar..etc.

MODERATOR



PERNILLA FRYKHOLM

pernilla@frykholm.eu

Pernilla has +20 years of experience in the Swedish film and TV industry, managing projects focusing on marketing, press, and communication. She headed the Royal Film Commission in Jordan for a year and oversaw the establishment of the Film House on Jabal Amman. She lived in Jordan for several years and traveled in the region. Possesses a great interest in Arab/Middle Eastern culture and creative industries.

Studying at Yrgo, class of 2023, she is a future producer of the film- and TV drama. Currently based in Tallinn, Estonia.



WHY IS IT IMPORTANT TO MAKE FILMS?



Can we see a future without visual storytelling? The more we see, the more we want. Why is this?

Which films are important to make - and why? Are the important films really made - and do they get a chance to meet their audience?



KHALED RAMADAN

Filmmaker, Curator, and Cultural Writer khalidrama@qmail.com

Filmmaker, curator, and cultural writer.

Currently curator of Malaysia Collateral Event at the 59th La Biennale di Venezia. Guest lecturer at Lund University, Sweden, and examiner for the Higher Artistic Educational Program, Denmark. Previously senior consultant at the Danish Arts Council, the Maldives Ministry of Culture, NIFCA, and evaluator of Alto University professorship program evaluator. Ramadan was appointed curator of the Maldives Pavilion at the 55th Venice Biennale, Manifesta 8 in Spain 2010, Guangdong Museum of Modern Art, Museo Nacional Centro de Arte Reina Sofía, and Kumho Museum of Art, Seoul. Author of Peripheral Insider, Copenhagen University Press, 2007, and co-editor of Journalism in Times of War, Al Jazeera TV Media Institute, Doha 2018. www.khaledramadan.org



ROUA AL MADANI

CEO - Arabia Pictures Group roua@arabiapictures.com

Since 2019, Roua has been the CEO and Board Member of Arabia Pictures Group, a film, media, and event company dedicated to supporting talent and providing top-notch services within KSA and the gulf region. Roua started her career in 2001 in the advertising field where she made a big successful record as one of the pioneer Saudi women at the time. From 2008 to 2011 she established an Event Management company with a strong turnover until she joined, 2013, MBC group as head of radios. In 2019, she was the CEO of Sadaf, the largest Production house in Saudi Arabia owned by MBC. She is a member of YPO (Young Presidents' Organization), Arab leaders, UNFPA, United Nations Economic and Social Commission for Western Asia.



CECILIA UDDEN

Journalist - Radio Sweden cecilia.udden@sverigesradio.se

Cecilia Uddén is one of the most highly regarded and loved correspondents on Swedish Radio. She is known for her frank comments, her fearless approach to sensitive issues and authorities, and her ability to describe places, situations, and people and approach people and portray them to bring the world closer to Swedish radio listeners.



MARTIN PERSSON

Executive producer - Anagram martin.persson@anagram.se

Martin Persson is an executive producer and head of development at Anagram. He is one of the founders of the company and was the CEO of Anagram from 2006 until 2014. He has extensive training via EAVE, ACE, Media Exchange and TransAtlanticPartners. He was a guest lecturer at Lund University 2008-2013 in Master in Film and Media production. He is the managing director and owner of Apollon Bild & Film since 1986 and Lund Records 1995-2003. He was a member of the Swedish Producers Association board from 2001-2013. He was the Head of development and production of Film and TV at SF/Tre Vänner between 1999 and 2006.

MODERATOR

PERNILLA FRYKHOLM

WORK IN PROGRESS



Aida, a member of a Tunisian contemporary dance troupe on tour in Morocco, provokes Hedi, her life and stage partner, during a performance. He injures her onstage triggering a series of events through a long night of wandering in an Atlas forest, on the way to the doctor in the next village.

Country: Morocco, Tunisia, France, Belgium, Norway, Sweden, Qatar

Director: Afef Ben Mahmoud and Khalil Benkirane

Screenwriter: Afef Ben Mahmoud Producer: Khalil Benkirane

Swedish producer: Maryam Ebrahimi Norwegian co-producer: Ingrid Lill Høgtun

Production company: Lycia Productions, Mésanges Films, les Films de l'Altaï, lota Production, DUO Films,

The project won the Swedish Film Institute's development award of SEK 150,000 in 2017, and was selected in El Gouna's CineGouna Springboard for development. In 2021, Backstage received funding from the Norwegian Film Institute Sørfond and participated in Marrakech's Atlas Workshops and in 2022 participated in Doha Film Institute Qumra and Beirut Coproduction Platform.



AFEF BEN MAHMOUD

benmahmoudafef@vahoo.fr

Following studies in management, Afef Ben Mahmoud obtained a diploma in scriptwriting and directing, then a Master of Research in Image Design. In parallel, Afef directed shorts while having devoted herself from a very young age to an artistic career as a dancer and actress by participating in numerous theatre, film, and television productions. She held leading roles under the direction of great Tunisian directors such as Nouri Bouzid inMaking Of and The Scarecrows(2019 Venice Film Festival/Official selection/Sconfini section/Human Rights Award Winner). Recently Afef played the lead role inStreamsby Mehdi Hmili (Best Actress at the 2021 Cairo Int. F.F.). She is currently in Post Production ofBackstage in which she acts and is co-directing and co-producing.



KHALIL BENKIRANE

kalbrane@gmail.com

After studying cinema at SFSU, Khalil oversaw the San Francisco Arab Film Festival. He returned to Morocco in 2003 to direct The White Threadsdocumentary about Cheb i Sabbah, a World Music DJ who takes Moroccan traditional music through a "contemporization" process. In 2008, Khalil moved to Qatar to produce films for Al Jazeera Children and in 2011, he joined the Doha Film Institute to set up the grant program which he oversees since. Khalil recently co-produced with Lycia Productions, Nouri Bouzid'sThe Scarecrows, and contributed to Before the Dying of the Light byAli Essafi, winner of the Grand Documentary Prize at the Tangier Film Festival.Lycia Productions is currently in post-production of Backstage, co-directed with Afef Ben Mahmoud.

THE SEA NEEDS TO HEAVE

The journey of a mother as she struggles with her son's peculiarity until he slowly pushes her to the edge of madness.

Country: Jordan
Director: Zain Duraie
Screenwriter: Zain Duraie
Producer: Alaa Alasad

Swedish co-producer: Helene Granqvist French co-producer: Gabrielle Dumon Production company: Tabi360

The Project has been awarded the 2019 MAFF in development Feature Fiction films award from the Swedish Film Institute with SEK 150,000 and took part in EAVE ON DEMAND Film Script Development Lab with the Cairo International film festival.

It has been awarded the 2020 Royal Film Commission - Jordan (RFC) Development of Feature Narrative Project, the ART development award at the Cinegouna Pitching platform 2021, and is currently finished with development. The Sea Needs to Heave is in the financing stage in co-production with France and Sweden. The project participated in the 2021 Red Sea Lodge project lab, which is organized in collaboration with the TorinoFilmLab. The project is now known by the title "Sink".



ZAIN DURAIE zain.duraie@gmail.com

Zain Duraie is a writer/director. Her debut film "Horizon" had its world premiere in 2013 at Palm Springs Shorts fest and won Best of the Fest Selects. Her last short film "Give Up the Ghost" has been officially selected in 2019 at the La Biennale Di Venezia main shorts competition and has won El Gouna Prize for Best Arab short, Vimeo Staff Pick award at the Palm Springs Shorts Fest, and many more.



ALAA ALASAD alaa@cmsgulf.tv

Alaa Alasad, founder of Tabi360; a production house where he produces and co-produces fiction and non-fiction films. He Also heads the Production Department in CMS in the UAE. In his career, he worked with many renowned filmmakers including Academy-Award-winning producer; Andres Vicente Gomez on the Saudi-Spanish production Born A King. Alasad has several notable credits as a producer such as Give Up The Ghost short film which premiered at Venice International Film Festival, and Television which is currently nominated for Student Oscars. His other films toured prestigious film festivals like San Sebastian and Tallinn. His latest commercial work was in the Saudi remake of the Spanish film Campeones which was released recently.



HELENE GRANQVIST

helene@nordicfactorvfilm.se

Helene Granqvist is a prizewinning producer who has worked with film and television for more than 30 years Her films have been represented at festivals all over the world - like Sundance, Cannes, Toronto, Tribeca, and Venice. She is also frequently being engaged as a pitching coach and a lecturer both in Sweden and internationally. Helene is since 2013 the president of the board of Women in Film & Television, Sweden, and since 2018 also the president of Women in Film & Television International. She's a member of the European Film Academy. She is also a founding member of ARTEF, Anti Racism Taskforce European Film.

CASE STUDY



Farha (14 years old) lives in a village in Palestine 1948. Girls her age are traditionally married, yet she dreams of continuing her education in the city with her best friend Farida. As she gets closer to her dream, the looming danger reaches her village and Farha is brutally separated from Farida. Terrorized for his daughter's safety, Farha's father locks her up in a concealed, small storage room, promising to return. But he never does.

Buried in the tight dark space, Farha's only connection to the outside world is a small hole in the wall and few cracks in the wooden door. What she witnesses inside and outside of the room forces a new path for Farha as her life-changing journey begins.

Country: Jordan, Sweden, Saudi Arabia

Director: Darin J. Sallam Screenwriter: Darin J. Sallam

Producer: Deema Azar, Aya Jaradneh

Co producer: Willaim Johansson - Laika Film & TV

Support of: Swedish film institute Production Company: Talebox

The film pitched at MAFF Industry Days funding program in 2018 and has been to several festivals among them Toronto International Film Festival and Gothenburg Film Festival.



DARIN J. SALLAM

darin.sallam@gmail.com

Darin J. Sallam Jordanian writer/director Darin J. Sallam holds an MFA from the Red Sea Institute for Cinematic Arts (RSICA - affiliated with USC). To her credit are 5 award-winning shorts, including THE DARK OUTSIDE (2012) and THE PARROT (2016).

A Berlinale Talent 2021 and a Robert Bosch 2015 Film Prize recipient, Sallam was selected to the 2017 La Cité Internationale des Arts residency and to the 2018 Global Media Makers fellowship. She was a jury member at international film festivals and is co-founder & managing partner at the Amman-based production company TaleBox. Her debut feature film FARHA (2021) had its world premiere at the 46th Toronto International .

Film Festival and was selected to renowned film festivals worldwide where it received a special mention award by the Red Sea Film Festival Competition jury and awarded Best Euro-Mediterranean Film, Best Director and Best Actress by the 6th Aswan International Women Film Festival 2022.



WILLIAM JOHANSSON

william@laikafilm.se

William Johansson Kalén started as a film producer in 2015 when he also became a shareholder of Laika Film & Television. His film Arica premiered at IDFA 2020, he worked as an assistant producer on the documentary "Cold Case Hammarskjöld" and the fiction "Beauty And The Dogs" and "The Man Who Sold His Skin" (nominated for an Academy Award for best foreign film 2021). He is also the Swedish producer in the fiction Jordanien film "Farha" that premiered at TIFF 2021



Habib and The Thief is the love story between two Arab men in their first meeting. Their strong attraction to each other is inevitable in this sexy game of thief and police, but it is not long before reality catches up and forces them to face one of the worst fears of their lives - a threat from the Arab world.

Country: Sweden Director: Naures Sager Screenwriter: Naures Sager Producer: Basel Mawlawi

Co producer: Film i skåne, Ludvig Hedlund & Hanna Solberg

Support of: Swedish film institute, Ami Ekström

Swedish television - Helena Ingelström & Ina Holmqvist

Production company: The uneven, Kinana films

The film has been screened at several festivals worldwide and on Swedish television.



NAURES SAGER

naures.sager@gmail.com

Naures Sager is an Iraqi-Swedish filmmaker who was born in Bulgaria and grew up in Sweden. He completed a Bachelor's Degree in Film Production at University West in 2008. He is the founder of the production company The Uneven which produces LGBTQ+ films, with a focus on people from the Middle East. Naures is an openly gay man and lives with his boyfriend Michael Detlef in Malmö where they run the company. Naures's short film "1-1" has been screened at film festivals all over the world and on SVT Play. Naures's new short film Habib & The Thief is currently touring at film festivals and will be released on SVT in 2022. The lead song of the film is Naures's debut single "Mako Mithli", an Iraqi Queer Anthem. Naures is currently developing his feature film The Love Pill which is enrolled in three different development programs.



BASEL MAWLAWI

basel@kinanafilms.com

Basel Mawlawi is a producer and the founder of Kinana Films AB which is based in Sweden. He has received his Bachelor of Arts from Middlesex University in the UK and a Professional Diploma in Film Production from SAE Institute. Basel started his career as a production manager and line producer. His work is mainly focused on nonfiction storytelling and short narratives. Up to this point, he worked on several documentaries and more than ten shorts. He is passionate about collaborating with filmmakers and writers creatively to tell stories that matter and that can create a difference. Basel has participated in renowned producer-specific labs including DFI's Producers Lab, Young Nordic Producers in Cannes, and EAVE 2021.



LUDVIG RODMAN

ludvig@filmiskane.se

Ludvig Rodman has worked at Film in Skåne since 2013 and has been a consultant for short fiction since 2020 and is responsible for systems and IT. Ludvig studied filmmaking and is educated at Sydney Film School and in film studies at Lund University. Right now he is working diligently with project management of the talent program "Program Short Film" and individual development of filmmakers and projects. He is just as fond of going in-depth about artistic design and serious themes as he is about chipping freely and laughing together with filmmakers who work with humor. He is both serious and naughty and strangely enough has Pacific Rim as one of his favorite movies.

A CONVERSATION WITH ...

A CONVERSATION WITH ABDULLAH AL EYYAF AL-QAHTANI

Conversation with Abdullah Al Eyyaf Al-Qahtani CEO of Saudi Film Commission moderated by Ahmed Shawky. Mr. Al-Qahtani will discuss the film Commission initiatives and its future plans



ABDULLAH AL EYYAF AL-QAHTANI

CEO Of The Saudi Film Commission

Abdullah Al Ayaf Al-Qahtani is a filmmaker, novelist and engineer, who has won local and regional awards. he was appointed CEO of the film authority in June 2020. he graduated from King Fahd university of petroleum and minerals and worked as an engineer at Saudi Aramco and held a number of positions as head of programs and initiatives at the King Abdulaziz world cultural center (enrichment), as well as head of media relations, visual and audio production, events and other departments.

MODERATOR



AHMED SHAWKY

Film Critic and Festival Programmer

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

WORKSHOP

SUSTAINABLE PRODUCTION 101

This workshop can be the jumpstart to your Green Production journey. This is where we can have the knowledge and skills to create productions in a more environmentally sustainable way. This workshop subjects include:

- * Climate Change basics.
- * Industry's impact.
- * Production case studies.

There will be time for personal reflection, small group conversation, activities, and debate throughout the workshop.



ABEER BAYAZIDI

Director of Training and Content abeer@greenerscreen.com

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

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



BASSAM ALASAD

Co-founder bassam@greenerscreen.com

Bassam Alasad is a producer, Green production and Impact consultant, and Producers Guild of America member. Currently, Bassam is working as the Managing Director of Creative Media Solutions, a Dubai-based media company.

He produced and co-produced Projects in the past 15 years all around the region. His latest project is the upcoming Saudi film "Champions" as an executive producer. In 2014 Bassam started his green production journey and later co-founded Greener Screen a consultancy that supports the film industry in the region to become carbon-neutral.



NETWORKING SESSIONS

NETWORKING SESSIONS

MAFF Industry Days provide a dynamic environment for fruitful interaction and discovery of the world of Arab cinema. MID has different networking sessions with various film professionals from all over the world. The focus is to create networking opportunities that will result in tangible collaborations and co-productions, and new distribution opportunities.

How to prioritize the financial budget disbursement for micro filmmaking. Laura Nikolov - Producer Discussing the financial dilemma of making a low-budget film and how young filmmakers would distribute the available budget to reach the optimum outcome, as well as negotiating good deals and helpful collaborations. Keeping up with the new forms and platforms of storytelling and embracing them in filmmaking. **Mohamed Hefzy - Producer** With the rapid change and innovation of forms of storytelling, it is being a challenge for filmmakers to keep up with the pace while maintaining the quality of their work. The role of distributors in festivals selections, and how to approach the suitable distributor for your film. Amir Ramses - Festival Director While filmmakers get lost in applying for hundreds of inadvisable festivals, a good distributor knows exactly where to go. What do funders look for in your project? Khalil Benkirane - Head of Grants Each film funder has a specific vision when it comes to what to invest in. It would help the filmmakers to know what they need to highlight while applying for a fund. Specifying the director's authority to be commensurate with the scriptwriter and cast's visions. **Amr Salama - Director** It's normal for any inconvenience to occur when the director, scriptwriter, and the cast have different visions. Creating a certain frame of everyone's role helps in keeping the filming process smoother. Keep on track after your debut. Nadine Khan - Director As a filmmaker's debut gets the aspired exposure and success, sometimes they are not aware of how to build up on it which leads to their retreat. How to find a suitable project partner. China Åhlander - Producer Many producers and filmmakers are looking for each other. New ideas for networking would promise better cooperation. The key role of festivals Industry Segment and how it supports Nada Doumani - Festival Director

filmmakers.Industry segments have become one of the most important parts of a film festival, for their role of actual support for filmmakers.

