

# MAFF INDUSTRY DAYS

9th Edition By Malmö Arab Film Festival  
29 April - 1 May 2023

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# WELCOME



I wish you all a warm welcome to MAFF Industry Days 2023. We are excited and proud to present our 9th 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 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, we realized that the initiative would significantly impact us. Today, after nine 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.

I thank all our partners in this edition of MAFF & MID.

We're honored, and 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 2023!

Mouhamad Keblawi

Founder - Head of festival & industry



# ABOUT MID



We are proud to present the 9th edition of MAFF Industry Days (MID), a pioneering initiative that aims to foster exchange and collaboration between the film industries of Sweden and the Arab world.

The objective of MID is to facilitate opportunities for pitching, networking, and collaboration between producers, financiers, filmmakers, and distributors, over three days filled with diverse programs and events. This initiative brings Sweden and the Arab world closer, encouraging a concrete and hands-on approach to collaboration that enables the telling of stories that may not have been heard otherwise. In doing so, MID positions Malmö and the Skåne region as a hub for film production and brings together representatives from all the major Nordic film institutes.

The Skåne region has developed into a vibrant center for film production and other creative industries, with numerous new organizations, production companies, and enterprises that have boosted the city's economic capacity and enhanced its appeal, both nationally and internationally. MAFF Industry Days offers a unique platform to showcase this development and promote cross-cultural exchange between the film industries of Sweden and the Arab world.

# 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 born abroad. There are 181 nationalities 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.



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# FORUM

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| TIME                     | ACTIVITY                                 | VENUE         |
|--------------------------|--|---------------|
| <b>SATURDAY 29 APRIL</b> |  |               |
| 11:30 - 12:30            | Panel Discussion - The Art of Adaptation | Scandic Hotel |
| 15:00 - 16:00            | Work in Progress - Goodbye Julia         | Scandic Hotel |
|                          |  |               |
| <b>SUNDAY 30 APRIL</b>   |  |               |
| 10:30 - 11:30            | Presentations                            | Scandic Hotel |
| 12:00 - 13:00            | Case study - Riverbed                    | Scandic Hotel |
| 15:00 - 16:30            | One-to-one meetings                      | Scandic Hotel |
|                          |  |               |
| <b>MONDAY 1 MAY</b>      |  |               |
| 10:00 - 12:00            | Pitch and Match                          | Scandic Hotel |
| 12:00 - 13:00            | Networking Sessions                      | Scandic Hotel |
| 15:00 - 16:00            | Awards announcement                      | Scandic Hotel |
| 17:30 - 19:30            | Voices Amplified screenings & discussion | Cinema Panora |
|                          |  |               |
|                          |  |               |

# PANEL DISCUSSION



# THE ART OF ADAPTATION: DISCUSSING THE PROCESS OF ADAPTING A BOOK, PLAY, OR OTHER SOURCE MATERIAL INTO A FILM.

This panel delves into the intricate process of adapting various forms of source material into a cinematic masterpiece. Through exploring the creative challenges and decision-making process involved in adapting books, plays, or real-life events, the panelists will discuss the crucial role of staying true to the original material while also navigating the changes in format and medium. The panel moderated by director Lara Saba, featuring Nada Abou Farhat, Baraa Alem, and Ramy Abdelrazek, will also examine the impact of adaptation on the original work and its audience, as well as the artistic and practical considerations involved in adapting different types of the source material. The audience will gain insights into the dynamic role of the director, writer, actor, and other team members in the adaptation process.



## Baraa Alem

**Actor, Filmmaker, Content Creator**  
[baraa@filmmerproductions.com](mailto:baraa@filmmerproductions.com)

Actor, Writer and content creator, Known for his lead role in the The Qodus Brothers's film "The Book Of Sun" (2020) and Omar Naim's "Route 10" (2022) and Yasir Alyasri's "HWJN" (2023). He is one of the founders of "Cinema Mirkaz" an independent cine-club in Jeddah. He is the creator/presenter of "Filmmer" a film-content youtube channel with more than 500k subscribers, in which he writes and presents film reviews and discussions. He is now working on developing his youtube channel to the next stage, work on writing projects while taking new acting roles.



## Nada Abou Farhat

**Actress**  
[nadaaboufarhat@gmail.com](mailto:nadaaboufarhat@gmail.com)

Lebanese actress, graduated from the Institute of Fine Arts. She started her career in Rahbani Theater while still in her first year of studying theater arts. Then she played roles in television, theater, and cinema. She has many successful works to her credit, as well as awards for her roles. Among these is the Best Actress award for her role in the film "Under the Bombs" which she received at the Dubai International Film Festival, as well as the Oran Film Festival.



## Ramy Abdelrazek

**Film Critic**  
[ramy.abdelrazek78@gmail.com](mailto:ramy.abdelrazek78@gmail.com)

Ramy Abdelrazek is an Egyptian writer and film critic who has directed the Arab Cinema Horizons competition and served as a drama advisor at MBC TV Network. He was a member of the International Critics Jury at the 68th Cannes Film Festival and is part of the Egyptian Film Critics Association and the International Federation of Film Critics. Abdelrazek has also directed the International Critics' Week at the Cairo International Film Festival and is a film workshops lecturer for the Royal Film Commission. He has been a member of the Film Fund Committee at the Egyptian Ministry of Culture since 2011.

### MODERATOR



## Lara Saba

**Director**  
[larasaba961@outlook.com](mailto:larasaba961@outlook.com)

In college years, Lara Saba grabbed every opportunity to acquire a solid experience in filmmaking, working as a director or assistant director on series, commercials and movies. Besides different jobs in filmmaking, her passion for storytelling got her to explore another facet of cinematography; documentaries. She directed "Suspended Return" (UNDP Documentary Prize), "Death Fields", "Cinecaravane", "Shattered Memories" ... "Beirut, Truth & Versions" (awarded Best editing at the Brussels International Film Festival) 2013. Her first feature "Blind Intersections", nominated in more than 20 international festivals, was awarded best movie at the Mabrouk and Malmo Film Festival, awarded Best Actor at the Brussels International Independent Film festival and was the Lebanese entry to the Academy Awards Best Foreign Film section.

# WORK IN PROGRESS

# WORK IN PROGRESS GOODBYE JULIA



In 2005, Sudan signed a peace treaty to end its civil war, which displaced 2 million southern citizens. Six months after the treaty, SPLM leader John Garang was killed, causing violence in the capital Khartoum. Mona, a retired singer from the north, hits a Southern child with her car and calls her husband Akram for help. Akram kills the Southern man chasing her, unaware of the accident. Mona keeps the accident a secret and offers the victim's wife, Julia, a job as a housemaid. Over the years, the women build a friendship despite the deception. However, when Julia meets a separatist soldier, Majier, the truth comes out. Goodbye Julia is a tale of prejudice and pride, exploring the darkness and resilience of the human heart.



## Amjad Abu Alala

**Producer**  
[amjad.film@gmail.com](mailto:amjad.film@gmail.com)

Amjad Abu Alala is a Sudanese Director and Producer who studied directing at UAE University and worked for both Arab and Western channels. His short films were screened at various film festivals. In 2013, he won the Best Arabic Theater Script award for "Apple Pies" and has been the Head of Programming Committee for the Sudan Independent Film Festival since 2014. His last feature film, "You will die at twenty," won the lion of the future at Venice International Film Festival and 20 other awards. It was the first submission from Sudan to the Oscars. He is producing new feature films with his production company, Station Films.



## Issraa Elkogali Häggström

**Co-producer**  
[issraa.elkogali@gmail.com](mailto:issraa.elkogali@gmail.com)

Issraa Elkogali Häggström is a Sudanese- Swedish writer, producer, and director. She wrote and executive produced the award-winning short A HANDFUL OF DATES, directed the documentary short IN SEARCH OF HIP HOP, and co-produced Mohamad Kordofani's feature debut GOODBYE JULIA, (official selection - Un Certain Regard - Cannes 2023). Issraa is an alumna of the Riksteatern writing residency and a former talent development candidate at Story Ltd. Currently, she is developing the hybrid documentary KHARTOUM FUNK and a fiction feature WALK OF KINDNESS, among other projects, through her production company Riverflower.

### MODERATOR



## Ameer Fakher Eldin

**Director**  
[ameer.mexes@gmail.com](mailto:ameer.mexes@gmail.com)

Ameer Fakher Eldin is a Syrian writer and director based in Germany. He was born in Kyiv, Ukraine, in 1991 to Syrian parents from the occupied Golan Heights. His debut film The Stranger premiered at the 78th Venice International Film Festival (GDA), where it won the Edipo Re Award and was selected as Palestine's official entry for Best International Feature Film at the 94th Academy Awards. The film then earned great acclaim at the 43rd Cairo International Film Festival: the Best Arab Film Award and the Shadi Abd El Salam Award for Best Film in the International Critics' Week Competition. Moreover, just recently, at the Asia Pacific Screen Awards, THE STRANGER was nominated for Best Director and won the award for Best Cinematography.



# PRESENTATIONS

# JORDAN FILM FUND



The Royal Film Commission – Jordan (RFC) supports the activities and programs, which develop the potential of the independent local film industry, as well as its economic viability and continuity. To that end, the Jordan Film Fund (JFF) has been established to enable filmmakers to tell their stories, especially in Jordan.

JFF's Budget, Categories, and Amounts per Category:

The total funds JFF allocated for its 8th cycle of 2023 is JOD 450,000 (four hundred and fifty thousand Jordanian Dinars). The Jordan Film Fund (JFF) anticipates supporting the development, production, and post-production of cinematic feature-length narrative and documentary projects; the production of short narrative, documentary, experimental including animated projects; the marketing and distribution of Jordanian feature-length narrative and documentary further to the development of TV Series. In addition, the JFF offers production support to Arab feature-length narrative projects that are co-produced with Jordan, be it in Jordan or abroad



## Wajdi Mansour

Jordan Film Fund Coordinator  
[wajdi.mansour@film.jo](mailto:wajdi.mansour@film.jo)

Wajdi Mansour has been working with The Jordan Film Fund (JFF) since 2021 as the Jordan Film Fund Coordinator. Established by the Royal Film Commission- Jordan (RFC) since 2011, JFF has supported 137 cinematic and TV projects. In addition to financial support, JFF team offers grantees technical, creative and business support.

Earlier in between 2016 - 2020, Wajdi worked in Denmark's Municipality with young refugees as the Social Helper, providing support and assistance to help refugees integrate and overcome challenges.