EXPERTS ONE-TO-ONE



EXPERTS ONE-TO-ONE

Experts one-to-one is a 60-90 minute closed session for experts and filmmakers to meet and interact. Experts will contribute with excellent knowledge and discussions during this tailored program, where they get to meet five filmmakers for 15 minutes each. The experts will discuss the projects, answer any questions the filmmakers might have, and provide guidance or consultancy.



ALAA KARKOUTI
Co-founder and Managing partner
MAD Solutions



LAURA NIKOLOV

Producer

Coorigines Production



AMIR RAMSES
Festival director
Cairo International Film Festival



LAYALY BADR
Producer



ATLI BJARNASON
Head of Programming
Oslo Film Days



LENNART STRÖM
Managing Director
m:brane financing Forum



INTISHAL AL TIMIMI
Festival Director
El Gouna Film Festival



LISA NYED
Commissioning Editor & Head of
Documentary
Film I Skane



JOAKIM RANG STRAND
Head of Production
Film i Skåne



MOHANNAD BAKRI

Managing director

The Royal Film Commission - Jordan



JULIA GEBAUER
Producer
Way Creative Films



RASHID MASHHARAWI Director



KHALIL BENKIRANE
Head of Grants
Doha Film Institute



■ ULRIKA NISELL
Head of office
Creative Europe Desk, Swedish Film Institute

COLLABORATIONS

VOICES AMPLIFIED

The Project

The" Voices Amplified" project, aims to provide aspiring filmmakers across Jordan with the opportunity to express their lives' experiences through producing short narrative films themed "Cultural Heritage". The project aims to build the filmmaking capabilities of Jordanians and residents in Jordan through the different stages from script development to post-production, all under the supervision of professionals from Sweden and Jordan. This project is important as it empowers filmmakers in Jordan to represent their reality and take control of their own stories.

Implementation

Three projects were selected to participate in the training program, where we provided mentorship for the aspiring participants by reputable Swedish and Jordanian filmmakers, through three labs: script development, production, and post-production. Each of the projects was granted an amount of a maximum of 4000 JDs to produce their short narrative films and publicly screen them in Jordan. Moreover, the three short films will be screened in the 12th Malmö Arab Film Festival, with the attendance of a representative for each project.

Trainers

Set Supervisors:



Ameen Nayfeh



Ahmad Alkhatib



Mahmoud Massad

Duties:

- * Guiding and supporting the participating teams on set during the Production Phase, to guarantee the smoothness of the shooting process,
- * Providing all the necessary assistance to the participants, that enables them to produce their films.
- * Introducing the participants to the different roles of the crew members, and the professional relationship between all concerned parties.

Script Development Advisor



Shaker K Tahrer

Duties:

- * Guiding and mentoring the participants in the process of developing their scripts over the course of 8 sessions.
- * Interacting with the participants and answering all the questions regarding the raised topics.

Editor



Pierre Laurent

Duties:

- * Guiding and assisting the teams in the Editing process over the course of 6 days.
- * Interacting with the participants and answering all the questions regarding the raised topics.

Supported by



Organized by





Participants



MOHAMMAD KHABOUR

moh.khabour@vahoo.com

A Jordanian director and actor, born in 1987, holds a university degree Holds another scientific degree in the Jordanian Ministry of Culture Worked in the field of acting and operating in 2006 Filmed the first short film for mobile phones in 2011He wrote and directed his first short fiction film, Mashariqi Al-Tariqi Won the Best Film Award at Jordan International Film Festival 2016 In 2017, he directed his own production, Oud Fine Participated in several workshops and courses in filmmaking, the Royal Film Commission of Jordan. Mohammad has many documentaries, including a film about the writer Jamal Nagy, in which he participated Mondial Cairo and won the Golden Prize, during the ban period (covid-19), he made the movie Al-Manayeh, which won 12 international awards and is currently working on developing his first feature film and writing the first season of the series Look at Me, which received a development grant from the Royal Commission.



MOONEY ABU SAMRA

abusamra.mooney1986@gmail.com

The director's career in the film industry began in 2013 by participating in several intensive workshops with the Royal Film Commission in the manufacture of short fiction films, digital films, documentaries and montage over a period of 3 years, during which she worked in some dramatic scenes and short films, in which her role was As a screenwriter, director and editor, she is now working freely in editing, directing and writing.



KARAM AWADAT

karam.awadat@gmail.com

Karam Awadat started his director's career in Warsha Studio and did a lot of sketches and YouTube programs as a writer and director also worked in the music and video clip industry. In 2020 started his own program on YouTube "The Theater" as a Presenter and writer in that program he Spoke about the cinema industry and how you can start your own film and the industry stages of filmmaking. In Cinema he started his career directing "Breaking news" in 2020 it was a short film with no budget, and he did all roles that needed by himself in that movie, and it was nominated for the French Arab film festive and took the third rank. In 2021 the royal Jordanian film commission gives him a great chance to start his first real project and take a great new step in his career as a director and writer in voices amplified project and he made a short movie called "Sheta".

Project Supervisor / MAFF



MOUHAMAD KEBLAWI
Founder - Head of festival & industry

Management Team / RFC



ABEDALSALAM ALHAJ
Capacity Building Manager
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MIRA NIMRI
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LAYAL ALOTAIBI
Training and Community Programs Coordinator
Layal otaibi@film in



MAHMOUD DIBAJEH
Film Centers Supervisor
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THE EUROPEAN FILM FESTIVAL IN LEBANON

The European Film Festival in Lebanon, now in its 27th edition, is organized by the European Delegation in Lebanon and EU Member States, in collaboration with the Metropolis Art Cinema Association. The festival has succeeded in becoming one of the most awaited events for the cinema-going audience in Lebanon and has played a pivotal role in providing access for the public to preview the latest European film productions, which rarely have any other chance of screening in a regular commercial cinema hall. The festival for example has traditionally been a platform to present films from European countries not represented in the actual cinema circuit, and to show on the big screen restored masterpieces of European cinema, subsequently inspiring upcoming Lebanese talents. In recent years the festival annually has attracted at least 13,000 spectators.

Metropolis Art Cinema

Established in 2006, the Metropolis Art Cinema Association is dedicated to promoting independent cinema in Lebanon and the MENA region through diverse programming, industry training, young audience outreach, and preservation of film heritage in order to allow for greater accessibility to alternative films locally and regionally.

The Winner I Esquisse



MANAL ZAKHARIA Film director manalzakharia@gmail.com

Manal Zakharia is a Lebanese filmmaker and digital film restorer. Born in the north of Lebanon, he moved to Beirut in 2014 to pursue filmmaking studies at the Lebanese Academy of Fine Arts (ALBA) where he graduated with a master's degree in directing in 2020. He moved to France in 2021 to study digital film restoration at the National Audiovisual Institute (INA) in Paris. He is currently based in Paris, alternating between his work as a full-time digital film restorer and his ongoing projects as a writer and director.

Synopsis

Manal, the writer, and director of the short film, sits down with his production team before filming the casting of Lorraine, a Lebanese actress, reading for the role of "Maya" in the script. As they prepare for her arrival, Manal asks the camera team to fix the setup as he rehearses his interaction with Lorraine with the assistant director, Maria. Everything changes when Maria starts questioning some of Manal's decisions and choices in the script, which leads to the whole team debating it.

COLLABORATIONS



Funded by the European Union بتمويل من الاتحاد الأوروبي



FUNDING

DEVELOPMENT FUNDING FEATURE	38
DEVELOPMENT FUNDING DOCUMENTARY	45
DEVELOPMENT FUNDING SHORT	49
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FUNDING 37

MAFF DEVELOPMENT FUNDING FEATURE

MAFF Industry Days Development Fund for Fiction Films was established to support feature fiction film projects in the development phase. An essential requirement for the project to be eligible is that it should be Arab-themed, and there should be a Swedish partner linked to it.

AWARDS

- * 150,000 SEK cash award from Swedish Film Institute
- * 150,000 SEK cash award from the Red Sea International Film Festival
- * Script development and post-production editing and color grading services, equivalent to 15,000 USD by El Maraya.
- * Film Score equivalent to 15,000 USD by maestro Hisham Gabr.
- * Filming equipment, equivalent to 10,000 USD by the Royal Film Commission Jordan.
- * Pre-production services, equivalent to 10,000 USD by Where To Film.

TIME	ACTIVITY	VENUE
THURSDAY 5 MAY		
10:30 - 11:00	Fog	Scandic Hotel
11:00 - 11:30	Aisha Can't Fly Away Anymore	Scandic Hotel
11:30 - 12:00	Hadeel	Scandic Hotel
12:15 - 12:45	Weedestine	Scandic Hotel
12:45 - 13:15	My Father's Scent	Scandic Hotel

MAFF DEVELOPMENT FUNDING FEATURE JURY



■ FAISAL BALTYUOR

Producer

faisal@cinewavesfilms.com

Faisal Baltyuor, film producer and director, is the former CEO of the Saudi Film Council (SFC).

Baltyuor has extensive experience in film and media production. He has a Master of Digital Media from the University of Newcastle. Faisal is a board member at Manga productions (Misk) and advisor of TV, broadcasting, and film bachelor's degree courses at Al-Imam Mohammed ibn Saud University and Princes Norah University for women. He founded the leading Saudi distribution company, which has the biggest Saudi film library (CineWaves films), which

He founded the leading Saudi distribution company, which has the biggest Saudi film library (CineWaves films), which has lately become a preferred partner by Netflix. Prior to his roles, he worked as a director, producer, and in live broadcasting in Australia (Sydney) for 4 years before moving to Saudi Aramco in several departments, the last department was the King Abdulaziz Center for World Culture (Ithra). Baltyuor headed film industry development initiatives at the Ministry of Culture.



OLIVIER GUERPILLON

Producer

olivier@foxinthesnow.se

Olivier Guerpillon is a French-born producer, director, and scriptwriter, living in Sweden. He has produced and co-produced a range of award-winning feature films such as SOUND OF NOISE (Cannes 2010), BROKEN HILL BLUES (Berlinale, Tribeca 2014), LES GRANDES PERSONNES (Cannes 2008), and COSTA BRAVA LEBANON (Venice, Toronto 2021) by Mounia Akl (MAFF 2022). He has also directed several acclaimed short films, such as IN/OUT (MAFF 2015), as well as co-directed with Michael Winterbottom, Jaco van Dormaël, Julia von Heinz and Michael Placido the collective documentary ISOLATION, screened in Venice 2021. He has even co-written the feature film WHILE WE LIVE (Dani Kouyaté, 2016), awarded at the African Academy Awards 2017.



SUHA ARRAF
Director, Screenwriter, Producer
arraf,suha@gmail.com

Suha Arraf was born in the Palestinian village of Melyia, near Lebanon. She began her filmmaking career as documentary producer. Her latest one; WOMEN OF HAMAS [2010] received 13 awards at international film festivals. Suha's first two screenplays, THE SYRIAN BRIDE [2004] and THE LEMON TREE [2008], both directed by Eran Riklis, received international acclaim, with the latter winning Best Screenplay at the Asia Pacific Screen Awards. In 2014 Suha was listed in Variety Magazine's "Top 10 Screenwriters to Watch".

AISHA CAN'T FLY AWAY ANYMORE

Egypt, Sweden I 120 min

Synopsis

Aisha; a 26 years old Somali carer for elderly patients lives in Ain-Shams, a neighborhood in the heart of Cairo witnessing the underworld of African migrants' society where there is tension between the different groups while being involved with an Egyptian gang that blackmails her to steal apartment keys from old patients. Routine, pressure of dreary work, and being stuck in a loveless relationship with an Egyptian cook lead her to an impasse.

Director



MORAD MOSTAFA moradmostafafilm@gmail.com

Morad; an Egyptian Filmmaker, born in Cairo. He worked in several independent films; and collaborated as an Executive director in "Souad" feature film - official selection in Cannes Film Festival 2020 and Berlinale; Panorama section. He wrote and directed three short films all of them selected in "Clermont-Ferrand" in three consecutive years and participated in other major festivals as BFI London - Palm Springs - Shanghai - Thessaloniki - Stockholm - Karlovy Vary - BAFICI Buenos Aires - FIFF Namur - Cinemed Montpellier - Durban - Cairo - EL Gouna - Carthage) and won more than 35 international awards. He is Currently working on his first feature film and selected at Rotterdam Lab IFFR.

Producer



SAWSAN YUSUF sawsan.yusuf@gmail.com

Sawsan Yusuf; Egyptian producer; born in 1988; has a degree from Ain Shams University in Drama and Criticism. Started her career in the industry in 2009 as coordinator for several festivals and film markets in the middle east alongside working as line producer in independent cinema; in documentaries and shorts. In 2019 established her company "Bonanza Films" and as a producer made the first short film "Henet Ward"; had its world premiere at "Clermont Ferrand" International competition and selected in 180 festivals worldwide such as BFI London, Palm Springs, Busan, Durban, Cairo and won 25 prizes, then she produced "Khadiga" with a French co-production and also selected at "Clermont Ferrand" International competition. She is working on other shorts and currently developing her first feature film and the project selected at Rotterdam Lab IFFR, alongside won in other Markets "EL Gouna & Cinemed Montpellier".

Swedish Co-Producer



BASEL MAWLAWI basel@kinanafilms.com

Basel Mawlawi is a producer and the founder of Kinana Films AB which is based in Sweden. He has received his Bachelor of Arts from Middlesex University in the UK and a Professional Diploma in Film Production from SAE Institute. Basel started his career as a production manager and line producer. His work is mainly focused on nonfiction storytelling and short narratives. Up to this point, he worked on several documentaries and more than ten shorts. He is passionate about collaborating with filmmakers and writers creatively to tell stories that matter and that can create a difference. Basel has participated in renowned producer-specific labs including DFI's Producers Lab, Young Nordic Producers in Cannes, and EAVE 2021.

Synopsis

Behind a shade of fog, is a living history striving to be told.

Refugees are wounded by silence and forgotten by those they left back home. Women are forgotten by men they loved, the insecurity of having no family and no home, men are broken by the burden of being men.

A novelist who finds herself disconnected from the elitist community of intellectuals she lives with finds an unfinished novel about people who lived in her place some time ago. She starts to hear voices that seem to complete the story.

As the voices start appearing in the present, the novelist links them to people who live in far diaspora cities. While in search of anything that proves that they are real, the novelist finds her first connection, Inanna, who puts her in contact with the others, under one condition, that they do not know it was her who spoke about them.

In another land, a mysterious voyeur, inside a car, approaches foggy mountains. The fog that engulfs the film is an allegory with a mixed sense of isolation and connectedness to something behind the fog. The voyeur is taken around that land by a suspecting driver, who gives the impression that there is more to him than a driver.

As unwelcome eyes begin to follow her, a peculiar relationship develops between the voyeur and the driver, who only discloses that he's an ex-militia fighter.

On the other side of the world, just as the Novelist feels that she has found the voices, things take another turn. Secrets of treason, guilt, and forbidden loves, explode in her face. When the relation of each of them to the other is exposed, the characters are forced to confront each other, as the two strands of the story culminate at an unexpected peak.

Director



RUBA ATIYEH rubescabernet@gmail.com

Ruba is a writer, director, producer, and academic. Coming from theatre Ruba worked on themes of displacement and estrangement for which she was awarded as a writer and actress. Ruba has a Documentary MA from Goldsmiths College London. She made feature documentaries for prominent commissioners, independent shorts, and a feature debut auteur documentary, A Home of One's Own.

She teaches cinema and trains emerging documentary filmmakers from war torn areas. She is a canvasser of Syriac heritage and holds seminars on demographic engineering and representation. Ruba recently founded the film collective CeeFilm Beirut. The company produces films and publications that bring suppressed narratives to light, working in close collaboration with emerging Mena filmmakers and designing cooperative production modules.

Swedish Co-Producer



LOUISE ÅBERG louise@blackbirdfilm.se

Louise is a trained musical performer at the Ballet Academy in Sweden and The Danish Musical Academy in Denmark. She has worked as a dancer, singer, musical performer, and actor for 30 years. In addition to being on stage she has directed and choreographed musicals and plays. Louise writes children's books and poetry. A great passion is to write about Nordic folklore and nature, preferably in symbiosis. Today she is writing a new screenplay about Nordic folklore and a historic tv-series about the witch trials in Sweden. Louise is a producer and coordinator at Black Bird Film.