Mansour was previously the Regional Training Department Coordinator at the RFC, working on several projects such as the Rawi Screenwriters' Lab, the Support Program, and the Med Film Factory, as well as the Film Prize - Project Market Amman in partnership with the German foundation the Robert Bosch Stiftung.

Established by







Jordan Film Fund

## Call for Application

The Jordan Film Fund (JFF)

Eighth Cycle - 2023

The Royal Film Commission – Jordan (RFC) has launched the call for application for the Jordan Film Fund (JFF) in it's eighth cycle for 2023. Applications are accepted until **Wednesday 17th May 2023 at midnight (Jordan Time)**.

With a budget of JOD 450,000 (Euro 575,291) , the JFF supports the development, production, and post-production of cinematic feature-length narrative and documentary projects; the production of short narrative, documentary, experimental including animated films; the marketing and distribution of Jordanian feature-length narrative and documentary films further to the development of TV Series. In addition, the JFF offers production support to Arab feature-length narrative projects that are co-produced with Jordan, be it in Jordan or abroad.

To apply, please visit the **website** and for more information, call the JFF's team at **+962 797557229** or send an e-mail to: **jff@film.jo**

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SCAN ME



# RED SEA INTERNATIONAL FILM FESTIVAL - FUND

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](mailto:emad.eskander@redseafilmfest.com)

Emad Eskander is a Saudi storyteller/filmmaker. A marketing graduate from King Fahad University of Petroleum and Minerals and started his professional career as a creative conceptualizer in ad agencies. He then gained valuable experience in multiple multinational companies such as Unilever and P&G. His passion for films in Saudi and the region prompted him to leave the corporate world for a more creative role in local up-and-coming film agencies.

In 2019, he founded his own conceptualizing and writing studio “Blue Bus Entertainment”, in his first year the studio was able to make huge strides in the local and regional film industry.



## Reem Almodian

Fund Submission Manager

[reem.almodian@redseafilmfest.com](mailto:reem.almodian@redseafilmfest.com)

Reem Almodian is a filmmaker with a diverse range of experience in the industry. She holds a Bachelor's Degree in Visual & Digital Production, which has allowed her to explore her passion. Over the past 7 years, Reem has worked in various roles within the filmmaking and entertainment industry, including serving as a Jury Member at Ajyal Film Festival, co-producing an international co-production internship, and working in production teams for advertisements and feature films. While obtaining certificates from BFI for film training, and Glion institute for Hospitality & Tourism. Reem is currently working as a Submission Manager at The Red Sea Fund.



## Salman Almusaad

Cycle Manager

[Salman.almusaad@redseafilmfest.com](mailto:Salman.almusaad@redseafilmfest.com)

Salman is producer/Production Manager and location manager with a film-making practice spanning over more than 10 years. He participated in most major international films shot in the Kingdom of Saudi Arabia. And he worked in joint productions with United states, Spain, France with agencies and production companies in. His work includes ‘Kandahar, directed by Ric Roman Waugh; 2020, and ‘Champions, directed by Manuel Calvo’, 2019. ‘The perfect Candidate, directed by Haifa Al-mansour’, 2018, and the Sundance Jury’s award winner ‘Dunya’s Day, directed by Raed Alsemari’, 2018, ‘Born A King, directed by Agusti Villaronga; 2017. Salman currently works as a Cycle Manager at the Red Sea Fund.

مهرجان البحر الأحمر السينمائي الدولي  
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# CASE STUDY

# CASE STUDY

## RIVERBED



Riverbed tells the story of Salma and her returning daughter Thuraya, and their attempt to preserve, maintain and reconstruct their lives with and against each other. Salma survived many years by protecting her independence, she reached her peace through letting go of any attachments. But the past does not let go of Salma and brings back Thuraya, defeated, divorced, and pregnant.



### Bassem Breche

**Director**  
[bbreish@gmail.com](mailto:bbreish@gmail.com)

Bassem Breche is an Emmy award winning script writer and director. Since 2007, Breche has directed three short films: "Both" (2007) premiering at Cannes' Critics week, "Ziu" (2013) and "Free Range" (2014). Breche has written a various amount of series and films: "Shankaboot" (2009), "Fasateen" (2012), "The Little Drop" (2015), "Undocumented" (2018), "Alephia" (2019), "Vertu" (2020) and "Hell's Gate" (2021). Breche is the founder/director of Scenario Beirut. Riverbed is Breche's debut film.



### Carole Abboud

**Actress**  
[c.camproduction@yahoo.com](mailto:c.camproduction@yahoo.com)

Carole Abboud is an award winning Lebanese actress and producer. She worked with prominent filmmakers such as Ghassan Salhab (Beyrouth Fantômes/ Terra Incognita/The Valley), Aida Begic (Never Leave Me), Tobbe Hooper (Djinn) and Mazen Khaled (Martyr).

In 2022, she was awarded the Best Performance Prize for her role in Riverbed in the Cairo International Film Festival.

#### MODERATOR



### Mohammad Tarek

**Film Critic / Festival Programmer**  
[mtarek192@gmail.com](mailto:mtarek192@gmail.com)

Mohamed Tarek is an Egyptian film critic, festival programmer, and arts manager based in Cairo and Dublin. He works as a Film programmer at El Gouna Film Festival, Shorts films programmer at Dublin International Film Festival, and programmer at Manssat Film Festival. Additionally, he is the Cinema for Development Project Manager at El Nahda Association, Selection Committee member at Durban Film Content Shop, Consultant at Medfest Egypt and Goethe Institute Cairo. Tarek is an Alumnus of Beirut Locarno Industry Academy and Durban Talents. He has served on various juries, including DOK Leipzig, Luxor African film festival FIPRESCI juries, and Arab Cinema Center Jury for best European film at its 2nd edition. Tarek's articles focus on recent Arab and African cinema, with particular attention to the intersections between film form, social context, and gender issues.

# ONE-TO-ONE MEETINGS



## (CLOSED SESSIONS)

One of the most valuable opportunities available to filmmakers at the MAFF Industry Days event is the Meet the Experts session. During these closed one-to-one meetings, filmmakers have the unique chance to engage with industry experts and receive personalized guidance and consultancy on their projects.

These sessions typically last between 60 and 90 minutes, providing ample time for filmmakers to discuss their projects in depth and receive constructive feedback from the experts. The experts themselves are carefully selected based on their industry experience and expertise, and are chosen specifically for their ability to provide filmmakers with valuable insights and advice.

Whether filmmakers are seeking guidance on the creative aspects of their project, advice on navigating the industry, or feedback on their pitch or business plan, the Meet the Experts sessions provide an invaluable opportunity to learn from seasoned professionals in a private and focused setting. Overall, the Meet the Experts sessions are a key component of the MAFF Industry Days event, offering filmmakers a rare opportunity to engage with experts in a meaningful way and gain valuable insights that can help take their projects to the next level.





PROMS   
WEDDINGS

# PITCH AND MATCH

# CHANTS OF REVOLUTION

Sudan 90 min

The documentary showcases three chant-makers as their songs become a protest, covering the rise of revolutionary chants during Spring 2018 and their impact on Sudanese society. The film also explores the emotional roller-coaster experienced by the revolutionaries, including the tragic sit-in massacre, and ends with the masses back in the streets ready to resist the military coup. The young revolutionaries reclaim their agency and space, strengthened by their unwavering belief in their cause.



## Hassan Zaroug

**Director**

[hassan.zaroug92@gmail.com](mailto:hassan.zaroug92@gmail.com)

Hassan Zaroug left his engineering studies in Khartoum to pursue his passion for filmmaking. He worked as a freelancer in various roles such as editor, assistant director, director, and producer in short films, documentaries, commercials, animations, infographics, and music videos. Today, he is a co-founder of Compass Creative Productions, which aims to raise Sudanese visual arts to international standards. Currently, he is pursuing a specialized master's degree in "International Screenwriting and Production" at the Università Cattolica del Sacro Cuore - Milano.



## Marwa Galaleldin

**Producer**

[marwa.jalal.mj@gmail.com](mailto:marwa.jalal.mj@gmail.com)

Marwa is a young Sudanese researcher and art-ivist who serves as the deputy director of programs at Compass Creative Productions. Her work focuses on promoting youth-led participation and leadership in sustainable development and peace building through strategic program design and implementation. Additionally, Marwa is a creative producer and poet who uses art as a means for social change. She recently conducted research on the ways in which youth groups in Sudan, Gambia, Nigeria, and Colombia transformed to become the primary space for youth political participation on a grassroots level, utilizing tools such as music and artistic expression in both urban and rural contexts.

# DESERT CARGO

Jordan 90 min

"Desert Cargo" is a story about Asia, a female truck driver who defies societal norms to support her father with kidney failure and dementia. Struggling financially, Asia is offered a risky opportunity to smuggle goods for wealthy clients. Asia initially declines, but as her father's health deteriorates, and he requires a costly kidney transplant, she reconsiders the offer and embarks on a grueling expedition across the desert to rendezvous with the smugglers. but gets caught up in a general strike and riots protesting the government's fuel price hike. Asia is forced to confront unexpected adversaries.



## Mooney Abu Samra

**Director**

[abusamra.mooney1986@gmail.com](mailto:abusamra.mooney1986@gmail.com)

Mooney Abu Samra is a Writer/Director who began her film career in 2013. After gaining experience in production, she worked as an editor and completed her first short film "Closure" in 2022. Mooney is now developing her first feature film "Desert Cargo" which has already received three awards at the Amman International Film Festival.



## Ameen Nayfeh

**Producer**

Ameen Nayfeh, born in Palestine in 1988, earned an MFA in film production in 2012 from the Red Sea Institute of Cinematic Arts in Jordan. He has written and directed award-winning short films and his first feature narrative "200 Metres" premiered at the 77th Venice Film Festival in 2020. The film won the BNL People's Choice Award and was Jordan's official submission to the Oscars 2021, and has won a total of 25 international film awards.



# KOHL AND CARDAMOM

Egypt, Sweden 90 min

In a small Egyptian town in the late 1980s, an epicure teenage Abdullah goes through a nerve wracking challenge, when he makes a deal with his father not to cause troubles for five days, as a sole condition for attending the concert held by the then-rising star Muhammed Mounir. Abdullah tries his best to keep the deal going, but things don't go as planned. Despite the heat, both the father and the son discover the other, and their true warm feelings emerge to the surface.