HADEEL

Synopsis

From a young age, Hadeel has been conditioned to keep her vitiligo a secret lest she be considered an 'other' or 'less than'. At 15 she gets pretty good at makeup, at 21 she has mastered the art of a disguise. Just enough makeup for her beauty to stand out in the crowd, and not too much that it begs the question of what lies underneath.

All she ever wanted was for the love of her life Bassel to propose to her, and when he finally does, her excitement quickly evolves into impending doom as the realisation settles in. If he truly sees her, he might leave her. Bassel considers himself the luckiest man in the world. A fiancé 15 years younger than him, educated, beautiful, and seemingly perfect.

Excitement, fear, shame, and insecurity churns leaving a giant pit in Hadeel's stomach. While trying to find the courage to reveal herself to her fiance, she unintentionally bridges a gap between them. In a final leap of faith, she sets out to find a cure for her vitiligo only to be met with an overpriced treatment with no guarantees. Hadeel turns to her grandmother, a woman who has navigated the hardships of womanhood as a Jordanian, and is instructed to reveal herself only after the marriage contract has been signed. Feeling more lost than she has ever been, Hadeel spirals into an internal battle with her morality.

She hustles to put together enough money for her treatment, and with it, the courage to finally be in truth with Bassel. Bassel — devastated and disappointed, feels entitled to betrayal, and so he pulls away from her.

As her biggest fears materialise in front of her, Hadeel feels as though she was robbed of her senses. It is as if she has to begin anew. Being forcefully thrown into introspection, she begins to question the self, her relationship to her identity, and the concept of self love.

She returns the ring to Bassel, wipes off her makeup, and truly faces the world for the first time.

Director



ALA'A AL QAISI ella.horizonproduction@gmail.com

Ala'a Al Qaisi is a Jordanian-Australian Writer-Director. Al Qaisi has received awards for her screenwriting from The University of Jordan, The Hashemite University and The Jordan Language Centre. Ala'a Al Qaisi moved to Australia in 2009. While there, she studied filmmaking at Sydney Film School and graduated from Actors Centre Australia. Ala'a worked on numerous short films there including two short films she directed: "Walk in My Shoes," and "Pink Swing". Both films were featured at the Sydney Film School Festival, where she was awarded The Sydney Film School Courage, Curiosity and Compassion Award in 2013.

Ala'a Debut film Hadeel was developed with RFC Rawi Screenwriting Lab.

Hadeel has also been selected at the 2020 El Gouna Film Festival Platform for the development prize and got the Jordan Film Fund in 2021.

Swedish Co-Producer



SHAKER TAHRER shaker@blackbirdfilm.se

Shaker K Tahrer is the founder of Black Bird Film which is a film company based in the Gothenburg studios 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 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 the development of several film projects.

MY FATHER'S SCENT

Egypt, Sweden I 90 min

Synopsis

A father returns home after a long absence due to his sudden illness and treatment. His teenage son is anxiously waiting for him, charged with anger, to have a postponed intense confrontation. Throughout a long night battle, their dysfunctional relationship is finally brought to light and many secrets come to the surface. The sick father, Omar, returns home after his long treatment in a hospital in Cairo, far from his home in Alexandria, where his two sons live The return of the sick father coincides with the celebration of the feast, which Muslims know as "The Great Eid", when sheep are slaughtered.

As a symbol of sacrifice in the Qur'an. This social tradition has religious value and visual impact. Everything contradicts Celebrations, lavish traditions, anxiety and sadness expected of a small family. His teenage son is anxiously waiting for him, charged with anger, to have a postponed intense confrontation. Throughout a long night battle, their dysfunctional relationship is finally brought to light and many secrets come to the surface.

Director



MOHAMED SIAM m_siam2000@yahoo.com

Siam is a documentary and fiction filmmaker who became a member of the Oscars Academy. He received grants from Sundance Institute, Berlinale's World Cinema Fund, and Aide aux Cinémas du Monde for his films, which have been screened in New York and Karlovy Vary Film Festivals, and has won the 2017 Carthage Film Festival Best Cinematography award and the 2018 Golden Tanit. His film Amal was the opening film at the 2017 IDFA and was screened at the Göteborg Film Festival, CPH Dox, Vision du Réel, and won the 2018 Sheffield Youth Jury Prize. It was later sold worldwide.

Siam is an alumnus of Sundance Institute, Berlinale Talent Campus, La Fémis school, Cannes Film Festival's Cinéfondation and Fabrique des Cinémas du Monde. Siam has served as a jury in Karlovy Vary, Göteborg film festivals, as well as IDFA and Hot Docs Funds.

Swedish Co-Producer



FADY ATALLAH fgatallah@gmail.com

Fady Atallah is an Egyptian/Swedish award-winning producer born on February 7, 1983. Fady studied film at Stockholm film School and achieved his MA degree in Screenwriting at Raindance Film School under the accreditation of De Montfort University in UK. He is currently a PhD candidate in audio- visual film studies at University of Birmingham in UK. He is also a member of Sveriges Filmförbund and Oberoende Filmares Förbund (OFF). Fady wrote, edited, produced and directed several films and documentaries, all were very well received. As a feature writer/director, Fady has several projects in active development. Through his start-up production company based in Stockholm, Fady produces both independent and established filmmakers by developing their stories, along with offering script editing and doctoring services.

WEEDESTINE

Palestine, Jordan, Sweden I 100 min

Synopsis

ABBAS (48) is a self-righteous car mechanic, living in a West Bank village in the lawless Area-C, a fractured region where the Palestinian Authority (PA) needs Israel's permission to enter. As in much of Area-C, Abbas's town is known for growing marijuana and smuggling it into Israel. Abbas's brother-in-law, AHMAD (55), is the village's drug lord. Abbas intensely resents Ahmad, after his eldest son was killed by Israeli soldiers at a checkpoint while delivering drugs for Ahmad. When Abbas suspects his younger son HAMMOUD (22) of working for Ahmad, he hatches a vengeful plan to get Ahmad arrested outside of Area-C, where the PA has control. But his plan backfires. Hammoud is arrested instead.

When Abbas meets the arresting officer, the ambitious HUSSEN (41), Abbas says he is willing to snitch on Ahmad in exchange for Hammoud's freedom. With more information, Hussen can request Israel's permission to enter the village and destroy Ahmad's business. Abbas collaborates with his wife, Marwa (45), who is also Ahmad's sister, to gain access into Ahmad's inner circle, while Hammoud secretly begins working on his plans to leave Area-C and the country altogether. But when Abbas soon discovers that Hussen is willing to turn a blind eye to Ahmad's business in exchange for a sizable bribe, Abbas's hatred for Ahmad turns into a raging fire. Once Abbas learns how the bribe will be delivered, he partners with a carjacker to steal Hussen's money while Hussen's driving on a desolate road.

But the heist goes horribly wrong. Hammoud double-crosses his father and steals the money for himself, putting himself in grave danger and prompting Hussen to go after him. It's now up to Abbas to reevaluate his priorities and save Hammoud from impending doom.

Director



SAID ZAGHA zaghasaid@hotmail.com

Palestinian writer-director Said Zagha completed his undergraduate education at Ohio's Kenyon College. His second short film, "Lovesick in the West Bank" premiered in 2021 at the Academy-qualifying Urbanworld Film Festival. His first short film, "Five Boys and a Wheel", premiered at the Dubai International Film Festival in 2016 and went on to play at 40+ fests worldwide, winning three awards in Mexico, Oman, and Algeria. It is distributed by MAD Solutions and is currently streaming on OSN. He is currently developing his first feature film, "Weedestine" a heist thriller set in the West Bank, which has already been selected at several labs and received a production grant from the Royal Film Commission of Jordan. He is also a Berlinale Talents alumnus (2020).

Swedish Co-Producer



LINDA MUTAWI

Linda is a film producer with a multicultural background, she has worked in the UK, Jordan, Dubai, and Sweden. Throughout her career, her experience has ranged from fiction to documentaries. Previously she served as a film commissioner in Jordan, managed the Jordan Film Fund, participated in the Producers Guild of America's diversity workshop, and has been recently selected to participate in the EAVE Producers Workshop 2022. Linda is currently developing her own work as well as being involved in various international and Swedish projects as a Producer, Associate Producer, and Co-producer.

MAFF DEVELOPMENT FUNDING DOCUMENTARY

MAFF Industry Days Development Fund for Documentaries was established to support feature documentary film projects in the development phase. An essential requirement for the project to be eligible is that it should be Arab-themed, and there should be a Swedish partner linked to it.

AWARDS

- * 75.000 SEK cash award from Swedish Film Institute
- * 75,000 SEK cash award from the Red Sea International Film Festival
- * Environmental consultancy, equivalent to 10,000 USD by Greener Screen.

TIME	ACTIVITY	VENUE
THURSDAY 5 MAY		
14:45 - 15:15	Women of My Life	Scandic Hotel
15:15 - 15:45	Out of Place	Scandic Hotel
15:45 - 16:15	Isthmus	Scandic Hotel

MAFF DEVELOPMENT FUNDING DOCUMENTARY **JURY**



NADA DOUMANI Amman Film Festival Director nada.doumani@aiff.io

Nada Doumani has been working in media and communication for over three decades. She holds a MA in Political Science from the American University in Beirut. From 1992 to 1999, she worked as a print and radio journalist in Switzerland. From 1999 to 2007, she was a Spokesperson for the International Committee of the Red Cross in Geneva, as well as in many conflict areas. In 2007, Doumani compiled and edited a book of testimonials by Iraqis entitled "Wounds in the Palm Grove". She wrote, produced, and directed a short documentary "Errant Home", which won the first prize at an Italian Festival in 2009. Doumani was a Board member at the Jordan Media Institute (2009 – 2020). As of 2008, she is the Communication and Cultural Programming Manager at the Royal Film Commission – Jordan. Nada Doumani co-founded the Amman International Film Festival – Awal Film and has directed it since its first edition in 2020.



RAMY ABDEL RAZEK ramy.abdelrazek78@gmail.com

Ramy Abdel Razek is an Egyptian writer and film critic. He is the director of the Arab Cinema Horizons competition at the Cairo International Film Festival, drama advisor at MBC TV Network. Ramy is a member of the International Critics Jury at the 68th Cannes Film Festival 2015. He is also a member of the Egyptian Film Critics Association (EFCA) since 2007 and a member of the International Federation of Film Critics - FIPRESCI since 2008. Ramy was the Director of the International Critics' Week at the 39th Cairo International Film Festival. He's been a Film workshops lecturer for the Royal Film Commission since 2010. Abdelrazek has been a member of the Film fund Committee at the Egyptian Ministry of Culture since 2011.



■ SASCHA FÜLSCHER Film Editor saschafulscher@gmail.com

Sascha Fülscher is a film editor (and sometimes director) working mainly with documentaries. She started her filmmaking career at the RåFILM filmmaker's collective, where she directed and produced short docs and videos. In 2008 she went on to study Documentary Directing at the Stockholm Academy of Dramatic Arts. Her graduation film "Next Door Letters" was awarded at numerous festivals. Since 2011 she has edited and co-edited a number of documentaries. Her most recent work "Tsumu - where do we go with our dreams?" by Kasper Kiertzer recently premiered at CPH:DOX and was nominated for the Nordic:Dox Award.

Sascha was born in Switzerland but grew up and lives in Sweden. She speaks Swedish, English, German and French.

ISTHMUS

Svria. Sweden I 80 min

Synopsis

In the early years of the Syrian civil war, the renowned novelist and regime opponent Khaled Khalifa decided to stay in Damascus anyway. All his friends were forced to flee the country, his whole world was collapsing, but he held on to home. Years later, his close friend, the director Lina Sinjab comes back to visit him. She questions Khaled's paradoxical choice, while confronting the pain of her own exile with the struggle of the few ones who stayed in Damascus. Among them is their common friend Boulos, who dreams of rebuilding a traditional house in the city centre and creating a cultural venue in it. According to Lina, both Khaled and Boulos are in denial of the present. But this denial might well be the only life force they have left. Lina goes from one friend to the other, and from the city to herself. At the same time, she explores Khaled's work as a writer, and pays tribute to pre-war Damascus' vibrant cultural and artistic world – a world already vanished, despite Khaled's efforts and illusions...

Director



LINA SINJAB lina.sinjab@gmail.com

Director, independent producer, and freelance BBC correspondent in Damascus and Beirut.

Swedish Co-Producer



MELISSA LINDGREN melissa@story.se

Story has produced short and feature documentaries as well as animated docs, television series and hybrids. The company is today one of the leading companies focusing on documentary

storytelling in Sweden and the Nordic countries. Our filmography includes (selection) 'Always Amber' (2020, Berlinale Panorama, HotDocs), 'Idomeni' (2020, Competition sections in Gothenburg FF and Thessaloniki), 'Lucky One' (2019, Eurimages Audentia Award at the Gothenburg Film Festival), 'That Summer' (2018, Telluride, Berlinale Panorama, Gothenburg FF), 'The Distant Barking of Dogs' (co-producer, 2017, First Appearance Award at IDFA, FIPRESCI Award in Thessaloniki + more), 'Shapeshifters' (2017, Competition sections in Gothenburg FF and CPH:Dox), 'Kiki' (2016, Sundance World Competition, Teddy Award at Berlinale, Idfa + more), 'Concerning Violence' (2014, Sundance World Competition...)

OUT OF PLACE Sweden, Qatar I 90 min

Synopsis

Mohammed, a chubby adolescent, is dancing Dabke with his friends in the cultural centre of Jabalia refugee camp, Palestine in the year 2000. Mohammed's dancing doesn't impress the teacher so instead he's given a camera. The dancers he films become his most intimate friends. When the war breaks out and Adham, Shahed and Mustapha dance on the rubble of buildings, Mohammed films. He films their dreams and despair, their first trip to England. 10 years later, his friends all move to Europe and he goes to Sweden to study. He continues to film. The footage he held on to throughout all these years is transformed into an intimate encounter of their personal growth from childhood to adulthood - deeply personal in its description of this fleeting era of life.

Director



MOHAMMED AL MAJDALAWI mohamedmajdalawi@gmail.com Mohammed Al-Majdalawi was born in

Palestine. He has a masters degree in documentary film from Stockholm Academy of Dramatic Arts. While living on the Gaza Strip, he worked as crew

for international films like Bridges Over Blood and Eyewitness Gaza and his own film, Gaza Art Through Barbed Wire. He is currently working on his documentary Out Of Place and To Mai.

Swedish Co-Producer



MANOLO DIAZ RÄMÖ manolo@filmilia.se

Manolo Diaz Rämö has a bachelor's degree in Documentary film from Stockholm Academy of Dramatic Arts. In his films Manolo explores a sense of longing for something unreachable, in

the past or the future, usually connected to migration. His films have been nominated for numerous awards. His last film Like a mountain (2020) is available on Swedish Television((SVT).

Co-Producer



BEATRICE POURBAGHER GARCIA beatrice.pgarcia@protonmail.com

Beatrice Pourbagher Garcia was born in Sweden. She has a bachelor's degree in film production from SADA and a masters in film from HDK-Valand. Beatrice has produced fiction and

documentary films which have screened in festivals around the world, through her production company Filmilia. She is convinced that everyone has a story to tell but many of us miss the privilege to do so.

WOMEN OF MY LIFE

Irag, Sweden I 80 min

Synopsis

Zahraa (30) is an actress living in Baghdad who goes on a journey in the dark reality of women's lives in Iraq.

She goes back to the house where she was raised: her aunt Hayat's (65) home. Hayat is a midwife. She is the woman whose hands Zahraa was born into; the first human to touch her. Hayat converted her bedroom into a delivery room. To young Zahraa sleeping nearby, the women's screams were terrifying and confusing. Havat is calm, strong, and enjoys smoking cigarettes while watching horror films and hearing children cry upon their birth. Zahraa recalls a neighbour visiting one summer afternoon: Noor, a girl her own age, physically disabled and with a severe speech impediment, her two brothers and a sad grandmother. The grandmother and Hayat talked, the boys cried and shouted their sister's name. Zahraa later heard from classmates about an abandoned girl seen on television. It was Noor, who was left on the steps of a Mosque the day Zahraa last saw her.

Now, Zahraa goes on a journey to find Noor, Hanaa Edward (75), Her friend, a pioneering activist in women's rights, shares this journey with Zahraa. Hanaa lives with Faiza (35) a Yazidi woman who survived domestic violence and kidnapping. Zahraa sees Noor's face in Faiza, Between confronting family history and the grim social conditions of women while searching for Noor, Zahraa starts to revolt against her own nightmares about the daily stories of women killed in Baghdad.

Between confronting family history and searching for Noor, Zahraa starts to revolt against her nightmares and the daily stories of women killed in Baghdad.