## Fady Gamal Atallah

**Director**  
fady.atallah@b-retta.se

Fady Atallah is an Egyptian/Swedish director and producer, co-founder of B-RETTA FILM in Stockholm. With a background in engineering, he pursued his passion for film, studying at Stockholm Film School and De Montfort University, where he earned his MA in filmmaking. Fady is currently a PhD candidate in audio-visual film studies at the University of Birmingham. He has created award-winning short films and documentaries, including Raindance Film Festival 2019 Official Selections and a Special Jury Prize at CNFF 2016. His film, "My Father's Scent," which he co-produced, received a development fund award from the Swedish Film Institute at Malmö Arab Film Festival in 2022.



## Marwa Tammam

**Producer**

Marwa Tammam is an Egyptian filmmaker and founder of Patchwork Productions in Cairo. She studied pharmacy and marketing before pursuing her passion for filmmaking. Her short films have been screened at international film festivals such as the Cairo International Film Festival and the Clermont-Ferrand Film Festival. Marwa is currently working on two projects, a feature film called "Kohl & Cardamom" and a documentary titled "My Mother & I," accepted for the Beirut Cinema Platform. She aims to produce authentic Egyptian films through her production company.

# SPECTERS OF ALHOOT

Sudan, Sweden

Three teenagers and aspiring rappers must flee military bootcamp when legendary singer Mahmoud Abdelaziz invites them to perform with him in Khartoum in 1998.



## Ahmad Mahmoud

**Director**  
amahmad249@gmail.com

Ahmad left engineering school to pursue a career in film. Despite the lack of film schools in Sudan, he participated in a documentary workshop and received a scholarship for video journalism in Mexico. He works as a freelance videographer since 2014. He is now working on his first fiction feature film, "Specters of Alhoot".



## Issraa Elkogali Häggström

**Producer**  
issraa.elkogali@gmail.com

Issraa Elkogali Häggström is a Sudanese- Swedish writer, producer, and director. She wrote and executive produced the award-winning short A HANDFUL OF DATES, directed the documentary short IN SEARCH OF HIP HOP, and co-produced Mohamad Kordofani's feature debut GOODBYE JULIA, (official selection - Un Certain Regard - Cannes 2023). Issraa is an alumna of the Riksteatern writing residency and a former talent development candidate at Story Ltd. Currently, she is developing the hybrid documentary KHARTOUM FUNK and a fiction feature WALK OF KINDNESS, among other projects, through her production company Riverflower.

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# 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.

## Digital Distribution: Discussing innovative ways of distributing films in the digital age, including streaming platforms, social media, and other online channels.



### Lina Matta

**Director MBC 2, max, 4 and Shahid**  
[Lina.Matta@mbc.net](mailto:Lina.Matta@mbc.net)

Lina Matta is the Director of Shahid AVOD, MBC 2, MBC 4, Max & Variety, overseeing programming strategy and vision. Previously, she re-launched Dubai One and co-founded ANA Contemporary Arab Cinema, an annual film series held at BAM in Brooklyn. She is also a co-founder of Brown Hats Productions and sits on the Advisory Board of the Mohamed Bin Rashed School of Communication. Lina splits her time between New York, Dubai, and Beirut, and is a voting member of BAFTA.

## Sustainability in the Film Industry: Learn from an expert on different approaches to make film productions more environmentally friendly.



### Abeer Bayazidi

**Training and Content Director - Greener Screen**  
[abeer@greenergreen.com](mailto:abeer@greenergreen.com)

An impact producer with more than 12 years of diversified experience in Sustainability and Corporate Responsibility, Abeer currently works as the Training and Content Director of Greener Screen. She works with filmmakers, writers, and content creators to educate, advocate and showcase environmental sustainability and social justice causes. Abeer recently co-founded the boutique impact agency Common Good and working on her debut feature documentary "Finding Oum Al Ghaith."



### Bassam Alasad

**Managing Director - Creative Media Solutions/Greener Screen**  
[bassam@greenergreen.com](mailto:bassam@greenergreen.com)

Producer, Green production consultant. 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 region. His latest projects are "Born a King" and "Champions" as an executive producer, and he is currently producing two Jordanian films "Montréal" and "Finding Oum AlGhaith".

In 2014, Bassam started his green production journey. Later he co-founded Greener Screen, a consultancy that supports the film industry in becoming carbon-neutral. In 2021, Bassam joined the Amman International Film Festival - Awal Film as the head of industry.

## Diversity & Inclusion in Filmmaking: Discussing the importance of diversity and representation in the film industry, and strategies for creating more inclusive and equitable filmmaking communities.



### Issraa Elkogali Häggström

Producer  
issraa.elkogali@gmail.com

Issraa Elkogali Häggström is a Sudanese- Swedish writer, producer, and director. She wrote and executive produced the award-winning short A HANDFUL OF DATES, directed the documentary short IN SEARCH OF HIP HOP, and co-produced Mohamad Kordofani's feature debut GOODBYE JULIA, (official selection - Un Certain Regard - Cannes 2023). Issraa is an alumna of the Riksteatern writing residency and a former talent development candidate at Story Ltd. Currently, she is developing the hybrid documentary KHARTOUM FUNK and a fiction feature WALK OF KINDNESS, among other projects, through her production company Riverflower.

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## Building a Successful Film Career: Discussing the various paths to building a successful career in the film industry, including networking, building a portfolio, and leveraging social media.



### Baraa Alem

Actor, Filmmaker, Content Creator  
baraa@filmmmerproductions.com

Actor, Writer and content creator, Known for his lead role in the The Qodus Brothers's film "The Book Of Sun" (2020) and Omar Naim's "Route 10" (2022) and Yasir Alyasri's "HWJN" (2023). He is one of the founders of "Cinema Mirkaz" an independent cine-club in Jeddah. He is the creator/presenter of "Filmmmer" a film-content youtube channel with more than 500k subscribers, in which he writes and presents film reviews and discussions. He is now working on developing his youtube channel to the next stage, work on writing projects while taking new acting roles.

---

## Collaborative Filmmaking: Strategies for building successful partnerships between filmmakers from different countries and backgrounds.



### Olivier Guerpillon

Producer / CEO - FOX IN THE SNOW Films  
olivier@foxinthesnow.se

Olivier Guerpillon is a French-born Swedish producer and director, running the independent film production company Fox in the Snow in Malmö. 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) and COSTA BRAVA LEBANON by Mounia Akl (Venice, Toronto 2021), as well as co-directed the anthology film ISOLATION (Venice 2021). He is currently in post-production with Baker Karim's feature film KADZO, recently shot in Kenya.



## Film Production in Challenging Environments: Strategies and best practices for producing films in challenging or remote locations, including dealing with limited resources and overcoming logistical obstacles.



### Karim Debbagh

Producer/Line Producer  
karim@kasbah-films.com

Karim Debbagh was born in Tangier, Morocco in 1972 and was first introduced to the film industry through his late friend, the American writer and composer Paul Bowles « The Sheltering Sky ». Karim first studied English Literature in Tetouan and later graduated from the renowned Filmakademie B-W in Ludwigsburg, Germany as a Producer. He founded kasbah-films in 2005 which is now one of the leading Companies in the Kingdom. Karim is acting as a Line Producer/Producer and is committed to the welfare and development of the Moroccan film industry.

---

## Navigating the Film Festival Circuit: Tips and advice for filmmakers on how to navigate the film festival circuit, including submitting films, networking, and maximizing opportunities for distribution.



### Nada Doumani

Director and Co-Founder Amman Film Festival  
nada.doumani@aiff.jo

Nada Doumani has over 30 years of experience in media and communication, and holds an MA in Political Science from the American University in Beirut. She worked as a journalist in Switzerland from 1992 to 1999 and as a Spokesperson for the International Committee of the Red Cross in Geneva and conflict areas until 2007. In 2007, she edited a book of testimonials by Iraqis and produced and directed the short documentary "Errant Home," which won a top prize at an Italian Festival in 2009. Doumani has been a Board member at the Jordan Media Institute and Communication and Cultural Programming Manager at the Royal Film Commission in Jordan since 2008. She co-founded and has directed the Amman International Film Festival - Awal Film since its first edition in 2020.

---

## Financing & Fundraising: Sharing experiences and best practices for securing funding and financing for film projects, including grants, crowdfunding, and private investors.



### Emad Eskander

Head of Fund - Red Sea International Film Festival  
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.

# Arab Cinema C E N T E R

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### INDUSTRY PARTNER



### DIGITAL PARTNER



### MEDIA PARTNER



### REVIEWS PARTNER



## INITIATIVES AND PARTNERSHIPS



## ACC AWARDS



# VOICES AMPLIFIED

# 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

Five projects were selected to participate in the training program, where mentorship was provided by reputable Swedish and Arab filmmakers for aspiring participants through production and post-production labs. Each project was granted up to 4,000 JDs to produce their short documentary films and publicly screen them in Jordan. Moreover, the five short films will be screened at the 13th Malmö Arab Film Festival, with the attendance of a representative for each project.

## Trainers



### Duties:

Provided the teams with guidance and advisory throughout the production phase, supported them with any challenges that came up on set, and ensured the overall production of clear and cohesive films.

Widad Shafakoj



### Duties:

Provided advisory and guidance during the post-production phase. His specific responsibilities included working closely with the participants to help them develop the story's narrative during the editing process by analyzing the structure and the audience.

Basel Mawlawi



### Duties:

Provided the teams with guidance and advisory throughout the production phase, supported them with any issues that came up on set, and ensured the overall production of clear and cohesive films.

Asma Bsesiso



### Duties:

Provided the teams with guidance and advisory throughout the production phase, supported them with any issues that came up on set, and ensured the overall production of clear and cohesive films.

Sandra Madi



### Duties:

Provided the teams with guidance and advisory throughout the production phase, supported them with any issues that came up on set, and ensured the overall production of clear and cohesive films.

Hana Elias

Supported by



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## FINDING OUM AL GHAITH

Following the story of three Women (A semi-nomadic, an Urban and a Bedouin) before winter solace in a drought land, leading their community to save water resourcing. Contrasting and echoing ancient rainmaking rituals connected to a folkloric character (Oum Al-Ghaith). (Oum Al-Ghaith) is also a ritual performed by the Bedouins in the event of the lack of rain, where children would create a wooden sculpture of (Oum Al-Ghaith) and sing folkloric songs asking for the much-needed rain. The Film illustrates this fictional character by showing our main Three "human" characters and the role each of them plays in leading their community in saving water resources, only to find that they are our own real-life (Oum Al-Ghaith) and they inspire a new generation of resource protectors.



### Abeer Bayazidi

An impact producer with more than 12 years of diversified experience in Sustainability and Corporate Responsibility, Abeer currently works as the Training and Content Director of Greener Screen. She works with filmmakers, writers, and content creators to educate, advocate and showcase environmental sustainability and social justice causes. Abeer recently co-founded the boutique impact agency Common Good and working on her debut feature documentary "Finding Oum Al Ghaith."



### Bassam Alasad

Bassam Alasad is a producer, Green production consultant. 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 region. His latest projects are "Born a King" and "Champions" as an executive producer, and he is currently producing two Jordanian films "Montréal" and "Finding Oum AlGhaith". In 2014, Bassam started his green production journey. Later co-founded Greener Screen, a consultancy that supports the film industry in becoming carbon-neutral. In 2021, Bassam joined the Amman International Film Festival - Awal Film as the head of industry.

## SELF-COMMITMENT

Women's stories around the world share similarities despite differences. However, not everyone understands this humanity, including some females themselves. Social heritage, economics, laws, traditions, and decision-makers contribute to this misunderstanding. Women are sometimes expected to be perfect in all areas of life. One woman's journey demonstrates the ability to maintain her perspective in the Middle East while overcoming obstacles. Fatima made difficult decisions to pursue her path, despite societal beliefs that women are more beautiful in their weakness.



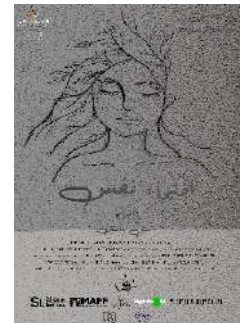
### Aseel Yaseen

Acting is my irreplaceable passion that allows me to live different perspectives and connect with characters authentically. As an actress, my experiences have led me to see the world in a different way and inspired me to share my voice with others. This is why I pursued my first directorial project, "Self Commitment," which portrays a strong woman who overcomes obstacles realistically. Through this film, I aim to share cultural perspectives, promote freedom of thought, and highlight the struggles women face. I want to express what's on my mind and in the minds of women, while creating hope and appreciation for the uniqueness of every human story. Ultimately, our world is a blend of similarities and differences that make it a rich and diverse place.



### Younes Habahbeh

Younes Habahbeh is a filmmaker. Most of his work was for TV programs as a cinematographer/director and editor.



## SHE IS SOUF

"Souf" is a short documentary that tells the story of Najah Al-Azza, a resident of a former refugee camp in Souf, Jerash. Born to Palestinian parents who fled Palestine in 1948, Najah faced numerous challenges including poverty, family tragedy, and discrimination due to her dark skin color. Despite this, she defied the odds and ran for parliamentary elections, excelled in her studies, and achieved her dreams. The film culminates with Najah passing the flag of hope to her nephew Elias, who represents a bright future for her community.



### Muhannad Lafi

Muhannad Lafi is a documentary filmmaker with a degree in Radio and Television and a Diploma in Cinema and Television. He has attended courses in documentary filmmaking and made several short documentaries, including "Third Eye on Madaba," which won Best Short Documentary at a French Cultural Institute competition. Lafi has also worked as an assistant director on documentaries for Al Jazeera and AlAraby Television, including "Naya Group," "Churchill's Memoirs," and "Palestinian Cinema" directed by Nader Taha, Aroa Hamad Allah, and Ayed Nabaa.



### Ahmad Halabieh

Ahmed Halabiya is a director and producer. He founded "Golden Track for Media Production" and has been working in the field of media and artistic production since 2011. Halabiya has been involved in dozens of short and feature-length documentaries, television programs, and short narrative films.

## WARDEH

A short documentary that sheds the light on the harsh conditions of domestic workers in Jordan through the story of the Sri Lankan worker Asanka, who is trying to return to her homeland in various ways. and Sarah a Sri Lankan woman fighting to stay in Jordan to help migrant workers through her work as a translator in court.



### Rahmeh Alshmmas

Rahmeh Alshmmas, a Jordanian documentary filmmaker, started her journey as a student in Media. She merged her love of filmmaking and journalism to develop a distinctive style. She believes that the depth of any story is in its details, so she creates close-to-heart content through her distinctive style of production.



### Ahmad Farah

Ahmad Farah is a Jordanian musician and music-videos producer with over four years of experience in the film industry. He worked on several projects all related to music with independent artists and bands most notable work with Tayar an Arabic electronic music/indie-pop duo. His passionate and punctual way of work sets him apart from others in the film scene in Jordan. His recent work on ( Wardeh-وردة ) short documentary movie is his ever first experience as a film producer away from his exclusivity with music.

## WHO IS ZEYNE

Zeyne is a Palestinian-Jordanian singer/songwriter whose angelic voice was passed down from her grandmother to her mother and then to her. Starting her singing career on social media during the global COVID lockdown, Zeyne was able to reserve her spot on the map in a rising Arab alternative music industry through a series of bold, genre-defying songs. While she has gained wide attention on music streaming platforms, Zeyne has yet to experience singing her music before a live audience. Unraveling childhood singing traumas and with an impatient crowd waiting, will Zeyne get through her first live concert the way she had always imagined?



### Zaid Bawab

Zaid Bawab holds a degree in computer graphics and animation from PSUT and an MFA in Screenwriting and Directing from RSICA. He has directed various commercials, music videos, and documentaries, and taught filmmaking in universities across Jordan. With a broad knowledge of Arab pop culture, he has also worked in various positions related to video and music streaming. Despite his diverse experiences, Bawab's passion for directing remains strong as he aims to tell Jordanian stories through documentary or fiction with a musical twist. Currently, he is one of the main presenters on Roya TV's "Caravan" show, presenting music and film content.



### Meina Hawashin

Meina Hawashin is a Jordanian producer/Director who graduated from the SAE Institute in 2019 with a Bachelor's degree (BA) in filmmaking. Starting with her own set of poetic short videos, she has been able to explore different aspects of the filmmaking world and found her heart mostly set on Producing, directing and writing. Through Various projects, Hawashin has worked as a production manager for music videos, short films and commercials. She has a passion for shedding light on inspirational and psychological stories no matter the genre, enlightening the world of how they can be portrayed in a visual manner transcending the stereotypical patterns.

### Project Supervisor / Maff



### Mouhamad Keblawi

Director, Producer, Expert, and artistic Consultant. Broad experience in project management in media production and business development within the film and creative industries. with particular focus on diversity. Founder and General Manager of the Malmo Arab Film Festival in Sweden.

### Royal Film Commission Jordan Representative



### Abedalsalam Al Haj

Capacity Building Manager

Abdul Salam Al-Hajj Completed his MFA in 2010, majoring in directing and cinematography. He produced and directed several films that participated in numerous international festivals. He worked on designing curricula for youth and children in the film industry for several community organizations. Additionally, he worked for over two years in well-known universities in Jordan as a film professor, which began his professional career in cinematic arts education. Since 2012, Al-Hajj has been serving as the Capacity Building Manager at the Royal Film Commission - Jordan and he is responsible for filmmaking educational programs to filmmakers of varying levels.



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# FUNDING

|                                 |    |
|---------------------------------|----|
| DEVELOPMENT FUNDING FEATURE     | 36 |
| DEVELOPMENT FUNDING DOCUMENTARY | 43 |
| DEVELOPMENT FUNDING SHORT       | 47 |
| PARTNERS                        | 52 |

# DEVELOPMENT FUND FOR FEATURE FILM PROJECTS

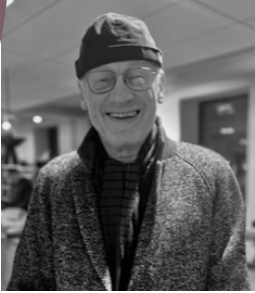
The Development Support Fund for Feature Film Projects was established to provide assistance to feature films (including narratives, documentaries, animation, and hybrid films) in their developmental stage. In order to qualify for the fund, the project must have a Swedish producer attached to it. This year, 15 projects were submitted, and 5 of them were selected to pitch their work during the MAFF Industry Days.

## AWARDS

- \* Swedish Film Institute Award, 150,000 SEK.
- \* Red Sea International Film Festival Awards for two feature films, 15,000 USD each.
- \* Arab Radio and Television (ART) Award for a Feature Film, \$9,000 USD.

| TIME                     | ACTIVITY                     | VENUE                |
|--------------------------|------------------------------|----------------------|
| <b>SATURDAY 29 APRIL</b> |                              |                      |
| 10:00 - 10:30            | <b>Asghar</b>                | <b>Scandic Hotel</b> |
| 10:30 - 11:00            | <b>Dear Tarkovsky</b>        | <b>Scandic Hotel</b> |
| 11:00 - 11:30            | <b>Hamlet from the Slums</b> | <b>Scandic Hotel</b> |
| 12:00 - 12:30            | <b>Happy Lovers</b>          | <b>Scandic Hotel</b> |
| 12:30 - 13:00            | <b>Pigeon Wars</b>           | <b>Scandic Hotel</b> |
|                          |                              |                      |

# MAFF DEVELOPMENT FUNDING FEATURE JURY



## Christer Nilson

**Producer and founder of GötaFilm**  
[cn@gotafilm.se](mailto:cn@gotafilm.se)

With over 10 years of experience as a freelancer in film and TV, including roles as a Unit Manager and Production Manager, and 6 years as Producer of Backa Teatern and Marketing Manager at Göteborgs Stadsteater, I formed GÖTAFILM AB in 1989. As the Managing Director, producer and co-producer of over 25 feature films, 35 hours of Prime-time Drama-series for TV, more than 20 hours of documentaries and a number of short films, my work has won numerous awards and participated in festivals around the world. In addition to my work in the industry, I have taught and lectured at various institutions, including the Stockholms Dramatiska Högskola and Filmhögskolan at Göteborgs Universitet. I have also held various organizational roles, including Chairman of the Swedish Filmproducers Organisation and board member for 10 years, and have been a member of the ACE Producers club since 1996 and the European Film Academy since 2005.