Will the nightmares stop if Noor, the missing girl, is found?

Director



ZAHRAA GHANDOUR zahraaghandour@gmail.com

Zahraa Ghandour, born in 1991, is an actor and filmmaker based in Baghdad. Started her career as a TV writer and director of a weekly social documentary program Iraqi TV channel. She has produced and directed for BBC Arabic, Al Araby TV, and others. Zahraa is the founder of IWAC (Iraqi women around creativity), an initiative to improve Iraqi women's skills in creative fields. She studied filmmaking at METFilm in Berlin, and won several international awards as an actor.

Swedish Co-Producer



MARGARETE JANGÅRD margarete@wgfilm.com

Margarete Jangård, producer at WG Film since 2003. She is managing the company and all staff, together with Fredrik Gertten. Margarete has through the years widened hers and WG Film's network across Europe, Canada and USA, where both the company and Margarete have developed to become well reputed producers of creative documentaries.

MAFF DEVELOPMENT FUNDING SHORT

MAFF Industry Days Development Fund for Short Films was established to support short narrative film projects in the development phase. An essential requirement for the project to be eligible is that it should be Arab-themed and that the producer or director should be a Nordic resident of an Arab origin.

AWARDS

- * 30,000 SEK cash award from Film i Skåne.
- * Script and/or production mentorship worth 20,000 SEK by Film Centrum Syd.

TIME	ACTIVITY	VENUE
FRIDAY 6 MAY		
15:00 - 15:30	Saleeg	Scandic Hotel
15:30 - 16:00	Winds of Sirocco	Scandic Hotel
16:00 - 16:30	Where is Here	Scandic Hotel
16:45 - 17:15	Nadine doesn't live here anymore	Scandic Hotel
17:15 - 17:45	On the Edge	Scandic Hotel
17:45 - 18:15	To pee or not to pee	Scandic Hotel

MAFF DEVELOPMENT FUNDING SHORT JURY



Fatima Al Banawi
Actress
info@fatimaalbanawi.com

Fatima AlBanawi is a Saudi actress, director, and screenwriter who received international acclaim for her leading role in Barakah Meets Barakah, the country's official submission to the Oscars for Best Foreign Film (2016). Her role as a juror in film festivals and Bachelor in Psychology come to inform her screenwriting practice. AlBanawi holds a Master's Degree from Harvard University and is the founder of The Other Story Project; a fusion that has allowed her to continue unearthing psychosocial themes creatively and made her a Next Generation Leader by Times Magazine (2018). AlBanawi participated with three works in the first round of the Red Sea International Film Festival. Her screenplay Basma received a grant from the festival, which marks her feature film debut as a director (2022).



■ JOHAN SIMONSSON Film Commissioner johan@filmcentrumsyd.se

Johan is a film commissioner at FilmCentrum Syd in Malmö, where he's 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.



NIDHAL GUIGA Actress, Writer, Director nidhalguiga@yahoo.fr

Nidhal Guiga is a Tunisian actress, writer, and director. She wrote and directed 3 plays among them Zéro bis in 2003, Une heure et demi après moi in 2006, Selon Gagarine in 2008. She adapted the Spanish playwright Calderon's text "Life is a Dream". She published Mathilde B. (A novel) in 2012 which won the Zoubeida B'chir prize for the best work in French (prize awarded by CREDIF). She published her second novel in 2015, "Tristesse Avenue". She published, in a bilingual version, Pronto Gagarine in 2013. The play was selected for the Avignon Festival (Official Selection) and was put into voice by Catherine Bosckowitz in Avignon. Nidhal Guiga has written and directed three short films: Acapella in 2014, Astra in 2017, and Silencio in 2020. She is currently working on several projects in different disciplines.

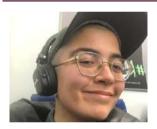
NADINE DOESN'T LIVE HERE ANYMORE

Synopsis

Nadine doesn't live here anymore is a film about an obsessive and deeply lonely young woman on the prowl for her greatest conquest. And like all true obsessives, Nadine is a grown-up with a child's psyche. The story begins while Nadine is studying abroad and receives an invitation to the wedding of her greatest obsession to date, her childhood friend Halima. This propels her to book a flight back home with a plan in mind to convince Halima not to get married. Nothing goes as planned. She is derailed along the way and finally when she goes to confront Halima at her place of work, the absurdity of the situation hits her. It's inconceivable that she would deliver a speech so persuasive that it would make Halima rethink her whole future.

When they part ways, Nadine, feeling dissatisfied, stalks Halima. She's quickly caught in the act as they lock eyes from across the street. This is just as well; she'd had her fill.

Director



comparative literature from Lund.

YOUSRA SAID said.m.yousra@gmail.com

Yousra is currently studying directing at Stockholms konstnärliga högskola. She started out as an editor and photographer where she has a good experience as well. Previously, she had a bachelor's degree in

Producer



NILS BOLIN bolin.nils@gmail.com

Nils is a student at Stockholms konstnärliga högskola where he studies screenwriting and production. Previously this year he produced "Inside the aquarium" which had its premiere at Göteborgs international film

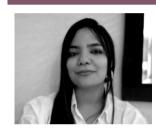
festival and will be screened at several festivals in Sweden and abroad. He has previously studied political science and worked at the ministry of culture in Stockholm.

ON THE EDGE Tunisia, Iceland I 20 min

Svnopsis

MOUNIRA, a young woman in her thirties, her only source of income is a small junk food shop, where she sells fricassee sandwiches She inherited the place from her late father. This gargote is located in the greater Henchir Lehoudiya car junkyard and the used vehicle market; an exclusively masculine environment. Mounira has an ambiguous relationship with two men who work in that place. A relationship that oscillates between desire, attraction, seduction, and a deep, unspoken need for self-assertion. Mounira has been living and evolving in this hostile environment in which she has found, nevertheless, a refuge to escape the hardships of daily life. She tries to live her life to the fullest, to sublimate it the best she can.

Director



SAHAR EL ECHI basquiatfitunis@gmail.com

Sahar El Echi is visual multidisciplinary artist, Filmmaker and researcher. She pursued studies in graphic design and got her bachelor degree in graphic design in 2014, and her masters diploma

in visual design in 2017 in Tunis. Currently, she is working on her PHD project in film studies At ecole supérieure de l'audiovisuel et du cinema (ESAC). Her first short film "Mutation", produced as part of her graduation project at the higher institute of fine Arts of Tunis (ISBAT), was selected in many international and national festivals. Entre-Deux (inbetween), her second project, is an independent experimental short film produced in 2018. The artist makes use of different mediums including cinema, photography and video art. She also exhibits her work in many art galleries. Sahar was part of the documentary program for film Methods at the Danish Film School in august 2019.

Co-Producer



FAHAD JABALI fahad.jabali@gmail.com

Born and raised in Iceland of Palestinian / Icelandic parents in 1963. Living in Iceland and Germany but finishing my secondary education in Iceland. Moving to France after college I studied

visual arts, photography and a little later cinema. I came to film more or less through my social circle in my mid twenties and after having tasted film working decided to learn. I worked my way up from set work to assistant directing which is the line of work I have spent most of my life on. In later years I have connected Palestine through co production having co produced having participated in 3 feature films with a 4th one coming up in the spring

Synopsis

Elderly Mrs. Hajer is preparing a special meal in her house in historic Jeddah. Once, it was filled with family, but they've all moved away. She's working hard because her son and granddaughter will be visiting! Mrs. Hajer ran out of vegetables. The vendor selling outside is an Indian immigrant who can't speak Arabic. Other foreigners walk the streets, including little Shams, playing with the birds. Mrs. Hajer loses her patience. The phone rings. Her son apologizes: his family won't be coming to visit. When the phone hangs up, Mrs. Hajer stands in anger and sadness forgetting the Saleeg boiling in the kitchen. Mrs. Hajer returns to the kitchen, the rice is boiling over the stove and rapidly rising onto the floor! Mrs. Hajer frantically tries to scoop the rice onto small plates, but it's not enough. The Saleeg flows into the hallway, into the rooms of the house. The neighbors call out to see if anything matters, but Mrs. Hajer, embarrassed, yells that everything is okay. The situation is hopeless; she unlocks her door, runs into the street, and the Saleeg pour out to engulf young Shams! Mrs. Hajer dives in to save the little girl, but it looks like it's too late: Shams disappears beneath the flowing rice. Shams reappears again, doing the backstroke. Mrs. Hajer watches dumbfounded as Shams swims happily. Calmly, the little girl calls on her bird friends, who descend and eat all the rice up.Mrs. Hajer's neighbors help put her home back in order. When Mrs. Hajer cooks, she almost ignores their helping hands until she finally moves over to share the preparation. They all happily cook together. Mrs. Hajer asks the rest of the neighbors to join. Together, and with Shams at the head of the table, they eat with love and joy.

Director



AFNAN BAWYAN afnan.bawyan@gmail.com

Afnan Bawyan is a writer and script supervisor. She worked as a screenwriter and associate producer at Zeez Animation Studio, then worked as a script supervisor on five Saudi feature-length live-action films produced by Ithra Center for World Culture and the Red Sea International Film Festival. Her first short screenplay, Saleeg received a Special Mention at the Saudi Film Festival and won the Daw's Film Fund granted by the Saudi Ministry of Culture in 2020. Her first feature screenplay Almadinah Photographer won the Lab Prize at the Torino Film Lab in collaboration with the Red Sea International Film Festival 2021. She recently worked on KANDAHAR's Hollywood film as the base third assistant director.

Co-Producer



KLARA LEVIN klara@kinanafilms.com

Klara Levin is a Swedish producer and director. Her work focuses on film and radio productions. Klara has produced and directed several short films, a feature documentary for the Swedish national TV (SVT), and a feature documentary for Swedish national radio. Klara's primary work is in Sweden, but she has worked in countries like Spain, France, Lebanon, and India.

TO PEE OR NOT TO PEE

Iraq, Switzerland, Sweden I 16 min

Synopsis

In the ceiling of a train for 16 hours, a young migrant's dream of freedom is almost hindered by his own body's urge to urinate.

As he is trying to cross the border illegally, the pressure and suffering he feels is shown in the duality between the immediate impossibility of fulfilling a basic need and the future perspective awaiting on the horizon.

Director



ALI AL-FATLAWI ali@urakypost.com

Ali was born in Baghdad. His beginnings are in painting and poetry. He became a member of the Iraqi Writers' Union at a young age and attended the Art Institute to study art, but the political situation forced him to leave his homeland. After a long odyssey, he came to Switzerland in '97 and graduated with a Bachelor's degree from the F+F School of Art and Design in 2002. He directed and produced several short films and has worked as a picture designer since 2007. In 2013 he founded his own film company Urakypost. He is a member of Swiss Fiction movements and the Swiss rights association Suissimage. In addition to his film work, Ali has been active in the visual arts for twenty years, specialising in live per- formance art and travelling the world with his art. He has also given several workshops in performance art. Ali has received numerous awards, the most important being the pres- tigious Swiss Art Award 2012 and the Swiss Award for Performing Arts 2011.

Co-Producer



SHAKER K TAHRER shaker@blackbirdfilm.se

Shaker K Tahrer is a director, script writer and producer based in Sweden. Shaker's most recent film is a full-length feature film called Bloody Boys (Jävla pojkar). Shaker wrote the film score/script, directed, and produced it and has been shown at several major film festivals around the world and been shown on Swedish television several times. Shaker K Tahrer has written, directed and produced several short films.

He studied Directing at the Film Academy in Gothenburg, Sweden as well as Film Score/Script Composition at Film in WEST (Film I Väst) in Trollhättan, Sweden.

In the past couple of years Shaker has received funding, for development of his latest film script, from The Swedish Film Institute several times and is now at the beginning of planning to start filming. He is a member at The Writers Guild of Sweden and Film directors of Sweden (SFR).

WHERE IS HERE

Sweden I 20 min

Synopsis

Mona is a 40-year old Palestinian woman trying to enter her homeland for the first time, hoping to better understand her sense of identity and belonging. She's stuck at the Israeli border being interrogated by a stern security officer. Israel is in a state of war, and the security apparatus is on high alert. She desperately wants to get in but is nervous that she won't be allowed through.

The film takes place within the walls of the interrogation room. Minutes turn to hours but Mona feels suspended in time and space. The interrogation proceeds like a game of ping pong. Mona goes through a rollercoaster of emotions as the Israeli security officer provokes her and pushes her to the limits. In moments of weakness she disintegrates, only to find her composure through anger and then turns the tables against him. This dance between them builds up into a crescendo where Mona makes a painful admission, and the tension finally deflates. In the end she might have lost the battle, but she won her war.

Director



LINDA MUTAWI

Linda is a film producer with a multicultural background. She has lived and worked in the UK, Jordan, Dubai and now in Sweden. She has over 20 years of experience in film production, where her experience has ranged from international feature films to documentaries. Previously she served as a film commissioner in Jordan, managed the Jordan Film Fund, participated in the Producers Guild of America's diversity workshop, and has been recently selected to participate in the EAVE Producers Workshop 2022. Linda is currently developing her own projects, as well as being involved in various international and Swedish productions as Producer, Associate Producer and Co-producer. 'Where is Here' is her directorial debut.

Producer



PATRICK EL-CHEIKH patrick@fikra.se

Patrick El-Cheikh background is within International Business Development. After co-founding a web design company in 1996 he spent 15 years with the Swedish Trade and Investment Council, among others as Trade Commissioner to Saudi Arabia and later creating and managing the council's Creative and Cultural Industries department.

In 2015, Patrick co-founded Fikra, a film production and consulting company focusing on the entertainment industry. He has worked on projects for the Swedish Film Institute, Film Capital Stockholm, The Swedish Institute, Stockholm Chambers of Commerce and various Swedish film production companies. He has also provided support to the award-winning visual content company Goodbye Kansas while also developing a feature length documentary through his own company Fikra. Where is Here is his first short film to produce.

WINDS OF SIROCCO

Egypt, Sweden I 20 min

Synopsis

40 years old "Sami" lives with his mother in an isolated seaside house. The mother has a Jocasta complex; he can't shower alone, so she showers him, and she still gives him her breast to feed. Sami excels at making Maritime necklaces which she takes and makes him dress her with to be physically neared. One day, strong winds hit their home. As the mother tries to save the flying clothes that were drying outside the house, she falls. But her son is distracted by the sound of a gypsy (Roba) singing from afar. The mother gets up and tries to shower him, resisting her pain before she completely crumbles in front of the bathroom. Her son leaves her to go to Roba, who's filling water from outside the house. The vitiligo-filled gypsy is distracted by helping the crumbled mother and by being surrounded by walls for the first time. The mother refuses to drink from Roba. Roba spends some time with Sami joking and showing him marks on her body that resemble countries on a map, to the mother's increasing pain. Roba asks Sami to give water to his mother, but he doesn't, leaving the water to spill from his hand while watching Roba take a shower in their bath. Roba then quickly leaves as if she just awakes from a haze. The mother crawls on the ground as Sami shows her clothes to choose from to wear. She doesn't respond, So Sami chooses and showers alone for the first time.

Director



MAHMOUD ASSI cineassi@outlook.com

Mahmoud Assi is an Egyptian filmmaker. He Joined the Higher Institute of Cinema, department of cinema direction in 2016, Assi has graduated from the Faculty of Mass Media 2014. During his study he has directed his study he directed many projects (still - monalisa - fluorescent - corona & flood) he has developed his first feature film TURQUOISE with EAVE on demand lap 2019 in Cairo industry days at the 41st Cairo international film festival. he also has developed his short film WINDS OF sirocco A short film from the same feature film turquoise with the film independent lab in el gouna film festival 2020 with film independent lab and the embassy of the United States of America in Egypt, Mahmoud Assi also worked as an assistant director in some TV dramas during his early years of study at the Higher Institute of Cinema. He has also directed many TV commercials and he worked as a colorist in some music videos and films. He participated in several international competitions in the field of photography.