## Karim Debbagh

**Producer/Line Producer**  
[karim@kasbah-films.com](mailto:karim@kasbah-films.com)

Karim Debbagh was born in Tangier, Morocco in 1972 and was first introduced to the film industry through his late friend, the American writer and composer Paul Bowles « The Sheltering Sky ». Karim first studied English Literature in Tetouan and later graduated from the renowned Filmakademie B-W in Ludwigsburg, Germany as a Producer. He founded kasbah-films in 2005 which is now one of the leading Companies in the Kingdom. Karim is acting as a Line Producer/Producer and is committed to the welfare and development of the Moroccan film industry.



## Teresa Cavina

**Programmer/Script doctor**  
[teresa@elgounafilmfestival.com](mailto:teresa@elgounafilmfestival.com)

Teresa Cavina is an Italian festival programmer, script analyst and co-production expert. From 1989 to 1997, she was a programmer at the Venice International Film Festival, and in 1998, she moved to the Festival del Film Locarno, which she co-directed from 2001 through 2005. In 2006, she launched the Rome Film Festival, where she was artistic director until 2008. From 2009 to 2012, Cavina was the artistic director of the Festival International de Programmes Audiovisuels (FIPA), and programming director of the Abu Dhabi Film Festival from 2009 to 2014, where she co-created Sanad, a fund that provided support to Arab filmmakers and films relevant to Arab culture and heritage. Currently, she is an international advisor for Giornate Degli Autori (Venice Days) in Venice and a programmer at El Gouna Film Festival. She focuses on working closely with filmmakers, producers, script labs and funding bodies.

# ASGHAR

Saudi Arabia, Netherlands, Sweden / 90 min

## Synopsis

Asghar is a teenager who lives with his mother in the old city of Jeddah. His pocket is lined with seashells he uses to play a game to feel connected to his long-lost father. In this highly patriarchal culture, he undertakes a journey to search for his dad, which leads him into adulthood finding his true self. As Asghar plays with the seashells, the city of Jeddah, too, plays a game with him in a poetic meditation on identity, family, and love telling a tale of relationships and self-discovery.

## Director



### Hanaa Alfassi

Hanaa Alfassi is an experienced film writer and director with an M.A. in Film & Media Production from the New York Film Academy. She has produced short films that have been official selections at numerous festivals, including the award-winning dark comedy "The Last Sohour". Hanaa is an alumna of Rawi Screenwriters Lab in collaboration with Sundance Institute and her recent film, "Lollipop," was selected for the Dubai International Film festival 2017. She has worked with well-known companies and channels, including Proctor&Gamble, Aljazeera Documentary, MBC, and Vizyon, among others. Two of her early short films were also streamed on MBC TV and reached millions of viewers.

## Producer



### Hossam Elouan

[hossamelouan@gmail.com](mailto:hossamelouan@gmail.com)

Hossam Elouan holds an M.A. in Cinema Studies from San Francisco State University and a postgraduate diploma in International Co-production from EAVE. He founded Transit Films in 2013, now known as Transit Films International, to produce films that depict new Arab realities and promote Arab presence in international film culture. Elouan has produced titles such as "You Will Die at Twenty" (2019), "Cactus Flower" (2017), and "Ali, the Goat, and Ibrahim" (2016). He has also taught at the American University in Cairo and is a published writer. Elouan is interested in issues of representation and misconceptions of otherness in global societies. He received the Egyptian Creativity Award (Rome Award) in 1997 and taught at the American University in Cairo between 2008 and 2014, as well as in 2022.

## Swedish Co-Producer



### Basel Mawlawi

[basel@kinanafilms.com](mailto:basel@kinanafilms.com)

Basel Mawlawi is a producer and the founder of Kinana Films AB, which is based in Sweden. He 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. He produces feature documentaries, fiction and short films. He is passionate about collaborating creatively with filmmakers and writers to tell stories that matter and 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.



# DEAR TARKOVSKY

Palestine, Tunisia, Italy, Sweden / 110 min

## Synopsis

Ever since he returned from Russia, Farouk has never stopped looking for funding for his feature debut to no avail. He finally resorts to a morally questionable scheme. It targets Fayeze Rammah, one of Ramallah's richest men, both morally and politically crooked. Nothing goes quite as planned as Farouk falls in love with Yasmine, Fayeze's daughter, who was just supposed to be the bait...

## Director



### Firas Khoury

[firaskho@gmail.com](mailto:firaskho@gmail.com)

Firas Khoury is a Palestinian writer and director. In 2022, his feature debut, "Alam" premiered in Toronto International Film Festival. "Alam" won the Audience, Best Actor, and Best feature awards in Cairo International Film Festival. Firas has several short award-winning films, like "Maradona's Legs" (2019).

## Producer



### Asma Chiboub

[asmachiboub@yahoo.com](mailto:asmachiboub@yahoo.com)

Based in Tunisia, Asma Chiboub works in Atlas Vision company. She produced short films like several award-winning Black Mamba and, more recently, Chitana. She's currently developing Tunis-Djerba, a dramatic comedy debut, by Amel Guellaty, and Firas Khoury's Dear Tarkovsky and Your father's friend. Asma is part of EAVE network.

## Swedish Co-Producer



### Marta Reguera

[marta@foxinthesnow.se](mailto:marta@foxinthesnow.se)

Marta Reguera is junior producer at Malmö based Fox in the snow films. She has worked in the production of Mounia Akl's praised debut Costa Brava Lebanon (Venice, Toronto), collective pan-european film Isolation (Venice). Her current projects include Forastera (Lastor Media) in development and Baker Karim's Kadzo (Bad Flamingo) in postproduction.

# HAMLET FROM THE SLUMS

Egypt, Sweden / 90 min

## Synopsis

In this adaptation of Shakespeare's tragedy, the story follows 18-year-old Ahmed from a slum in Cairo who buries his father, the former king of horse-driven carriages collecting junk. Ahmed's uncle takes over and marries his mother, keeping the wealth within the family. Ahmed, burdened by his fluid sexuality and the patriarchal society, works for his uncle and finds solace in Sufi festivals, where he loses himself in transcendental rituals. When his father's apparition appears, Ahmed seeks revenge from his living patriarch. The tragic events lead Ahmed to escape the slum and find solace in the spiritual world. However, the slum is demolished, and new high-rises take over, leading to a heartbreaking end. This adaptation is set in contemporary Egypt, richly steeped in the rarely filmed world of Sufi mysticism.

## Director



### Ahmed Fawzi-Saleh

[fawzi.ahmad7@gmail.com](mailto:fawzi.ahmad7@gmail.com)

Ahmed Fawzi-Saleh (1981, Egypt) holds a degree in History and graduated from the High Cinema Institute in Egypt in 2009 with a specialization in screenwriting. He has worked as a scriptwriter and researcher on several documentaries and participated in prestigious film workshops such as Final Cut at Venice Film Festival, Sanad Fund, and Sundance documentary workshop (in collaboration with AFAC). His short documentary Living Skin (2011) has been screened at numerous international film festivals, while his feature Poisonous Roses premiered at IFFR 2018. His upcoming film Hamlet From the Slums will be his second narrative feature. Fawzi-Saleh is also actively involved in developing content for miniseries and co-produced the feature documentary "Mother of the Unborn," which screened at IDFA.

## Producer



### Ahmed Amer

[ahmedsol@icloud.com](mailto:ahmedsol@icloud.com)

Ahmed Amer is a versatile filmmaker who has worked as an editor, playwright, screenwriter, director, and producer. His directorial debut, "Kiss Me Not," premiered at Arabian Nights at DIFF. Amer's films as a screenwriter have been recognized by top-tier festivals, with "Feathers" winning the Nespresso Grand Prize at the Cannes Critics' Week 2021. He is currently developing two feature scripts to be shot in 2022 through his company, A. A. Films. Amer is producing and co-writing the feature "Hamlet from the Slums," which won six awards at CineGouna and was selected for Rotterdam Producers' Lab, Durban FilmMart, and Torino Film Lab. He also co-produced "Looking for Oum Kalthoum." Additionally, Yomna Khattab's feature documentary "50 Meters," which Amer produced, won nine grants at Cinegouna 2021.

## Swedish Co-Producer



### Erik Andersson

[erik@laskfilm.se](mailto:erik@laskfilm.se)

Läsk is a production company based in Sweden, founded in 2010 when the short BATHING MICKY by Frida Kempff was awarded with Prix du Jury at the Cannes Film Festival. Läsk has since made several docs and features, including 2021 Sundance breakout KNOCKING and DOGBORN (co-prod. with Memento Film) that premiered at Venice critic's week in 2022.

# HAPPY LOVERS

Morocco, Sweden / 90 min

## Synopsis

In 1993 France, Serge and May face financial struggles after the arrival of their first baby. Serge starts working as a night receptionist in a fancy Parisian hotel where he meets Rahman, a famous writer with a Fatwa on his head. To make money, Serge plans to write a novel about a character who wants to carry out the Fatwa. But as his financial difficulties and pressure increase, Serge starts considering executing the Fatwa himself. This obsession consumes him, and he becomes isolated and engulfed in absurdity and madness, losing his humanity and eroded by his selfishness and frailty. His family is at stake, and Serge's colorful companions, including his brother-in-law and colleague Nina, only add to the chaos.

## Director



### Hicham Lasri

[ash.lasri@yahoo.com](mailto:ash.lasri@yahoo.com)

Hicham Lasri is a Moroccan filmmaker born in Casablanca in 1977. He studied economics and law, then wrote plays, novels, and screenplays before turning to film. In 2011, he directed his first feature film, 'The End', which received critical acclaim. In 'They are the Dogs' (2013), he draws parallels between the Arab Spring of 2011 and the 1981 "bread riots" in Morocco, offering a beautiful tour through festivals and numerous critical writings. 'Starve your Dog' (2015) and 'HEAdbANG Lullaby' (2017) were screened in the Panorama and 'Jahilya' (2018) in the Forum sections of the Berlinale.

## Producer



### Lamia Chraibi

[lamia@laprod.ma](mailto:lamia@laprod.ma)

Lamia Chraibi is the founder of La Prod and Moon a Deal Films. She supports committed, free and independent cinema and works closely with directors such as Hicham Lasri and Narjiss Nejjar. Lamia has co-produced acclaimed films like Oliver Laxe's LAS MIMOSAS and Balint Kenyeres' TEGNAP. She produced Talal Selhami's ACHOURA, which won the Best Film Award at Hardline Festival and Ismael Ferroukhi's MICA, which premiered at Festival du Film Francophone d'Angoulême 2020. Her last two documentaries, ZIYARA by Simone Bitton and SCHOOL OF HOPE by Mohamed El Aboudi, were highly praised by critics. Lamia has also produced various TV programs.