Co-Producer



THOMAS BRENNAN thomas.brennan@uniarts.se

Member of Color Society International (CSI)Associate member of the Swedish Society of Cinematographers (FSF) MA, Education with International and Comparative Specialisation, Stockholm University1978-1982 BA, cum laude with distinction, Boston University .Head of the BA Program (Stockholm University of the Arts)

Film, Color Grading: One Big Bag, Regi Every Ocean Hue, traveling installation (Moderna Museet, 2022) - Utrikesminister, Regi Viktor Nordenskiöld (2018) - Girlband, Regi Mariana Kasses, dokumentärfilm för bio och tv (2017) Neighbor Below, Regi Camilla Linden (2016) - Efter Måsen, långfilm, Regi Chatarina Oldermark, (Teater Blanca) (2015)-Victor Marx – konst serien Artityd, 28'. Produktion Iverus Vision för UR. (2014) Victoria och Daniels Bröllopspresent, 30' – reportage film, Produktion (2013) - Sobhi Omed, musikvideo Kazhal Adami, Regi. Zanyar Adami (2012) Där mitt hjärta slår, 58' – Dokumentär. Produktion Quasar/Khazar (2011) - Jesus 33, Vårfrukyrkan, Fruängen. Video Projection Design. - (2010) Orthopedic Dance Media, Mission Dance Center, San Francisco (2004)

POST PRODUCTION PLATFORM

Post-Production Platform is an initiative that aims to help Arab filmmakers to finalize their films by offering in-kind post-production awards such as grading, sound mixing, and distribution. The project has been established to support and encourage Arab filmmakers, promote their films at an international forum, and interact with Nordic producers and film professionals. MAFF Post Production Platform is a work in progress screening of 20 minutes of the selected projects screened in front of film professionals.

AWARDS

- * Color grading and Full promotion package (Teaser and trailer) worth 20,000 USD The Cell, Egypt
- * Distribution in the Arab world equal to 10,000 USD qualified as MG and a marketing package for the promotion of a feature fiction film (poster, trailer, and press kit) of the value 10,000 USD MAD Solutions, Egypt
- * Sound mix worth 15,000 USD Art Animation Production, KSA
- * Sound design by Swish Audio House worth 5000 USD, color grading and mastering worth 10,000 USD Rum Pictures, Jordan
- * Postproduction services (VFX) worth 10,000 USD Hecat Studio
- * Branding deal worth 10,000 USD Creative Media Solutions CMS UAE
- * Distribution award in the Arab world equal to 10,000 USD qualified as MG for a feature fiction project- Rowad Media, KSA
- * Distribution award in the Arab world equal to 10,000 USD qualified as MG for a feature fiction project- Cinewayes Films, KSA

TIME	ACTIVITY	VENUE
FRIDAY 6 MAY		
09:30 - 10:00	Three Promises	Cinema Panora
10:00 - 10:30	Q	Cinema Panora
10:30 - 11:00	Samar Before The Final Picture	Cinema Panora
11:30 - 12:00	The Color of the Phosphate	Cinema Panora
12:00 - 12:30	The Zone	Cinema Panora
12:30 - 13:00	The Burdened	Cinema Panora
13:00 - 13:30	A Summer in Boujad	Cinema Panora

POST PRODUCTION PLATFORM JURY



ALAA ALASAD

Producer

Creative Media Solutions - UAE



AYA WOHOUSH
General Manager | Producer
Rum Pictures - Jordan



CHADI ABO
Director | Producer | VFX Supervisor
Hecat Studio - France



MAMDOUH SALEM CEO Rowad Media - KSA



MARWAN ELSHAFEY
Festivals Manager
MAD Solutions - Egypt



NASSAR ABDULLAH NASSAR CEO
Arts Animation Production- KSA



SHERIF FATHY
Founder & CO
The Cell Co. - Egypt

A SUMMER IN BOUJAD

Morocco I 80 min

Synopsis

Seven years after his mother's death, Karim spends the summer in Boujad, a small town in southern Morocco, with his stepfamily. His first heart throbs are mixed with the uncertainties of adolescence and the winback of his place within his family.

Director



OMAR MOULDOUIRA omar.mouldouira@gmail.com

Omar Mouldouira was born in Paris in 1973, graduating in 1999 from FEMIS with a degree in sound engineering. After having worked on the soundtracks of several films, he participated in several

Master classes with John Truby and Robert McKee and began to read scripts for the French CNC. Since 2004, he has been teaching audiovisual techniques, screenplay writing and directing in several film schools in France and Morocco. He has written and directed several short films that received awards in numerous film festivals and were also broadcast on European and Moroccan television. Currently, after having directed a documentary for Arte, he is finalising the post-production of his first feature film.

Producer



MOHAMED NADIF mednadif@yahoo.fr

Mohamed Nadif is the producer and general director of Awman Productions. He first worked in the theatre as an actor and director, then joined the film industry, acting in numerous films, before moving

on to directing and production. At Awman Productions, he produced and directed two feature films, "The Women in Block J" (2019) and "Andalusia, My Love!" (2011). As executive producer and/or co-producer, notably in connection with France, he has mainly contributed to first and second films: "Margelle" by Omar Moudouira, "Entre deux eaux" by Patrice Cordonnier, "Tazzeka" by Jean-Philippe Gaud and "Nomades" by Olivier Coussemacq.

LA ZONE

Tunisia, France, Germany, Luxembourg I 90 min

Synopsis

LENIN is a 40-year-old cop. His life is miserable: He fails in his job and in his relations. His mother is forcing him to finish the family house and his girlfriend is suddenly leaving him. One day he crosses LALLEMAND (45), a petty gangster, who has just been released from prison, and his girlfriend NOUR (32), a free spirit and independent woman. The two lovers from "The zone", a poor and shady neighbourhood of Jendouba, are turning Lenin's life upside down. Nour steals his gun and Lenin has to find it before his colleagues will find out what would cost his job. While trying to find his weapon, Lenin is going deeper and deeper into the dark underworld of modern Tunisia.

Director



LASSAAD DKHILI lass.dkhili@gmail.com

Lassaad Dkhili is a Tunisian Film director. He attended the Louis Lumière Film School in Paris. After he finished his studies in cinema at the University of "La Sorbonne Nouvelle". His short films

and documentaries have won several national and international awards and broadcasted in many national and international Tv and festivals. His film titles include "Nesma wa Rih", "Artwomen", "Once upon a time there was a grocery", "October spring" and "La Porte Du Sahara".

LA ZONE will be his first feature fiction.

Producer



BILAL ATHIMNI bilelathimni84@gmail.com

Bilal Athimni is an award-winning Tunisian producer and director from Jendouba, Tunisia. In 2015 he founded the production company "ZoneArt Films" with which he produces international co-

productions with local and international film directors. His films won important national and international prizes. His feature fiction debut A PART OF ME premiered at JCC Carthage Film Festival in Tunis. The film "Sharaf", which he co-produced and shot in Tunisia, was selected in the co-production Market at Venice Film Festival 2019 and premiered in competition at the Red Sea Film Festival in December 2021. The film won two post production awards at Malmo Arab Film Festival.

Lebanon I 90 min

Synopsis

God works in mysterious ways and so do women. For over fifty years a Syrian movement has been secretly growing into the largest Muslim women's organization in the world. Through a generational lens, Q unravels the unspoken ties of love and devotion that have bonded my mother, grandmother, and I to the group. Q is a story of spiritual attachment becoming spiritual bondage. Q is a story of the insatiable love between a child and a mother. Q is a question. How far would you crawl to find God?

I felt a distance to my mother throughout my life, something always came between us - or in this case someone. She was intoxicated with a religious matriarchal group and she devoted 40 years of her life to them. She did what they wanted in hopes of reaching God. She was introduced to them through her mother and I, my own. These were mothers who taught their daughters to love, a stranger, over one another and themselves. Q is a journey exploring inner life stretching from the 60s to modern day; a story that is both dangerous and necessary to tell. Through our time with each generation, we attempt to understand the dark cloud this group has placed on a family, most even in denial of the cloud's presence. The story unravels decades of unrequited love, lost hope, abuse, despair, and finally acceptance, through the lens of the present. The story is a meditation, a love letter, an angry break-up with the past, as my family slowly unravels before the lens after decades wrapped up in the clothing of indoctrination; that kept them not only from themselves but also each other - a story that doesn't end when I call "cut".

Director



jude.chehab@gmail.com
Jude Chehab is a documentary filmmaker based between Beirut and NYC.

SAMAR... BEFORE THE FINAL PICTURE

Egypt I 85 min

Synopsis

The film follows Samar, a 33-year-old hairstylist and an acid attack survivor who, fearing revenge on her by her ex-partner, is planning to move to Dubai. At the same time, she tries to help Sanaa, a 22-year old student who struggles with her disfigured face and is permanently partially blind. Samar starts raising funds for Sanaa to get a prosthetic eye in Dubai to help her have a more natural face to get married, which is her dream. Dubai allows them to discover their true selves, but they quickly find themselves facing obstacles. The promising job interviews that Samar had lined up were not so promising after all, and Sanaa had to perform an unexpected surgery, therefore delaying receiving her prosthetic eye. While Sanaa is recovering from her preparation surgery, Samar meets Mohamed and decides to get married before Sanaa returns to Egypt. Five months later, Samar succeeds in getting Sanaa to travel to Dubai again and get the prosthetic eye.

After five years, Samar gets divorced and returns to Egypt to start her life over. She tries to cope with all the disappointments and, driven by her light-hearted attitude, is determined to not let her scars define her.

Director



aya.ellyboudy@gmail.com
Aya Yusuf is an Egyptian Producer,
Director and Editor. Aya graduated with a
degree in Mass Communications from
Cairo University class 2010. Her
experiences working in various media

organisation sparked her passion for documentary film, She worked on films that discuss workers rights, informal housing, freedom of speech, violence against women and alternative education. Aya joined SEE MEDIA PRODUCTION in 2013 till 2021. She began working on more in-depth, creative, feature length documentaries. Aya has edited 11 short and 5 feature length documentaries. Her latest project as Editor was "From Cairo" which won the Best Non-Fiction in Horizons of Arab Cinema Competition in Cairo International Film Festival 2021. And "My Mohammed is Different" Feature documentary - 2020 – Premiered in Hot Docs 2021 & screened in carthage Film festival.

THE BURDENED

Yemen I 100 min

Synopsis

A story of Ahmed and Isra'a, and their 3 children in Yemen, Aden, 2019. Both parents lose their jobs and suffer from the economic crisis. The movie starts with Isra'a finding out about her pregnancy at a time when they cannot cover the expenses of a new child, which leads them to make difficult decisions in order to survive.

Producer



AMR GAMAL dir.amr.ahmed@gmail.com

Yemeni-American producer and TV presenter, after being known to the public as one of the first Yemeni influencers on social media since 2012, Mohsen began his professional career

as a TV presenter and producer in 2016. In 2018, he produced the movie "10 Days Before the Wedding". This movie was met with great public success, and was Yemen's official submission to the Oscars 2018.

Director



MOHSEN ALKHALIFI mohsenk@Live.com

A Sudanese Director and Producer, born in UAE and raised between Dubai and Sudan, His latest debut feature film as a director and Co-Producer « You will die at twenty » won lion of the future at

Venice international film festival and another 20 awards from Arab and international film festivals and it was the first submis- sion in history from Sudan to the Oscars. Now with his production company «Station Films» he is producing many new feature films with different Sudanese filmmakers.

THE COLOR OF THE PHOSPHATE

Tunisia, France, Germany, Luxembourg I 90 min

Synopsis

LAID is a mine-worker from Redevef, South Tunisia. He drives the truck loaded with phosphate sand from the mine to the factory, where the raw material is washed and exported. Mine life is hard and tough. Because of fluoride emissions, the whole basin population suffers from bone fragility and loses their teeth prematurely. THE MINE WORKER has his own way to transcend the pains of mine life: theatre. Once back in his humble house, THE MINE WORKER turns his living room in a stage, and rehearse with his three daughters. Together they are organising a show addressed to children. Then THE MINE WORKER wears his clown costume and goes downtown, or to faraway rural villages, to entertain kids and adults. Sometimes he is accompanied by a little donkey. He entertains his astounded public with comic and satirical gags. His equipment consists in a book and a flower bouquet, symbolising what he loves most: knowledge and beauty. THE MINE WORKER cultivates beauty wherever it is possible. He transformed the small backyard of his house in a beautiful garden. "Gardening is a form of resistance against the death invading our city" he states. "The city is buried under the colour grey. The phosphate has swallowed it".

Director



RIDHA TLILI ayankenproduction@gmail.com

Ridha Tlili studied directing and production in Tunisia then participated in training workshops in Germany and Switzerland and studied documentary cinema at Danish Film School. He

directed four short films between fiction and experimental, and five creative feature documentaries that participated in several international festivals, such as Cinema Reality in Paris and the Leipzig Festival in Germany, and won many awards. Ridha Tlili, created the production company « Ayanken production », with the intention of producing films that had real cinematic writing. Since its creation, Ayanken production has produced 5 documentaries.

Three Promises

Palestine I 75 min

Synopsis

In Three Promises, a mother navigates the impossible question of whether to take her family and flee their homeland as destruction and danger escalate beyond the walls of their home. The story revolves around three critical moments when she negotiates their safety with God amid the abandonment of dear friends, her son's fleeting childhood, her daughter's mistrust, and directly facing her own mortality.

Director



YOUSEF SROUJI vrsrouji@gmail.com

Yousef is a first time documentary filmmaker and longtime storyteller. His work centres around understanding the dynamics of occupation in Palestine, and community resilience in conflict zones. He graduated with a Master of Development Practice at UC Berkeley and hopes to use his skills to aid and empower marginalised communities in the Middle East. Yousef spent the first part of his childhood in Palestine, then relocated to Qatar with his family in the midst of the Second Intifada. He attended the University of British Columbia, where he earned a BA in Economics. He has been a fellow with the SFFilm Catapult Documentary Fellowship, received the production grant from the Arab Fund for Arts and Culture (AFAC), and a fellow in the Gotham Documentary Feature Lab.

Producer



ZEIN KHLEIF

Zein is a Palestinian-American producer, actress, and singer. She graduated from Brown University with a BA in Political Psychology before moving to Los Angeles in pursuit of a storytelling career. Zein aims to take part in, and create, art that is powerful and transcends the stereotypes society has put on her Arab culture. Her goal is to humanise people of the Middle East - in all their races, religions, and ethnicities - and generate written and visual media highlighting the complexities of the region. She is dedicated to accurately representing the nuances of culture, and she advocates for diversity and equal representation both on screen and behind the camera.





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PARTNERS 63

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ROUA AL MADANI

CEO - Arabia Pictures Group roua@arabiapictures.com

Since 2019, Roua has been the CEO and Board Member of Arabia Pictures Group, a film, media, and event company dedicated to supporting talent and providing top-notch services within KSA and the gulf region. Roua started her career in 2001 in the advertising field where she made a big successful record as one of the pioneer Saudi women at the time. From 2008 to 2011 she established an Event Management company with a strong turnover until she joined, 2013, MBC group as head of radios. In 2019, she was the CEO of Sadaf, the largest Production house in Saudi Arabia owned by MBC. She is a member of YPO (Young Presidents' Organization), Arab leaders, UNFPA, United Nations Economic and Social Commission for Western Asia.



PARTNERS 64



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NASSAR ALNASSAR

alnassar.n@artemation.com

Voice Director with experience of more than 13 Years. Animation Director with experience of more than 5 years. Voice actor with 15 Years of experience.

Mechatronics Engineer with 6 years experience.



PARTNERS



شركة الرسم للإنتاج والتوزيع

CINEWAVES FILMS

The leading distributor of Saudi films both domestically and internationally has the market's largest Saudi film library and is regarded as one of the region's most important contributors to the Saudi film industry. Cinewaves Films is a preferred partner aggregator in the MENA region of the global Netflix platform, and works with all Saudi cinemas, without exception, and distributes films throughout the Gulf and MENA region, as well as being associated with a variety of other domestic and international TV networks, Airlines, and digital platforms. We offer investors and filmmakers in the Middle East a new cinema standard and a comprehensive entertainment service. Due to its ambitious expansion plan, proximity to talented young filmmakers and artistic creators, and capitalizing. Our aim is to expand the reach into the infrastructure of the world of audiovisual and entertainment in the MENA region and to invest in the film industry by supporting a diverse production every year, in addition to paving the way for the next generation of the film industry experts. Our vision: A global library with a variety of content in one marketplace for films and TV shows. rights, Where the content is instantly presented to a trusted global community of buyers & viewers, Reaching new audiences and markets internationally.

Investors can also use our platform which allows them to go from content discovery to investment to the business process in days rather than months. Our Team Is composed of international talent from multiple regions who have worked on major projects such as commercial and independent films with strategic returns and prestigious international awards.



FAISAL BALTYUOR

Producer

faisal@cinewavesfilms.com

Faisal Baltyuor, film producer and director, is the former CEO of the Saudi Film Council (SFC).

Baltyuor has extensive experience in film and media production. He has a Master of Digital Media from the University of Newcastle. Faisal is a board member at Manga productions (Misk) and advisor of TV, broadcasting, and film bachelor's degree courses at Al-Imam Mohammed ibn Saud University and Princes Norah University for women.

He founded the leading Saudi distribution company, which has the biggest Saudi film library (CineWaves films), which has lately become a preferred partner by Netflix. Prior to his roles, he worked as a director, producer, and in live broadcasting in Australia (Sydney) for 4 years before moving to Saudi Aramco in several departments, the last department was the King Abdulaziz Center for World Culture (Ithra). Baltyuor headed film industry development initiatives at the Ministry of Culture.