## Swedish Co-Producer



### Linda Mutawi

[inda@fikra.se](mailto:inda@fikra.se)

Linda is a film producer with a multicultural background, she has worked in the UK, Jordan, Dubai and Sweden. Over the last 20 years her experienced has ranged from fiction to documentaries. Linda is a graduate of both The Producers Guild of America's diversity workshop, and the EAVE Producers Workshop 2022. Linda is currently producing and co-producing various Swedish and international projects.

# PIGEON WARS

Lebanon, Canada, Sweden / 100 min

## Synopsis

Rana, a bright and hyper-independent college student who cut all ties with her parents after leaving the family home, becomes obsessed with conquering the male-dominated pigeon wars of Beirut. When she realizes that she can't do it alone, Rana recruits Hassan, an overly-dutiful pigeon expert from an opposing sociopolitical sect, and they embark on a mission to catch a rare pigeon – the Nicobar – from the local Pigeon King. After a rocky start, they form an unlikely friendship on the rooftops above the deeply-divided Beirut and they learn from each other the meaning of flying free and the importance of home.

## Director



### Dania Bdeir

[daniabdeir@gmail.com](mailto:daniabdeir@gmail.com)

Lebanese-Canadian filmmaker Dania Bdeir has received numerous awards for her films. Her MFA graduate thesis film, *IN WHITE*, won the Spike Lee Production Fund and premiered at Clermont-Ferrand. Her latest short film, *WARSHA*, won the Jury Prize for the Best International Fiction Short at the 2022 Sundance Film Festival and has won over 100 awards at 250 festivals, including SXSW, IFFR, and Palm Springs Shortsfest. The film has also been shortlisted for the 2023 Academy Awards and is now available to stream on the Criterion Channel and Netflix MENA. Bdeir's debut feature film, *PIGEON WARS*, received development financing from Telefilm Canada and was selected for Le Groupe Ouest and the 2023 Sundance Screenwriting lab. She is represented by Anonymous Content.

## Producer



### Pierre Sarraf

Pierre Sarraf is a founding partner of "né à Beyrouth Films," a film development and production company in Beirut established in 2004. He was born in Beirut in 1975 and grew up during the civil war. In 1990, he moved to Italy, France, and Canada for his studies. After gaining professional experience, he returned to Beirut in 2004 to set up his film company. Pierre has produced 12 feature films, 10 short films, and 6 documentaries to date. His recent co-productions include "Insyriated," "Capernaum," and "3D." He has played a crucial role in promoting the Lebanese film industry by organizing the Lebanese Film Festival in Beirut since 2001 and serving on the Fondation Liban Cinema's board since 2016.

## Swedish Co-Producer



### Olivier Guerpillon

[olivier@foxinthesnow.se](mailto:olivier@foxinthesnow.se)

Olivier Guerpillon is a French-born Swedish producer and director, running the independent film production company Fox in the Snow in Malmö. 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) and *COSTA BRAVA LEBANON* by Mounia Akl (Venice, Toronto 2021), as well as co-directed the anthology film *ISOLATION* (Venice 2021). He is currently in post-production with Baker Karim's feature film *KADZO*, recently shot in Kenya.



# MAFF DEVELOPMENT FUNDING DOCUMENTARY

The main goal of the MAFF Development Fund is to assist documentary projects in their developmental stages by providing them with essential resources to thrive. To enhance Nordic-Arab co-production, a Swedish partner must be linked to the project.

## AWARDS

\* Swedish Film Institute grants a cash prize of 75,000 SEK to one winning project.

| TIME                     | ACTIVITY            | VENUE                |
|--------------------------|---------------------|----------------------|
| <b>SATURDAY 29 APRIL</b> |                     |                      |
| 15:00 - 15:30            | <b>The Prince</b>   | <b>Scandic Hotel</b> |
| 15:30 - 16:00            | <b>Tunis-Berlin</b> | <b>Scandic Hotel</b> |
| 16:00 - 16:30            | <b>Solo</b>         | <b>Scandic Hotel</b> |
|                          |                     |                      |

# MAFF DEVELOPMENT FUNDING DOCUMENTARY JURY



## Khaled Ramadan

**Filmmaker, Curator, and Cultural Writer**  
[khalidrama@gmail.com](mailto:khalidrama@gmail.com)

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 Sofia, 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.



## Olle Toftenow

**Director**  
[olle@tally-ho.se](mailto:olle@tally-ho.se)

Born in Lund, Sweden 1979. Founding member of the Malmö-based production company Tally-ho. Tally-ho is run by the directors trio made of the brothers Olle and Nils Toftenow together with Mathias Rosberg.

Selected work of Tally-ho:

2020 "Madame Deema's journey of love" (reality series 6x28,5 min, SVT)

2018 "Madame Deema's wonderful journey" (reality series 6x28,5 min, SVT). Winner of Swedish Emmy for best reality 2018, winner of the RIA-award for best nonscripted production 2018, special selection for the INPUT TV-festival 2019.

2016 "Klippan's Karaoke cup ss2" (reality series 6x28,5 min, SVT)

2015 "Klippans karaoke cup" (reality series 10x15 min, SVT). Nominated for best reality at the Swedish Emmy awards 2015.



## Ylva Skarsgård

**Festival Producer - Nordisk Panorama**  
[ylva@nordiskpanorama.com](mailto:ylva@nordiskpanorama.com)

Ylva Skarsgård is Festival Producer of Nordisk Panorama, the largest Nordic doc & shorts festival and industry platform. Prior she was Production Coordinator at Musik i Syd working with events like the Ystad Sweden Jazz Festival and the Båstad Chamber Music Festival. Ylva has served on the jury for the Region of Skåne's Short Film Award at BUFF Film Festival. She is passionate about pushing boundaries in storytelling.

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# SOLO

Tunisia, Sweden / 75 min

Akmal, a young 24-year-old rapper, lives today for one simple reason: the hope of seeing his mother again. The mother who, ten years ago, made a terrible choice: to blindly follow her husband to join the Daech terrorist militia.



## Amine Boukhriss

**Director**

[amineboukhriss.tn@gmail.com](mailto:amineboukhriss.tn@gmail.com)

Born in 1986, Amine Boukhriss is a Tunisian author and producer who studied cinema at the School of Arts and Cinema in Tunis. After making a few short films, he directed his first feature documentary, "War Reporter," which participated in several festivals and won awards including the Dubai International Film Festival and the Montreal World Film Festival. In 2018, he founded his own production company, "Donia Films," through which he produced documentaries for the Al-Jazeera Documentary Channel. He also directed his second feature documentary, "Halal Cinema," which was selected for competition at the Carthage Film Festival (JCC). Currently, he is developing other film projects such as "Solo."



## Basel Mawlawi

**Producer**

[basel@kinanafilms.com](mailto:basel@kinanafilms.com)

Basel Mawlawi, a true filmmaker, has been exploring the art of storytelling since a young age. With a Bachelor's degree from Middlesex University and a Professional Diploma from SAE Institute, he has produced several documentaries and over ten short films. He collaborates with filmmakers and writers to create powerful stories that make a difference. Basel's commitment to growth and development is evident in his participation in prestigious labs like DFI's Producers Lab and EAVE 2021, pushing the boundaries of nonfiction storytelling and narrative cinema.

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# THE PRINCE

Palestine, Sweden, Denmark / 75 min

Three generations of fathers and sons brings us through topics of migration, criminality and family ties. Hayder, the main character, was once a gang leader ruling the streets and cities of northern Denmark. Now, at 44, wants to change in fear of his story repeating itself with his adolescent son.



## Mohanad Salahat

**Director, Producer**

[salahat.m@gmail.com](mailto:salahat.m@gmail.com)

An independent Palestinian / Swedish filmmaker, journalist, and writer. He has been working in the film industry in the Middle East and Europe Since 2005. Most of his films were often screened on Al Jazeera Arabic and Al Jazeera World, Al Jazeera Documentary, Swedish National TV (SVT), and at film festivals worldwide. Additionally he works as a consultant with a number of media companies, organizations, and film festivals. Mohanad is also the founder and director of Sunbird Films in Malmö, Sweden.



## Kassandra Smith

**Producer**

[kassandra.mi.smith@gmail.com](mailto:kassandra.mi.smith@gmail.com)

A Swedish / American marketing and engagement expert and film producer. She has worked within the marketing and communications field since 2011 for commercial as well as political and nongovernmental organizations as; a creative director, campaign manager, copywriter as well as digital engagement expert, and production and project manager. She currently works for the Swedish Red cross as well as with the production company Sunbird films in Malmö, Sweden.

# TUNIS BERLIN

Tunisia, Sweden / 70 min

## Synopsis

Mariem Kms, Ines Afs and Noy Ara are Tunisian female DJs. They dream of going to Berlin to escape their setbacks in Tunisia in an environment hostile to djjing, in general, and to women, in particular.

As they struggle to achieve their goal, it's the film's director who is stymied by production issues...

## Director



### Nidhal Guiga

[nidhalguiga@yahoo.fr](mailto:nidhalguiga@yahoo.fr)

Nidhal Guiga is a Tunisian actress, writer, and director. She directed and wrote three plays, including "Zéro bis" in 2003 and "Selon Gagarine" in 2008. Guiga also wrote the novel "Mathilde B." in 2012, which won the Zoubeida B'chir prize. She directed three short films, "A capella," "Astra," and "Silencio." Guiga's work has been selected for the Avignon Festival and staged at Théâtre Ouvert in Paris. She is currently working on several projects across different disciplines.

## Producer



### Ismahane Lahmar

[lamadameprod@gmail.com](mailto:lamadameprod@gmail.com)

Ismahane Lahmar, Franco-Tunisian director and screenwriter, graduated from ESRA in Paris. Directed "On Your Grave" and wrote the screenplay for "Al Yasmine". Her shorts "Rainbow" and "N'importe quoi" screened at international festivals. Wrote and directed 100% Tunisian comedy "Woh". Attended international writing workshops and founded Madame Prod production company. Started "Le Cinema Au Feminin", a unique training program for underprivileged women in cinema, supported by Drosos Foundation, Goethe Institute, Rambourg Foundation, and French Institute.

## Swedish Co-Producer



### Thomas Brennan

[thomas.brennan@uniarts.se](mailto:thomas.brennan@uniarts.se)

Thomas Brennan is the Co-founder, technical producer, FCP editor, and Colorist in The FLOCK.

The FLOCK is a small film/video production house located on the outskirts of Stockholm that focuses on providing a fine arts perspective to all our film and video projects. We create, edit, color correct, and distribute broadcast-quality products for Swedish and other Nordic TV programmers, performing arts institutions (such as the Royal Swedish Ballet and Opera), local and national dance and theater companies, and individual artists.



# MAFF DEVELOPMENT FUNDING SHORT

The objective of the MID Development Funding is to provide assistance to short film projects during their development stage. This initiative is aimed at filmmakers hailing from the Nordic and Baltic regions, who possess compelling stories and seek to showcase them to a global audience.

## AWARDS

\* Film i Skane grants a cash prize of 30,000 SEK to the winning project.

| TIME                   | ACTIVITY           | VENUE         |
|------------------------|--------------------|---------------|
| <b>SUNDAY 30 April</b> |                    |               |
| 10:00 - 10:30          | A Kite             | Scandic Hotel |
| 10:30 - 11:00          | Baklava Dreams     | Scandic Hotel |
| 11:00 - 11:30          | Cold Coffee        | Scandic Hotel |
| 12:00 - 12:30          | Not Really a Match | Scandic Hotel |
| 12:30 - 13:00          | Red Shoes          | Scandic Hotel |
|                        |                    |               |

# MAFF DEVELOPMENT FUNDING SHORT JURY



## Ali Alsumayin

**Producer, Director, GM of Pilcrow Creative Studio**  
[ali@pilcrow.tv](mailto:ali@pilcrow.tv)

Ali Alsumayin is a highly accomplished producer and director from Saudi Arabia with over 7 years of experience as a director and broadcast designer at MBC network. He has executive produced and directed over 100 TV commercials, three short films, and two series, including the award-winning "Can't Kiss Myself" in 2016. He also served as executive producer for "Becoming," a feature film featuring five Saudi female directors that premiered at the Red Sea Film Festival in 2019. In addition to his work, Ali has been a jury member for several film festivals, sharing his expertise with aspiring filmmakers. As the proprietor of PILCROW Creative Studio since 2014, he has earned a reputation as one of Saudi Arabia's most innovative and successful media professionals.



## Amal El Gamal

**Film Critic, Script Writer**  
[amelel.gamel@gmail.com](mailto:amelel.gamel@gmail.com)

She's an accomplished academic writer and researcher in film and television semiotics, holding a PhD in Film Criticism with distinction. Her work includes writing documentary scenarios for the European Broadcasting Union and Egyptian television, focusing on endangered animals. She's also written two fiction film scripts, one based on Youssef Idris' short story "Beyond Reason" and another based on Sherif Hetata's award-winning novel "The Net." She's served on several international film festival juries, including the Moscow International Festival and has authored twelve books on cinema and literature, such as "Through the Eyes of a Woman" and "Egyptian Cinema in International Film Festival."



## Amjad Abu Alala

**Producer**  
[amjad.film@gmail.com](mailto:amjad.film@gmail.com)

Amjad Abu Alala is a Sudanese Director and Producer who studied directing at UAE University and worked for both Arab and Western channels. His short films were screened at various film festivals. In 2013, he won the Best Arabic Theater Script award for "Apple Pies" and has been the Head of Programming Committee for the Sudan Independent Film Festival since 2014. His last feature film, "You will die at twenty," won the lion of the future at Venice International Film Festival and 20 other awards. It was the first submission from Sudan to the Oscars. He is producing new feature films with his production company, Station Films.

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# A KITE

Sweden / 10 min

Pre-teen Waheed enjoys sunsets with kiting with his kiting buddy, Saad. A feminine kite invades their world creating a crack in their relationship. Waheed realizes that friendship cannot be sacrificed for love. He resorts to unconventional measures to bring back his friend.



## Areeb Zuaiter

**Director**  
areebzuaiter@gmail.com

Areeb Zuaiter is a visual storyteller whose work focuses on social issues and identity. She directs short documentaries and narrative films that toured many festivals. Her professional experience includes working at renowned institutions both in the US and in Jordan; including the Associated Press, the Smithsonian, the Royal Film Commission – Jordan, and teaching at multiple universities in the US. In addition to working on her debut feature-length documentary and her upcoming short narrative, Zuaiter heads the Programming of Amman International Film Festival.



## Mohanad Salahat

**Producer**  
salahat.m@gmail.com

An independent Palestinian / Swedish filmmaker, journalist, and writer. He has been working in the film industry in the Middle East and Europe Since 2005. Most of his films were often screened on Al Jazeera Arabic and Al Jazeera World, Al Jazeera Documentary, Swedish National TV (SVT), and at film festivals worldwide. Additionally he works as a consultant with a number of media companies, organizations, and film festivals. Mohanad is also the founder and director of Sunbird Films in Malmö, Sweden.

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# BAKLAVA DREAMS

Sweden / 15 min

Nadia, born and raised in Sweden, embarks on a mission to find the perfect baklava for her seriously ill mother. As she strives to fulfill her mother's final wish and preserve their last connection to their Iraqi heritage, Nadia's journey transforms into a personal exploration of her cultural identity and ultimately revealing surprising truths about herself.



## Yasser Radhi

**Director, Producer**  
radhiyasser@gmail.com

Yasser Radhi is a talented filmmaker who explores cultural identities through his short films. He was born in Sweden to Iraqi parents and has a Bachelor's degree in film production from Dalarna University. Yasser's latest work, "Den Andra Generationen," supported by Filmbasen, has been showcased at prestigious Swedish festivals such as Stockmotion and Sveriges Kortfilmsfestival. In 2022, he was selected as a Talent for New Voices through Film Stockholm for his project "Baklava Dreams" and gained insights from industry professionals at Talent Days at Bergman Week 2022.



## Filson Ali

**Producer**  
filson@camerax.tv

Filson Ali is an Afro-Swedish producer with a Bachelor's degree in Media Art and a Master of Fine Arts in Film from LIU in New York. She co-founded Camera X, a production company based in Denmark and Sweden, and worked on award-winning projects such as "Wake up with Denmark" and "The Mothers of Rinkeby." Filson created the youth web series PLAY & REWIND and was selected for the Talent to Watch program in 2021 and the Young Nordic Producers Club at Cannes in 2022. She's pitching "Baklava Dreams" with director & writer Yasser Radhi and seeking co-producers, distributors, and industry professionals to help bring the project to life.

# COLD COFFEE

Sweden / 15 min

On one of the dark nights in Ramallah, when Mahmoud and his family celebrate little Zina's birthday, more than 20 armed soldiers break into the house and take Mahmoud to an unknown fate.



## Abeer Al Muhsin

**Director**  
[abeer.muhsin@gmail.com](mailto:abeer.muhsin@gmail.com)

Abeer Al Muhsin is an Arab film director and producer with an MBA in Aviation Management and a bachelor's degree in Film production. She directed "My Book is Secretariat" for the Ministry of Education in 2008 and won the First Prize in the UAE Ministry of Culture, Youth & Community Development contest for "UAE Union History in Child Eye" in 2009. Her short documentary "Not a Shadow" won the Second Prize in the Youth Media Award in 2011. Recently, her short film "في يوم وليلة - Day in Gothenburg" won the best director and best film award at the Black Sheep Film Festival in June 2021. Abeer is currently working on film projects to support the Arab community, with a focus on children.



## Yehya Breshe

**Producer**  
[yehya@unisonstudio.se](mailto:yehya@unisonstudio.se)

Yehya Breshe was born in Syria and moved to Sweden in 2016. With over 12 years of experience in the film industry, he has honed his filmmaking skills. Yehya has a strong interest in film and has been following the industry for many years, with a deep appreciation for both classic and contemporary films. His love for film greatly influences his approach to sound design, bringing a unique perspective to his work that is informed by his passion for the art.

# NOT REALLY A MATCH

Palestine, Egypt, Sweden / 25 min

A young man, Samir, attempts to step out of the Dbaye Palestinian Refugee Camp to take his Tinder match out on a date in the other Beirut. Single and 32 years old, it was time for him to step out of his Internet-Cafe place and live a face-to-face experience after failed online relationships. Samir decides to take the mini-van to pursue his not-so-easy quest to meet his match for the first time and take her to the camp in order to prove to his mother the seriousness of his intentions. A series of misfortune events find him in his treacherous journey, and he encounters the awkwardness of being a Palestinian refugee in Lebanon.



## Fatma Racha Shehadeh

**Director, Producer**  
[fr.shehadeh@gmail.com](mailto:fr.shehadeh@gmail.com)

Born in Los Angeles, CA to a Lebanese mother and a Palestinian father. She grew up in Tripoli, Lebanon, completed her BA in Communication Arts (TV/Film) at the Lebanese American University and her masters degree in Cinematography at the Lebanese University in Beirut. Fatma Racha wrote and directed 5 short films that were screened and awarded in Lebanon and abroad. Also, being a Director of Photography, she shot over 30 short films that some of them are still touring in festivals and recently her first feature film.



## Fady Gamal Atallah

**Producer**  
[fady.atallah@b-retta.se](mailto:fady.atallah@b-retta.se)

Fady Atallah is an Egyptian/Swedish director and producer, co-founder of B-RETTA FILM in Stockholm. With a background in engineering, he pursued his passion for film, studying at Stockholm Film School and De Montfort University, where he earned his MA in filmmaking. Fady is currently a PhD candidate in audio-visual film studies at the University of Birmingham. He has created award-winning short films and documentaries, including Raindance Film Festival 2019 Official Selections and a Special Jury Prize at CNFF 2016. His film, "My Father's Scent," which he co-produced, received a development fund award from the Swedish Film Institute at Malmö Arab Film Festival in 2022.



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# RED SHOES

Finland / 15 min

Three elderly men from a church choir get an unexpected companion to their annual cruise to Tallinn; a young, black man, son-in-law of their organist. The three men and the newcomer are suspicious of each other at first, but after some unexpected events end up becoming good friends.



## Mohamed El Aboudi

**Director**  
[melaboudinaji@gmail.com](mailto:melaboudinaji@gmail.com)

Mohamed El Aboudi was born in 1961 in Morocco, and has a M.A from Bond University, Australia. He currently resides in Finland. His latest long documentaries: School of Hope (2020) premiered at HotDocs film festival. Dance of Outlaws premiered at Locarno International Film Festival; Fight of Fate (2009) and Netizen Mo (2015).