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الشركة السعودية الرائدة في توزيع الأفلام محلياً وعالمياً بأكبر مكتبة أفلام سعودية

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ALAA ALASAD

Founder alaa@cmsgulf.tv

Alaa Alasad founder of Tabi360; a production house where he produces and co-produces fiction and non-fiction films. He Also heads the Production Department in CMS in the UAE. In his career, he worked with many renowned filmmakers including Academy-Award-winning producer; Andres Vicente Gomez on the Saudi-Spanish production Born A King. Alasad has several notable credits as a producer such as Give Up The Ghost short film which premiered at Venice International Film Festival, and Television which is currently nominated for Student Oscars. His other films toured prestigious film festivals like San Sebastian and Tallinn. His latest commercial work was in the Saudi remake of the Spanish film Campeones which was released recently.



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EL MARAYA

El Maraya for Culture and Arts is a trading company that operates as a multi-cultural platform for publishing, producing feature films and documentaries, journalism, producing programs and podcasts, training workshops, and organizing exhibitions and seminars. El Maraya was established in 2016, as a result of the negative impact that surrounded the cultural activity in Egypt, after the decline of the January revolution and the Arab Spring revolutions. El Maraya carries out, through its various activities, the plan to get rid of these impacts and to expand the cultural field, and disseminate and produce progressive artistic content. Over the past years, it has succeeded in producing three films, a long feature film: "A Day and A Night", and two documentaries: "An Hour or So" and "Being Free", all of which have won prizes in various festivals. It has published more than 100 books and issued a cultural periodical, Maraya, of which 25 issues were published. It also organized several training and creative writing workshops, and tens of exhibitions and seminars. El Maraya is currently shooting two documentary films and one short feature film, as well as preparing for the production of another long feature film, in addition to preparing for a podcast channel specializing in cultural content.



YEHIA FEKRY

Founder & CEO yehiafikry@elmaraya.net

Yehia Fekry is a scriptwriter, publisher, and film producer. He studied civil engineering at Cairo University, and received informal learning courses in cinema at the Higher Institute of Cinema in Egypt. Fekry participated extensively in the fields of public service, and political and cultural activities in Egypt. He worked for several years as an engineer, and then shifted his career to writing and journalism. He has published articles and studies in many Egyptian and Arab periodicals since the 1990s. He also participated in the preparation of some television programs and wrote a number of scripts for television and cinema. In 2016, he founded El Maraya for Culture and Arts and has been its CEO until the present day.





■ FILMCENTRUM SYD

FilmCentrum Syd is a non-profit organisation, based in Malmö, supporting free filmmakers 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 Commissioner

johan@filmcentrumsyd.se

Johan is a film commissioner at FilmCentrum Syd in Malmö, where he 's 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



FILM I SKÅNE

Film i Skåne is a regional resource and production center for films that extend widely throughout the film industry through collaborations with many organizations both regionally, nationally, and internationally. Film in Skåne is financed by Business Region Skåne and Region Skåne's culture committee.



LISA NYED

Commissioning Editor Documentary Film - Film I Skåne lisa@filmiskane.se

As Commissioning Editor and Head of Documentary at Film i Skåne, Lisa commissions co-productions of documentaries of all lengths and format. She also does counselling on distribution possibilities and takes the 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. Among recent co-produced documentaries are Nelly & Nadine, Daughters and Gabi from ages 8-13. In development we have supported Yalla Parkour and Out of Place.



JOAKIN RANG STRAND
Head of Production - Film | Skåne

joakim@filmiskane.se

Joakim Strand works as Head of Production at Film i Skåne.

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



MIKAEL SVENSSON

Head of Southern Sweden Film Commission mikael@filmiskane.se

Mikael Svensson is an experienced Film Commissioner with a history of acting and producing. Mikael holds an MBA in International Marketing from Lund University and has spent several years studying and working in India.

Mikael is co-founder of Nordic Film Commissions and is currently one of the Co-Presidents of EUFCN (European Film Commissioners Network). Mikael has been running the Southern Sweden Film Commission since 2007 and the Commissioners Network.

Commissioners Network). Mikael has been running the Southern Sweden Film Commission since 2007 and the Commission is a part of the regional film fund; Film I Skåne. Southern Sweden Film Commission is part of the regional marketing structure and works as a free liaison to the regional and national government and to the film industry in Southern Sweden.

film i skåne
part of business region skåne

film i skåne

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GEMINI ENTERPRIZE AFRICA

Gemini Africa, part of Orascom group, is a one-stop impactful entrepreneurial hub playing an impactful role in the development of the ecosystem to foster young youth and entrepreneurs in addition to bolstering startups & promote social development by availing multiple investment & financial options, untapped business opportunities and innovative flagship programs following Gemini Africa's three main pillars including mentorship, money, and matchmaking. As part of our quest to offer unique and unprecedented solutions to uprising talented entrepreneurs, the company pioneered as well by launching CinemaTech, the first entrepreneurial track, aiming to uplift the entertainment and creative industries by the injection of technological solutions through entrepreneurship. It is also worthy to note that the company holds the intellectual property rights to the creation of CinemaTech and all pitching activities related to this new track. Our impact dawns from Egypt and reaches out to the entire African continent with an aspiration not only to uplift entrepreneurship but also to fight against different socioeconomic challenges and create sustainable business opportunities for all.

Our motto is "Collaboration supersedes Competition" which is the main driver towards initiating new partnerships and unravelling new opportunities.

Our motto is "Collaboration supersedes Competition" which is the main driver towards initiating new partnerships and unravelling new opportunities. Our activities are offered under three developmental umbrellas

- 1.Gemini entrepreneurial uplifting activities: Activities focused on the injection of business modelling and the entrepreneurial mindset into underprivileged and untapped sectors through launching incubators, tailored programs and initiatives.
- 2. CinemaTech activities: Nurturing talents, availing networking activities and bridging between the filmmaking, the creative industries and the entrepreneurial ecosystem through Gemini CinemaTech incubator, pitching events and International Film Festivals' participation.
- 3. African activities: Expanding activities and adding new channels to our existing local partners in Africa for collaboration, discovering African talents and availing cross-continental business opportunities through boot camps in South Sudan and scouting for Africans' start-ups.



ADLY THOMA

CEO & Chairman of Gemini Africa

adly.Thoma@geminiafrica.com

CEO & Chairman of Gemini Africa an investment company and a subsidiary of Orascom group. Through Thoma's innovative entrepreneurial activities, he created a new entrepreneurial track, CinemaTech, aiming to introduce entrepreneurship into the filmmaking industry for the first time worldwide. Thoma as well, is a Worldwide Project Management Consultant for 85 countries – Schlumberger International – USA and and an advisor for various Egyptian enterprises and corporations. He sits on the boards of multiple business, entrepreneurial and social organisations. This is in addition to being a leader of modernization & digital transformation, a member of think tanks and innovations committees including The American Chamber of Commerce, the Arab Council of Social Responsibility and the Egyptian Center for Economic Studies.



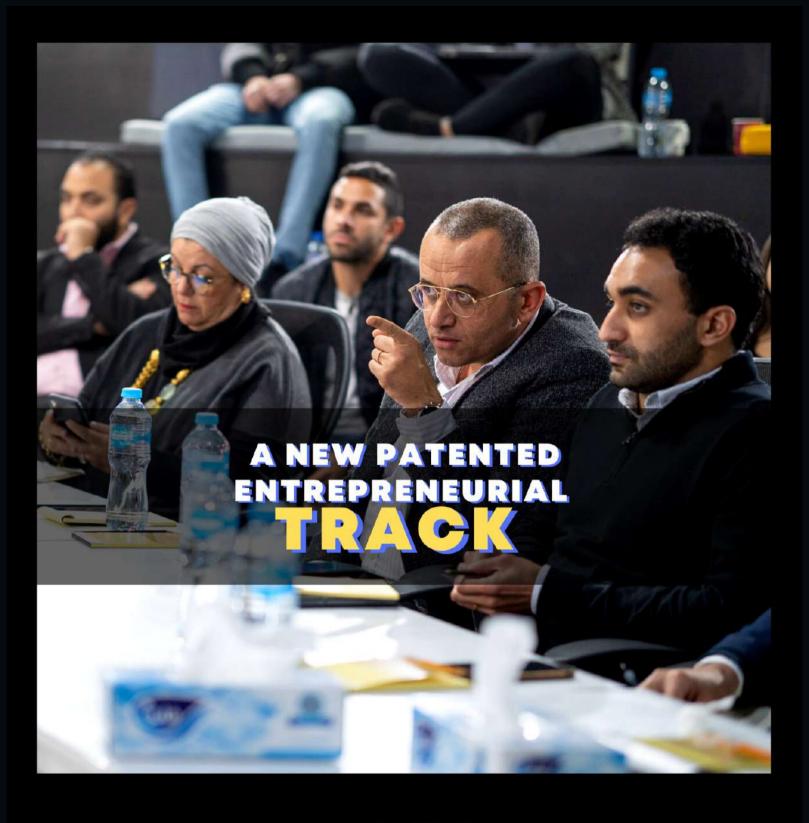
AYA SELIM

CinemaTech Programs Specialist of Gemini Africa aya.Selim@geminiafrica.com

Aya Selim is a German School graduate, holding an MBA in Marketing and Project Management at Cardiff Metropolitan University. Aya has 4 years' hands-on experience in different prominent Egyptian International Film Festivals. Working in festivals grew her passion for the film industry and made her more enthusiastic about playing an integral role in offering young filmmakers' great exposure and networking opportunities with sponsors as well as film industry experts for advancing their projects while uplifting their skills and talents. Being part of Gemini Africa team, is the perfect match for her passion for social impact by supporting youth in different sectors like entrepreneurship, art, culture and cinema following her vision in arts and design.







BRIDGING ENTREPRENEURSHIP and inlma





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GREENER SCREEN LIMITED

Greener Screen Limited is a social enterprise that aims to support the film, TV, and Digital media industries in becoming environmentally sustainable.

As a member of the international sustainable production consortium and BAFTA's Albert partner, greener screen is connected to an international network to help accelerate the knowledge-sharing process and to share the local experience with the international community.



BASSAM ALASAD

Co-founder bassam@greenerscreen.com

Bassam Alasad is a producer, Green production and Impact consultant, and Producers Guild of America member. Currently, Bassam is working as the Managing Director of Creative Media Solutions, a Dubai-based media company.

He produced and co-produced Projects in the past 15 years all around the region. His latest project is the upcoming Saudi film "Champions" as an executive producer. In 2014 Bassam started his green production journey and later co-founded Greener Screen a consultancy that supports the film industry in the region to become carbon-neutral.



CHANGING لِنُــفيِّــر CHANGING لِنُــفيِّــر CHANGING مشعد التغير الـمناخي ONE SCENE AT A TIME.



HECAT STUDIO

HECAT Studio - is a production company specialised in image creation, from Visual Effects to animation, it was created by Chadi ABO, Nasser ABO and Yasmeen Fanari. The creative trio lead the company to be the top leading company who produced and post produced stunning visual Effects and Animation for the locally in the Arabic world and world wide.



CHADI ABO

Director | Producer | VFX Supervisor Hecat Studio - France chadi@hecatstudio.com

Born in Damascus / Syria, studied architecture and graduated before he moved to France to start a new path in ENSAD Paris. In 2001 he finished his first short animation film Blinks Of Exile, featured in many festivals. In the same year, he started a long career in VFX in BUF, worked on many international productions from Matrix Reloaded, 300, Alexandre. Arthur et Les Minimoys ...etc.

In 2012 he founded his image creation studio (HECAT Studio). He dedicated his ten years experience to the Arabic Cinema and TV, where he played many different roles from a VFX producer to director. The war in Syria slowed his projects after winning a CNC writing fund for his first short script (Passengers). Chadi is a genre film supporter; he wrote many genre films and TV shows. The Portal, a Sci-Fi feature that speaks about the war in Syria from a different angle, won a Special Mention in the Sitges 2019 Pitchbox, he considers this project as one of its kind in Arabic cinema as this particular genre wasn't exploited before. The year 2019 was also his first year as a co-producer with National Geographic and The Danish Documentary on The Cave, directed by Feras Fayyad, whose work was nominated for 2020 Oscars (Last Men of Aleppo). The same project was nominated for 4 Emmy Awards and won two of them, one for Exceptional Merit in production.

Chadi, also an Executive Producer on a horror film The Unkind, and a co-producer on the French modern fantasy film Ne Pas Finir Comme Romeo Et Juliette produced by Punchline Cinema and directed by Samuel Hercules and Metilde Weyergans. Defending and growing Arabic Genre productions is a personal and a devoted mission for Chadi; he thinks that our culture is a fertile soil for a different storytelling experience.





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HISHAM GABR



HISHAM GABR

hisham.gabr@gmail.com

Gabr studied conducting in Egypt, France, and the United States with several renowned conductors. He was granted the Fulbright senior grant to continue his conducting development in the United States of America, where he completed the Advanced Conducting Techniques studies at the Cornell University, New York.

Besides his regular commitments as a conductor at the Cairo Opera House, Gabr has been invited to conduct many international orchestras and is now a returning guest conductor in many of them. As such, Gabr cooperates as a conductor and composer with a number of international orchestras and renowned artistic Institutions.

In Egypt, Gabr conducts on regular basis major national orchestras during symphonic and opera performances besides his duties as the resident conductor and artistic director of the Bibliotheca Alexandrina Chamber Orchestra.





LAGOONIE GROUP

Founded by Producer Shahinaz Elakkad in 2017, Lagoonie Film Production is an Egyptian company that aims to develop the film and TV industry in Egypt and the Arab world through making high-quality films and TV series that address fresh and original topics in order to put the Arab film and TV industry on the international map. Lagoonie Film Production has shepherded a list of trailblazing films that went on to win numerous awards at festivals. The films include Feathers, by Omar El Zohairy, which reaped 4 global awards, including the Grand Prize and the FIPRESCI award at Cannes Film Festival, as well as a Special Mention. The films also boasts Amira, by Mohamed Diab, which won 3 awards; Palestinian film Huda's Salon, by Hany Abu-Assad; Jordanian film The Alleys, and short film Shoka we Sekina. These films were featured in several international festivals like Cannes, Carthage, Karlovy Vary, Toronto, Venice, Red Sea and El Gouna. The company went on to produce several commercially successful films like Fare' Khebra by Sherif Nagib, Ras El Sana, and A'az El Weld. Besides films, Lagoonie produced a number of remarkable TV series including Ana Shahira ... Ana Elkha'en and Nemra Etnein. Recently, Lagoonie has introduced Amr Salama's Barra El Manhag. Additionally, it wrapped up shooting Cairo Mecca, by Hani Khalifa. Currently, the company is working on a number of new projects, including the film Anf w Thalath Oyoun (A Nose and Three Eyes), based on the masterpiece of the late Egyptian novelist Ihsan Abdel Quddous'. Furthermore, it co-produces the film Kundalini.



SHAHINAZ EL AKKAD

CEO of Lagoonie Group shahinaz.elakkad@lagoonie.group

Shahinaz El Akkad is the CEO of Lagoonie group. The group includes Lagoonie Film Production, a pioneer production house in Egypt and the Mena region. Through Lagoonie Film Production, Shahinaz managed to leave her mark on the scene through being the lady behind several widely acclaimed Film and TV Productions. Shahinaz is keen on adapting stories and inspirational novels into films as she believes in the powerful role that TV and cinema plays in sending positive messages to audiences. In addition to Production, Shahinaz has been working to support the Arab cinema industry by offering awards to film projects at international film festivals and managed to make these film projects available on global platforms. She also sponsored a number of workshops, masterclasses and panel discussions at several international festivals.



MARIA ADEL
Marketing and PR Manager of Lagoonie Group
maria.adel@lagoonie.group

With a solid portfolio in the marketing and public relations field, Maria Adel Asaad is an experienced, value-driven manager of the Marketing and PR department at Lagoonie Film Production, with considerable skills and knowledge as she held several posts in numerous well-known organisations. Maria achieved remarkable outcomes since joining Lagoonie in February 2021, owing to her ability to take challenging duties and turn them into thriving ones. Prior to joining Lagoonie, Maria held many posts in reputable entities, including Cairo International Film Festival (CIFF), Bare Entertainment, and MAD Solutions.

Maria Adel Assad graduated from Misr International University in 2018, with a Bachelor's degree in Mass Communication and a major in Integrated Marketing Communication (IMC).





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CO-PRODUCTIONS





Directed by Omar El Zohairy

Directed by Bassel Ghandour





Directed by Hany Abu Assad

Directed by Zaid Abu Hamdan

CO-DISTRIBUTION



Directed by Mohamed Diab

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MAD SOLUTIONS

MAD Solutions is the first Pan-Arab independent studio and fully integrative marketing and creative consultancy for the Arab film and Entertainment Industry. Under the umbrella of MAD Solutions, the studio is supported by five pillars: MAD Marketing, MAD Content, MAD Distribution, MAD Culture and MAD Celebrity, which together are helping to usher in an exciting new generation of Arab filmmakers and entertainment talent.



ALAA KARKOUTI
Co-founder and Managing partner - MAD Solutions
alaa.karkouti@mad-solutions.com

Alaa Karkouti is a renowned Film Analyst, CEO and Co-founder of MAD Solutions and Co-founder of the Arab Cinema Center (ACC). He is an influential professional within the cinema and entertainment industry in the Arab world, known for his efforts in assembling complete statistical and analytical archives on the economics of filmmaking. Through MAD Solutions, Karkouti contributed to distributing Arab films ranging from long and short features to documentaries that have found their place on the international scene, including director Naji Abu Nowar's feature film Theeb, which was nominated for an Academy Award for Best Foreign-Language Film, and the Academy Award-nominated short film Ave Maria by director Basil Khalil.



MARWAN ELSHAFEY
Festivals Manager - MAD Solutions
marwan.elshafev@mad-solutions.com

An independent filmmaker and festivals manager at MAD Solutions, which provides integrated distribution and marketing services for Arab cinema and the entertainment industry. Marwan's passion for cinema and theater started from a young age and he grew up with him until he founded the theater team at the Academy during his studies, and he directed the first five theater plays for the university and participated in acting as well; He also worked on some artistic projects, such as short films and videos. Marwan earned his Bachelor's degree in the field of international transport and logistics from the Arab Academy for Science, Technology and Maritime Transport in Port Said, after which he participated in several workshops in theater directing and acting.



WAYAR EL DEGWEY
Celebrity Manager - MAD Solutions
mayar.eldegwey@mad-solutions.com

Mayar El Degwey graduated from Misr International University, with a major in Marketing. Throughout her career, she held different positions at some of Egypt's top-notch media companies. In 2016, she worked as an Account Manager at MAD Solutions. Two years later, she joined New Century and Dollar Films as a Production and Distribution Coordinator. In 2019, she held the position of Assistant Producer at TVISION before assuming the position of Marketing Director at Felmie.

Afterward, she was hired as a Project Developer at Al Massa Art Production and Union of Video and Filmmakers. Recently, she returned to work at MAD Solutions and is now a Celebrity Manager.

PARTNERS 88

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ORGANIZED BY **MAD** SOLUTIONS

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Arabcinemacenter.com

RED SEA FILM FESTIVAL FOUNDATION

The Festival was established in 2018 and it includes leading Saudi and international programmers, curators, directors, and thinkers. Champions of film culture in Saudi Arabia and across the Arab world. Discover global cinema, support filmmakers, develop skills, and make ideas reality through year-round programs. The Red Sea Fund is unleashing the biggest funding boost for the industry this year. Backing 100+ directors to bring their vision on the big screen, with grants totaling 14 million US dollars – supporting film projects from development to post-production. Documentary, fiction, animation – episodic, shorts, and features – the Fund is looking out for filmmakers and the new exciting wave of films from the region, from development to post-production.



EMAD ESKANDER

Head of Fund emad.eskander@redseafilmfest.com

A Saudi storyteller/writer born in Jeddah in 1983. His introduction to filmmaking, conceptualizing and writing was done through advertising where his 1st entry title was an associate creative director. He became the creative director of UTURN, the 1st Saudi youtube based channel, and MSN where more than a 600million views were credited to him and his team. Currently the owner of Blue Bus Entertainment & the Head of Fund at the Red Sea Film Festival.



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ROWAD MEDIA

Rowad Media is one of the first Saudi media production and film distribution in the Kingdom of Saudi Arabia since 2006. The company aims to form a modern and innovative integrated entertainment and media industry with professional standards by organizing many commercial releases and film festivals throughout the Kingdom. foremost among which is the Jeddah Film Festival, which was established in 2006, and is considered the first film festival in Saudi Arabia, and the brand also Rowad Media owns Cinema 70, the first film brand to be officially registered in the Kingdom of Saudi Arabia. The company is also partnering with local and international bodies targeting several major cinematic films to be distributed in the Kingdom of Saudi Arabia.



MAMDOUH SALEM

CEO Rowad Media - KSA mamdouh@rowadmedia.com.sa

Saudi director and distributor and a consultant in a number of organizations. He directed and produced many films and plays in the Kingdom of Saudi Arabia and the Arab world. In 2006, he founded the first film festival in Saudi Arabia (Jeddah Film Festival) and then registered as the most prominent cultural event in the Arab world, according to the Information and Decision -Making Center of the Egyptian Cabinet. The Arab Center for Cinema chose him at the top of the list of the 100 most important names in the Arab film industry. He has participated extensively in regional and international film festivals and has won many local and international awards. In 2009, he was selected by the British Council as the best cultural leader.

In addition to his work as a director and producer, he works as a consultant and expert in the event industry through his company (Rowad Media), which was a center for organizing the most important cultural and artistic festivals.







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THE ROYAL FILM COMMISSION **JORDAN (RFC)**

"THE ROYAL FILM COMMISSION - JORDAN (RFC) is a financially and administratively autonomous Jordanian public organisation led by a Board of Commissioners chaired by HRH Prince Ali Bin Al Hussein with the goal of developing a competitive Jordanian film industry. The RFC provides production services for international, regional, and local film and television productions in the Kingdom. Through the RFC, filmmakers can get extensive information regarding filming in Jordan, as well as necessary permits. Location scouting and equipment admission to Jordan are also available to filmmakers. The Jordan Film Fund, run by the RFC, provides financial support to film projects. The RFC, which serves as the home for the Jordanian film industry, regularly hosts different levels of workshops, seminars and training activities, targeting local and regional filmmakers. It holds screenings and thematic weeks all year round that showcase quality movies. The outdoor amphitheatre with the backdrop of downtown is a fantastic venue for a screening, while the Film Library is well worth a visit. The RFC is a partner of the Amman International Film Festival – Awal Film, whose upcoming third edition will be held in July 2022. Filmmakers enjoy the diversity of the Kingdom's landscapes and more than 300 days of sunshine, with 10-14 hours of daylight and moderate weather. For the past 60 years, major films have been shot in the country from "Lawrence of Arabia" to contemporary tentpole films - "Dune", "Star Wars: Episode IX", "Escape from Ragga", "The Apparition", "Aladdin" and "The Martian", amongst many others. Another incentive to film in Jordan is the cash rebate which staggered from 10% to 25%, depending on the spend. Productions are also exempt from

Jordanian taxes. Combined with the cash rebate, productions can get as much as 45% back."



MOHANNAD BAKRI

Managing director - The Royal Film Commission - Jordan mohannad.bakri@film.io

Mohannad joined the New York University Abu Dhabi (NYUAD) as Director of External Relations and Partnerships to help bring the communities of NYUAD, Abu Dhabi, and the region together through shared artistic journeys through its newly established Arts Center. Al Bakri led Luminus Media - Jordan as Regional Managing Director. He also made many partnerships possible; among them a two million euros EU grant "Investing in Culture & Art in the South Mediterranean – ICAM". AI Bakri was among the enthusiasts who worked on developing the Film industry and the Capacity Building Programs in Jordan. Among those programs, are the Jordanian filmmaker's hub, the Film House; Rawi Screenwriters' Lab, the Educational Feature Film Program in partnership with the University of Southern California (USC) and various regional and international organizations and professionals; the Filmmakers Support Program and the extension of the Film House activities outside capital Amman through the Film Clubs programs.







RUM PICTURES

Rum Pictures is a Production & Post Production house based in Amman - Jordan. Fitted with the latest equipment and technology. Our passion for film and production comes across in the environment we have meticulously created to inspire creativity whilst also offering state-of-the-art resources. Rum Pictures offers a variety of services ranging from script development and production to full post-production services with its multiple editing suites, graphic suites, and grading theater - all of which are available with our talented and expert in-house team or for dry hire. Rum Pictures brings local and international talents to the heart of Amman, to create an environment for clients to get comfortable, creative and take their project to the next level. Our clients can also benefit from the live color-grading sessions service and editing on a cloud that allows you to work with us wherever you are in the world.



AYA WOHOUSH
General Manager | Producer Rum Pictures - Jordan
aya.wuhoush@rum-pictures.com

Aya Wuhoush is the General Manager & Producer at Rum Pictures, a production & post-production house based in Amman-Jordan, a hub of creativity with the main goal to support and elevate the film industry locally and regionally. Driven to optimize and improve all aspects of visual content; development, production, and post-production, with demonstrated ability and passion to take an idea from concept to delivery to produce entertaining and inspiring pieces. Aya has worked on numerous TV series with various broadcasters and platforms in the Arab region that aired in the season of Ramadan as well as off-season and worked as well on multiple short films and feature films. Aya's latest project was the Jordanian feature film "Daughters of Abdulrahman" Produced by Pan East Media, which premiered in the Arab world in Cairo and won the audience award in Cairo International Film Festival. And currently developing two TV series and one feature film under Rum Pictures.







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E-mail: info@rum-pictures.com www.rum-pictures.com

THE SWEDISH FILM INSTITUTE

The Swedish Film Institute is a collective voice for film in Sweden, and a meeting place for experiences and insights that elevate film on all levels. We preserve and make available Sweden's film heritage, work to educate children and young people in film and moving images, support the production, distribution, and screening of the valuable film, and represent Swedish film internationally. Through a diversity of narratives discussions and insights are established, which strengthen the individual and our democracy. Together, we enable more people to create, experience, and be enriched by the film.



ANDERS NYLANDER

Feature Film Commissioner anders.nvlander@filminstitutet.se

Film consultant for feature films with an adult audience target group. His work at the Swedish Film Institute began in December 2018. As a film consultant, Anders evaluates applications for Swedish film projects supports. He assess its quality (originality, urgency, artistry and feasibility) and decides on support for the development and production. He has a 23-year career as an editor of feature films and drama series

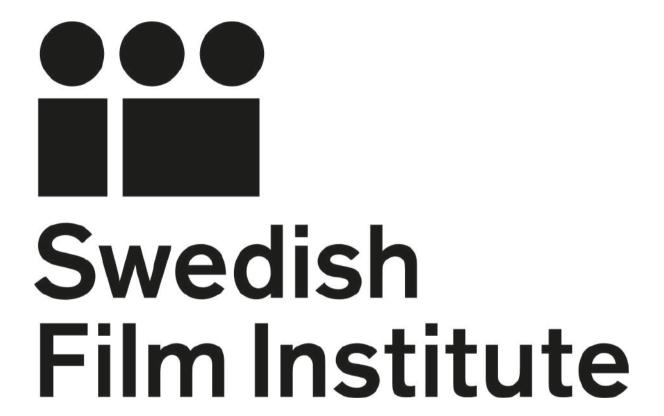


JANNIK SPLIDSBOEL

Documentary Film Commissioner jannik.splidsboel@filminstitutet.se

Jannik Splidsboel has directed a variety of internationally acclaimed documentaries and short films that have been invited to more than 200 festivals. His films How Are You (2011) and Misfits (2015) world premiered at The Berlinale, The Monster won silver at Giffoni FF, and Being Eriko won the prestigious NORDIC:DOX Award at CPH:DOX in 2020. Jannik also produced TSUMU which was awarded a special mention at CPH:DOX 2022. Along his films, Jannik teaches filmmaking, works as an international programmer at Biografilm Festival, Bologna and from January 2022 he is Commissioning Editor for documentary films at Swedish Film Institute.





THE CELL STUDIOS

"The Cell Studios" is a fully integrated post production facility founded in 2011 aiming at providing innovative solutions to all projects ranging from films, TV series & documentaries to talk shows, TV commercials, music videos & Promos. "The Cell Studios" have professional dedicated experts working around the clock, using the latest technologies to deliver every project in the highest quality having all the top-notch equipment and experts necessary to offer a dedicated service that works according to any schedule and airing dates.



SHERIF FATHY
Founder & CO The Cell Co. - Egypt
sherif@thecellco.com

with 18 years of experience working on advertising, films and TV Series in Egypt and worldwide. Specialized in fiction films, documentaries, commercials and passionate about creating content with a social and environmental impact. "Over these previous years he has always been a researcher in addition to his continuous personal studies which helped in shaping and building his own style in the whole industry "His work has been screened at numerous international festivals and has been also featured in CIFF, TIFF, GDA and GFF. He also worked as a producer & post producer for several digital platforms such as Netflix and VIU.

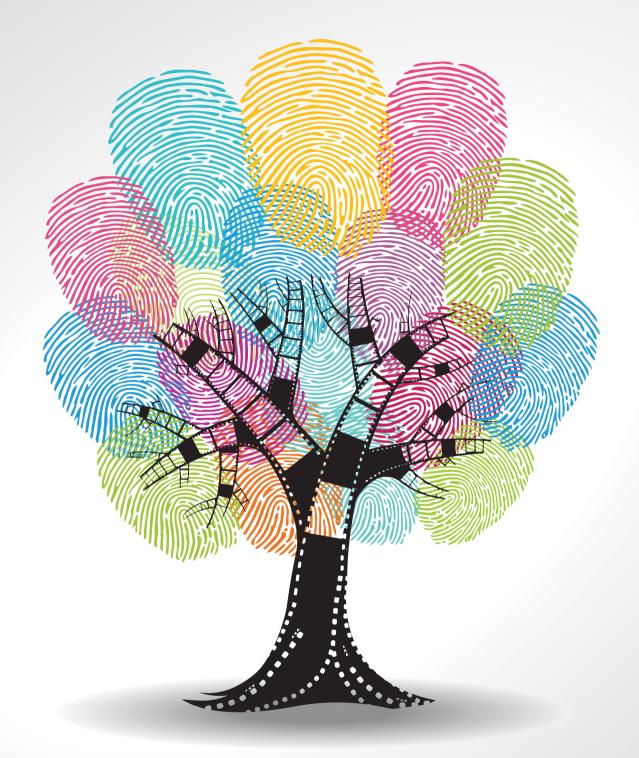
Sherif Fathy is a producer, digital colorist, the founder & CEO of "THE CELL STUDIOS' Graduated from the Faculty of Fine Arts



DOHA NIAZY
Head of Marketing The Cell Co. - Egypt
Doha@thecellco.com

Head of Marketing and a post producer for "The Cell Studios" With 10 + years' experience in Marketing and in organizing events. She has been working previously in the music scene as a music producer and in organizing musical events and festivals.





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■ WHERE TO FILM

Where To Film was officially registered in 2019 as a result of an intense 3-year research and development phase, as well as building on the professional relationships built over a 10-year experience in both local and international productions. It is the first production services company specialising in location services in Jordan. We have taken part in over 82 projects in our first 3 years and provided support for more than 15 local projects in that same period. Our mission is to reduce cost and increase efficiency on the productions, we were able to achieve that by creating the first library of its kind in Jordan that helps international and local productions with the scouting and preproduction phase, with the aim of creating local content and growing in that industry globally. We are committed to providing the highest professional and ethical standards at the most suitable prices.



FARIS HALASEH
Co-Founder & General Manager
faris.a@wheretofilm.com

Faris is a Co-Founder & General Manager at Where to Film & General Manager for Rum-Pictures for more than 3 years. He began an extensive film-making career with a degree in Graphic Design & Animation from Al-Quds College in Amman, Jordan. He followed this with many years of location management, and as a Production Manager, producer and Co-Producer. Throughout this experience, Faris managed the productions of over 500 Commercials, Corporate Videos, TV shows, Documentaries, Feature films, Short films and TV Series. His clients included Netflix, Universal Studios, BBC, and National Geographic, in addition to The Queen Rania Foundation, UNICEF, UNHCR, UNESCO and The World Bank and many more. Faris contributed to the process of developing and supporting the film industry in more than one country and contributed to building real content for more than one movie. He also contributed to supporting the production process as a co-producer of many local and international projects





WHERE TO FILM Location Scout & Management





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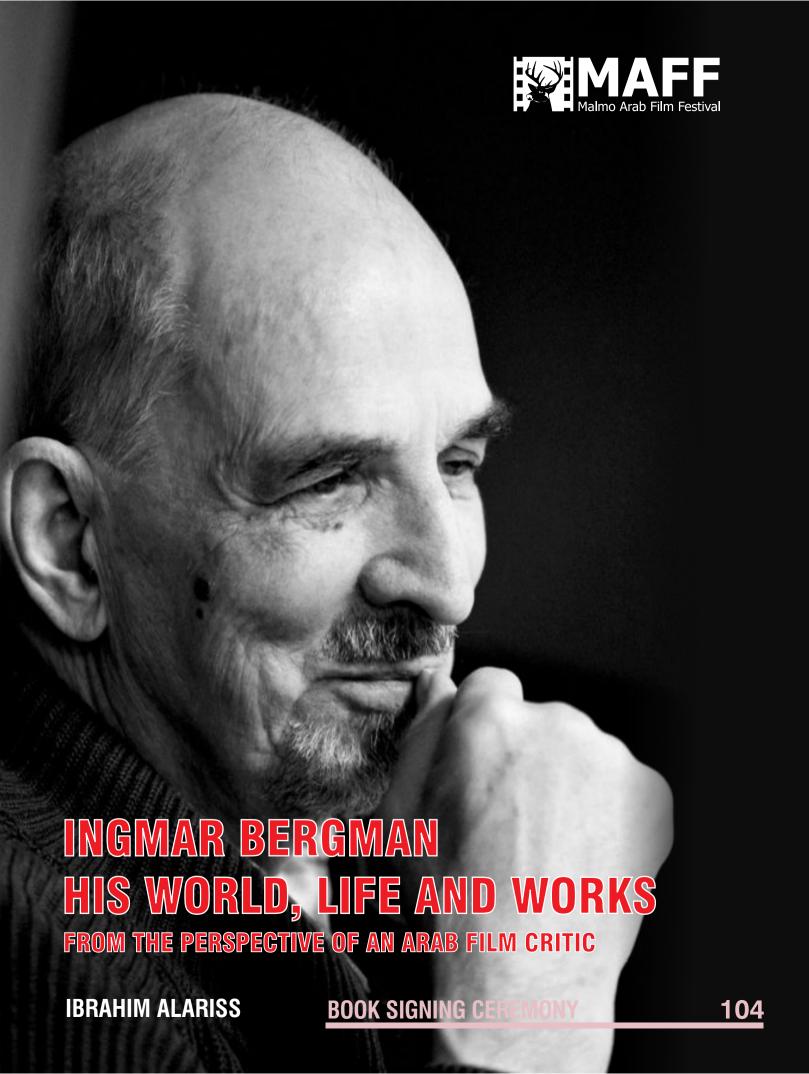
DRONE AND ARIEL FILMING

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■ BOOK SIGNING CEREMONY

INGMAR BERGMAN HIS WORLD, LIFE AND WORK FROM THE PERSPECTIVE OF AN ARAB FILM CRITIC

During his final years in Paris, Mahmoud Darwish enjoyed telling how the film theaters he frequented in Beirut in the early 1970s brought him closer to auteur cinema and made him discover a cinema different from the one he had known. He would describe with amazement how it was difficult for him to find a seat in a theater showing a film by Ingmar Bergman, even in the middle of the week. The Swedish director was considered an icon by Arab cinephiles who watched most of his films back in those good years, mainly in theaters and in the then-numerous cinema clubs across Arab cities. On the other hand, Turkish writer Orhan Pamuk- Nobel Prize for Literature Laureate- recounts how he used to meet his woman during the screenings of Bergman's films in the Dunia Movie Theater on Istanbul's İstiklal Caddesi, where Beyoğlu Street intersects with Taksim Square. Thus, he dedicates several pages in his great novel, The Black Book to Bergman and his film, The Silence. Fate had it that I watched that same film for the first time in the very same Istanbul theater around the same time as Pamuk and his lover/wife. Many books on Bergman are available in Arabic, but they are mere translations from French or English, in addition to translations of some of his books such as Images and The Magic Lantern. Nevertheless, as far as I know, no comprehensive books on Bergman have been published in Arabic other than the many studies about him that were published in Arab newspapers and magazines. Hence, it seems to me that it is high time one wrote a book about him in Arabic, and that is the book at hand. This book aims to be simple and include Bergman's biography starting with the day he passed away, an event that many Arab intellectuals considered to be a major loss. The book then goes back in time to trace Bergman's life, before touching on his key films with various levels of elaboration by analyzing each film and placing it in its context in light of the global intellectual developments on the one hand, the developments in Bergman's own life on the other. The aim is to distill the meanings carried in these films as to justify considering the aesthetics and ideas expressed by this filmmaker part of the movement of world thought. In addition, one should not forget the common aesthetics between his cinema and his theater, as well as the relation between them. To this end, this book will also include a sort of a dictionary of Bergman's ideas, quotes from interviews conducted with him in the 1970s and 1980s, and an annex featuring what Arab critics and journalists wrote about him upon his death as well as some pictures about his films and life.



Ibrahim Alariss book signing ceremony is located at Malmö public library on May 7, 15:30 to 17:00.



IBRAHIM ALARISS

Born in Beirut in 1946, Al-Ariss is a film critic, journalist, cultural historian and translator. He studied film directing in Rome, screenwriting and criticism in London, and has been working in journalism since 1970. He currently heads the film department in London's al-Hayat newspaper, where he writes a daily column about human heritage and the history of world culture. In addition, he has translated around 40 books and papers about cinema, philosophy, economics, history and criticism from French, English and Italian. His most significant works include: "A Journey in Arab Cinema", "Martin Scorsese: A Cinematic Biography", "Youssef Chahine: A Child's Perspective", "A Rebel's Grip", "Cinema: History and the World", "Arab Cinema: Its History, Its Future and Its Role in the Renaissance", "A Cinema of Humans: A Reading in the Life and Work of Selected Filmmakers", and, most recently, "the Cinema and Society in the Arab World trilogy", published in three parts, summarizing the history of Arab cinema and its relationship with the societies of the region.

GUEST OF HONOR

SAUDI CINEMA IS THE GUEST OF HONOR FOR THE TWELFTH EDITION OF MALMÖ ARAB FILM FESTIVAL

IN PARTNERSHIP WITH
THE SAUDI FILM COMMISSION

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ABOUT THE FILM COMMISSION



The film commission is a Saudi government body, under the Ministry of Culture, founded in February 2020 and based in Riyadh. the authority aims to develop the film sector and production environment in Saudi Arabia, as well as to motivate and empower Saudi filmmakers.

- ·Talent development: ensuring that the kingdom's film sector has access to qualified talent at a competitive cost.
- Infrastructure: ensure that the Saudi film sector has access to appropriate facilities and services at a competitive cost.
- ·local production in the kingdom: stimulating local film production in the kingdom.
- ·International production in the kingdom: attracting international film production to the kingdom.
- ·Regulatory framework: creating an appropriate regulatory environment that promotes the development of the film sector.
- ·Distribution and presentation: stimulating demand for Saudi films in selected local and international markets.



THE EXECUTIVES



ABDULLAH AL EYYAF AL-QAHTANI

CEO Of The Saudi Film Commission

Abdullah Al Ayaf Al-Qahtani is a filmmaker, novelist and engineer, who has won local and regional awards. he was appointed CEO of the film authority in June 2020. he graduated from King Fahd university of petroleum and minerals and worked as an engineer at Saudi Aramco and held a number of positions as head of programs and initiatives at the King Abdulaziz world cultural center (enrichment), as well as head of media relations, visual and audio production, events and other departments.



GHASSAN HABIB

Film Promotions Director

Ghassan: After years of working in Marketing and PR for agencies like Ogilvy and Porter Novelli, he joined the commission where he handled talent development before becoming the director of Film Promotions at the Film Commission



FAHAD ALSUWAYAN

Producer

Fahad Alsuwayan's career began at the tender age of 13 when he impulsively decided to take part in a media company. While at KSU business school, he worked at a MENA-based sport e-journalism & content creation platform. After graduating, he opted for a career in banking. Years later, he founded events & content investment company. Simultaneously, he joined C3Films, known as Telfaz11. Earning both commercial success & recognition in the form of awards. In 2018, he was chosen for the newly founded Saudi Film Council, which missioned to enrich the intellectual creative economy & promote KSA's diverse culture. To present, Fahad has been hands-on in several domains such as infrastructure, strategy, policies & Int'l production such as Desert Warrior, Kandahar..etc.



HALEEL ALSAYER

Director of Partnerships

Haleel Alsayer is a young Saudi professional who believes in the Vision 2030 of Saudi Arabia. Being part of the Saudi vision gave him an advantage to support his country working in the Partnership filed in the cultural sector

THE EXECUTIVES



MONERAH ALSAIDAN

Senior Talent Development Specialist

An inspired Saudi female director and producer. She directed her first short film in 2017. Since then Monerah has been on a continuous learning journey to develop herself in the world of filmmaking. She attended several courses, from USC cinema of art in Directing, and from Film Independent - LA in developing scripts, and other workshops. Monerah produced several contents in collaboration production companies in Saudi, Spanish, British, American and Italian, and that expanded her horizon and knowledge in the industry, which led her to be as a seiner talent developer in the Saudi film commission where she works closely with filmmakers and create workshops and training that can help enhance their interest and knowledge of the filmmaking world.



FERAS ALASKAR

Senior Film Promotion Specialist

A dynamic, reliable, flexible, and highly motivated individual with years of executive experience. Primarily in the Public Relations, Marketing, Events Feras Joined SFC team after a long journey of expertise as Director of PR & Marketing at The Ritz-Carlton and other services entity 2021 he awarded as the Saudi hospitality talent award at the hotel show Saudi Arabia and he was feature Hotelier Middle East as one of 50 best hotels marketing talent in Middle east.



ABDULAZIZ ALMUTAIRI

Team Leader/ Local Film Promotion and Festivals

Master of Arts: Cinematographer, 12/2016 New York film Academy – LA Bachelor of Arts: Mass communication and public relations, 12/2012 king Abdulaziz University – Jeddah ACCOMPLISHMENTS The founder of "the Young Saudi film festival" in LA, USA 2017, 2018, and in 2019 in Riyadh. Appointed as representative to present Saudi films in four American universities as part of Prince Mouhamed bin Salman trip to US in 2018producer for many short and feature films such as "the perfect candidate"



A CONVERSATION WITH ABDULLAH AL EYYAF AL-QAHTANI

Conversation with Abdullah Al Eyyaf Al-Qahtani CEO of Saudi Film Commission moderated by Ahmed Shawky. Mr. Al-Qahtani will discuss the film Commission initiatives and its future plans



ABDULLAH AL EYYAF AL-QAHTANI

CEO Of The Saudi Film Commission

Abdullah Al Ayaf Al-Qahtani is a filmmaker, novelist and engineer, who has won local and regional awards. he was appointed CEO of the film authority in June 2020. he graduated from King Fahd university of petroleum and minerals and worked as an engineer at Saudi Aramco and held a number of positions as head of programs and initiatives at the King Abdulaziz world cultural center (enrichment), as well as head of media relations, visual and audio production, events and other departments.



HOW TO NUDGE GOVERNMENTS TO SUPPORT FILMMAKING BETTER?

Filmmaking is not only an art form it is a big business affecting many service sectors. Several countries acknowledge the link to employment, education, and tourism and actively support filmmaking. How can we learn from each other's experiences - the need for film funds, production incentives, support to emerging filmmakers, local infrastructure as in production service companies.



FAHAD ALSUWAYAN

Producer

Fahad Alsuwayan's career began at the tender age of 13 when he impulsively decided to take part in a media company. While at KSU business school, he worked at a MENA-based sport e-journalism & content creation platform. After graduating, he opted for a career in banking. Years later, he founded events & content investment company. Simultaneously, he joined C3Films, known as Telfaz11. Earning both commercial success & recognition in the form of awards. In 2018, he was chosen for the newly founded Saudi Film Council, which missioned to enrich the intellectual creative economy & promote KSA's diverse culture. To present, Fahad has been hands-on in several domains such as infrastructure, strategy, policies & Int'l production such as Desert Warrior, Kandahar..etc.

BRIDGE OF TALENTS



"Bridge of Talents" program is a workshop targeting young talents in the Kingdom of Saudi Arabia, to be held during the days of Malmö Arab Film Festival, and aims to build a bridge of collaboration between the film industry in the Kingdom and its counterpart in Sweden and the Nordic countries, and to contribute to training young filmmakers from the Kingdom and increase their networks of communication with international industry.

- * Enriching the talents of young Saudi females and males in the field of filmmaking through cinematic lectures and masterclasses covering the various stages of making a film, under the supervision of professionals from Sweden and the Arab world.
- * Building bridges of communication between Saudi young talents and the industry in the Arab world by attending the activities and screenings of Malmö Film Festival, networking with industry professionals and meeting with representatives of major Arab and European companies.
- * Benefiting from the experience of the prestigious film industry in Sweden and the Nordic countries by making field visits to the most important film institutions in the region, such as the Ystad city Film studios Film I Skane, the Danish Film Institute, the Danish Cinematheque, and the Swedish TV quarters in Malmö.

"Bridge of Talents" is generally targeting young filmmakers who have taken the first steps in their career and want to add to their experiences and enrich their professional development. It is not a program for beginners and not a program for seasoned professionals, but it is aimed at those who have already started initial steps in their film career.

PARTICIPANTS



FATMA ALHAZMI

Jeddah native Fatma Alhazmi studied Visual & Digital Production at Effat University. As a part of the new wave of young directors in Saudi Arabia, Fatma wishes to share her unique vision onto the screens exploring Saudi culture and more. In her years as a student, Fatma would participate in various short & feature films, where the filmmaking experience would help her find her own brush in years to come.



KHALED ZIDAN

A director and cinematographer from southern Saudi Arabia, he directed and produced a number of independent short films, nominated and winner in a number of local and international film festivals Interested in visual arts.



MANSOUR ALBADRAN

Saudi Film director and producer, graduated with a cinema production degree from DePaul University in 2016. Mansour directed and produced a wide range of production from short narrative films, short documentaries, commercials and corporate videos. His works were officially selected in many important festivals around the world such as Gulf Film Festival in Dubai, Saudi Film Festival, Sharjah Film Platform and Alain Film Festival.



MAWADDA SALLAM

A Saudi filmmaker. She studied cinematic art. Sallam produced My Night short drama film, Quarer - Door 1 and 2 and Becoming - سمية كريمة as a line producer and production manager. she wrote the Forgotten Victims, which was selected by Qabes film festival in Tunisia and Saudi film festival.

PARTICIPANTS



RAGHAD ALBARQI

Raghad is an animator and filmmaker who enjoys working on a wide variety of projects. She graduated from the Visual and Digital Production program at Effat University in Jeddah. Her graduation film "Social Molds Manual" has been introduced and screened at numerous film festivals, Raghad worked at creative agencies as an animator and Illustrator for local and international brands.



RAGHEED ALNAHDI

Ragheed Al-Nahdi is a Saudi director and producer. She started her media career at an early age at Jeddah Radio as a presenter and writer for social and kids programs. Ragheed graduated with a bachelor's degree in cinematic arts from Effat University. She worked in several short and feature films and participated in many film festivals and cultural events.



RUBA KHAFAGY

Ruba Khafagy is a Saudi filmmaker who graduated in 2019 and got her bachelor's degree in Visual and Digital Production at Effat university. Ruba worked as a colorist and editor in a post production company called "Kut The Crab" for a year and half. She was a part of many films, series and commercials such as comedy club, Numera 2, The Case, The Fate Hotel and more. As a colorist, she worked in a film called "Shiraa" that was screened in Saudi film festival in 2020.



YASSER BIN ABDULRAHMAN

Yaser B. He is a Saudi filmmaker. He earned several scholarship supported by Saudi film commission by the Ministry of Culture in USC in USA, and BFI in UK. Yaser has worked with Maan as a director in the feature film (Junoon) which has been nominated in several international festivals such as Red Sea International Film Festival, and best director award in London International film festival and won daw' national award supported by Saudi film commission by the Ministry of Culture. He has written and directed a short film which has won the second place in Wai regional award supported by Ministry of Health. He has directed and creatively written several national governmental and non-governmental commercials, including Riyadh season 2021.

WITH THE PARTICIPATION OF







































































































THE TEAM

Mouhamad Keblawi, Founder - Head of festival & industry Batoul Ardat, MAFF Industry Days Coordinator Nada Al Mergawi, Forum / Guest Coordinator Evelina Jacobsson, MAFF Industry Days Administration Rahaf Okdeh, MID Assistant Eleni Giakouvaki, MID Assistant Yazan Alqaq, Live Stream Coordinator Mohamad Abo Whatfa, Designer

MAFF INDUSTRY DAYS CONSULTANTS Ahmad Shawky Mohamad Atef



ADDRESSES

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Scandic Triangeln Hotel Triangeln 2

Scandic City Hotel Kaptensgatan 1

Scandic S:t Jörgen Hotel Stora Nygatan 35

SF Storgatan Storgatan 22

Malmö Public Library Kung Oscars väg 11

BOARD



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Aleaa Mohammad Jassim, Accountant



Aila Mahmoud, Board Member



Birgitta Severinsson, Board Member



Mostafa Kaoud, Board Member



Athir Abbas, Deputy Member



Nouran Alawad, Deputy Member



Rahaf Okdeh, Deputy Member