## Hannu-Pekka Vitikainen

**Producer**  
[hannu.vitikainen@zone2.fi](mailto:hannu.vitikainen@zone2.fi)

Hannu-Pekka Vitikainen has a strong reputation in the Finnish film business, earned through his successful documentary film productions and distinguished work as a cinematographer. He graduated BA in ELO Film School in Aalto University majoring in cinematography 2003. He's worked with Finland's most talented directors on award-winning films including IN THE SHADOW OF THE HOLY BOOK (IDFA Main competition), EMERGENCY CALL (IDFA Masters series). HP's reputation has extended to international co-productions which has created a strong network of contacts. He participated Cannes Nordic Producer's Club in 2015. He produced GODS OF MOLENBEEK, which screened in more than 60 international film festivals including Hot Docs, Visions du Reel, Dok.fest Munich, Gothenburg IFF, Thessaloniki IFF, DocPoint.



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# PARTNERS

# FILM IN SKÅNE

Film i Skåne is a regional film production center that collaborates with various organizations to extend its reach throughout the film industry. It aims to increase young people's exposure to, understanding of, and ability to create films by providing film teachers and running the Ystad Studios Visitor Center in partnership with Ystad Municipality. The organization also works to promote the viewing and discussion of films throughout Skåne province by collaborating with film festivals, municipal authorities, clubs, societies, and other organizations. Furthermore, Film i Skåne provides funding and co-production opportunities for short films, documentaries, feature films, and TV series to improve the professional film infrastructure of the region and nurture talent development. Ystad Studios, located in a peaceful environment close to Kastrup Airport, Copenhagen, and northern Germany, offers production facilities. Finally, the Southern Sweden Film Commission (SSFC) has been established to promote Skåne and Southern Sweden as a filming location and the southern Swedish film industry internationally. [www.filmiskane.se](http://www.filmiskane.se)



## Joakim Strand

**Head of Production, Film i Skåne**  
[joakim@filmiskane.se](mailto:joakim@filmiskane.se)

Film i Skåne is a regional film organization with the task of promoting film culture activities and contributing to growth in Skåne through film production. Films shot and produced in Skåne favor the growth and development of the region's film industry, while also helping to make Skåne more visible internationally.

## Co-producer of film in Skåne



# RED SEA INTERNATIONAL FILM FESTIVAL - FUND

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](mailto:emad.eskander@redseafilmfest.com)

Emad Eskander is a Saudi storyteller/filmmaker. A marketing graduate from King Fahad University of Petroleum and Minerals and started his professional career as a creative conceptualizer in ad agencies. He then gained valuable experience in multiple multinational companies such as Unilever and P&G. His passion for films in Saudi and the region prompted him to leave the corporate world for a more creative role in local up-and-coming film agencies.

In 2019, he founded his own conceptualizing and writing studio “Blue Bus Entertainment”, in his first year the studio was able to make huge strides in the local and regional film industry.



## Reem Almodian

Fund Submission Manager

[reem.almodian@redseafilmfest.com](mailto:reem.almodian@redseafilmfest.com)

Reem Almodian is a filmmaker with a diverse range of experience in the industry. She holds a Bachelor's Degree in Visual & Digital Production, which has allowed her to explore her passion. Over the past 7 years, Reem has worked in various roles within the filmmaking and entertainment industry, including serving as a Jury Member at Ajyal Film Festival, co-producing an international co-production internship, and working in production teams for advertisements and feature films. While obtaining certificates from BFI for film training, and Glion institute for Hospitality & Tourism. Reem is currently working as a Submission Manager at The Red Sea Fund.



## Salman Almusaad

Cycle Manager

[Salman.almusaad@redseafilmfest.com](mailto:Salman.almusaad@redseafilmfest.com)

Salman is producer/Production Manager and location manager with a film-making practice spanning over more than 10 years. He participated in most major international films shot in the Kingdom of Saudi Arabia. And he worked in joint productions with United states, Spain, France with agencies and production companies in. His work includes ‘Kandahar, directed by Ric Roman Waugh; 2020, and ‘Champions, directed by Manuel Calvo’, 2019. ‘The perfect Candidate, directed by Haifa Al-mansour’, 2018, and the Sundance Jury’s award winner ‘Dunya’s Day, directed by Raed Alsemari’, 2018, ‘Born A King, directed by Agusti Villaronga; 2017. Salman currently works as a Cycle Manager at the Red Sea Fund.

مهرجان البحر الأحمر السينمائي الدولي  
RED SEA INTERNATIONAL FILM FESTIVAL  
30 NOV ————— 09 DEC, 2023

صندوق  
البحر الأحمر  
RED SEA  
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PARTNERS 54



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# ARAB RADIO AND TELEVISION (ART)

Arab Radio and Television Network (ART) is one of the major players in the Arab Film Industry, with a wide array of activities including production, co-production, distribution and financing.

ART has the largest library of classical & recent Arabic Media content which represents almost 60% of the entire heritage.

ART aims to raise the visibility of Arab filmmakers and stimulate film production in the Arab world.



## Afnan Sarraj

**Head of Digital Content / Commercial Manager - ART**

**[afsarraj@amc-art.com](mailto:afsarraj@amc-art.com)**

Afnan Sarraj is the Head of Digital Content / Commercial Manager in Arab Radio and Television Network(ART). Afnan graduated from The American University of Cairo, Faculty of Economics and Mass Communication. Afnan Sarraj is also managing all the production & co-production projects.







Our  
*Upcoming Feature*  
Films



**Back to Alexandria**

Director **TAMER RUGGLI**



**Red Path**

Director **LOTFI ACHOUR**



**Olfa's Daughters**

Director **KAOUTHER BEN HANIA**



**behind the mountains**

Director **MOHAMED BEN ATTIA**

# 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.

[www.filminstitutet.se](http://www.filminstitutet.se)



## Anders Nylander

**Feature Film Commissioner - Swedish Film Institute**  
[anders.nylander@filminstitutet.se](mailto: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 assesses 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](mailto: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.



**Svenska  
Filminstitutet**



# WORKSHOPS

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# MAKE YOUR FILM IN FIVE DAYS

The “Make Your Film in 5 Days” workshop, conducted by Closeup North AB in cooperation with Malmö Arab Film Festival, the Saudi Film Commission, and Film Centrum Syd, brings together promising young filmmakers from Saudi Arabia and Nordic countries and Europe.

Over the course of five days, participants will work together in cross-cultural teams to write, shoot, and edit short films. Led by experienced film industry experts, the workshop offers a unique opportunity for collaboration, learning, and networking between the participating filmmakers. The goal is to build understanding and lasting connections between these groups that can lead to future creative partnerships and opportunities.

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## Supervisor



### Mehdi Saleki

[mehdisaleki58@gmail.com](mailto:mehdisaleki58@gmail.com)

Owner and founder of REC View Film Production. Produced many short documentaries and reports for BBC international, TRT English, and Swedish television, as well as many documentaries that were sold to different countries. In addition, Mehdi is a film teacher in three different institutions. Info komp Educational Center, EC Education AB and Malmö University.

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## Participants



### Ali Salem - Saudi Arabia

[dfpali@gmail.com](mailto:dfpali@gmail.com)

A talented artist and director with a passion for storytelling. With a background in theater and a winning title as a director in Arabs Got Talent 2012, Ali Salem is no stranger to the spotlight. He has also directed multiple TV programs and excelled as an editor and designer.



### Amna Basil - Sweden

[amnabasil1998@gmail.com](mailto:amnabasil1998@gmail.com)

A recent graduate in visual communication from Malmö University, specializing in filmmaking. She has created short documentary advertisements for various restaurants, showcasing her skills in visual storytelling.

## Participants



### Ayman Al Mutahar - Saudi Arabia

[ayman.mutahar@gmail.com](mailto:ayman.mutahar@gmail.com)

A multi-talented individual, excelling both as an actor and a dentist. He holds a diploma in film acting from The Acting Center in the United States (2016) and has also completed a theater acting course at the National Youth Theatre (NYT) in Britain (2013). Ayman has been featured in popular television shows like "Rashash" and "Kayan".



### Candelaria Gutierrez - Sweden

[candelariabeatriz@gmail.com](mailto:candelariabeatriz@gmail.com)

A young filmmaker and film editor originally from Argentina, currently living in Malmö. Holds a degree in Cinema from Buenos Aires University and recently won a full scholarship in film editing at Lens School of Visual Arts in Madrid, Spain. In 2022, she was selected to be part of Interaction: Student Film Camp in Serbia as an editor. In 2019, her first short documentary "The Fire We Saw," which she co-directed, produced, and edited, premiered in the Argentinean short film competition at the 32nd edition of The Mar del Plata International Film Festival, among others.



### Ghazwa Mansour - Saudi Arabia

[meral098meral098@hotmail.com](mailto:meral098meral098@hotmail.com)

Ghazwa Mansour is a Saudi screenwriter and actress with a passion for storytelling. Graduated from MBC Academy with a specialization in scriptwriting, and has participated in the creation of a TV series that was aired on Al Khaleejiah channel, as well as another TV series that will be broadcast on MBC channel.



### Hala Alhaid - Saudi Arabia

[hala-allhaid@hotmail.com](mailto:hala-allhaid@hotmail.com)

Hala is a Saudi independent storyteller and animation director. Her latest short film, "The Palm Witch," is streaming on Netflix Middle East.

## Participants



### Siqi Wang - Sweden

[si1715wa-s@student.lu.se](mailto:si1715wa-s@student.lu.se)

Was born in China, studied Radio and TV Broadcasting as an undergraduate and now she is doing her master's in visual Culture in Sweden. She has worked in the media as an intern and made advertising campaigns. She can write scripts and copy narration and can shoot, and post edit herself.



### Muneerah Al Subait - Saudi Arabia

[manayeraphy@gmail.com](mailto:manayeraphy@gmail.com)

A highly skilled and passionate cinematographer on a relentless pursuit of knowledge. With an unwavering passion for cinematography, Muneerah Al Subait is constantly pushing boundaries to capture and showcase her rich culture to the world.



### Salma Afash - Sweden

[Salma.afach@gmail.com](mailto:Salma.afach@gmail.com)

A Syrian filmmaker based in Malmö, Sweden, studied film for two years at Skurups folkhögskola and has worked on various projects as a script supervisor, editing assistant, camera assistant, and more. Apart from working on set, she has also pursued her own projects. She is eager to expand her knowledge of the production process through this workshop.



### Tuva Lundborg - Sweden

[tuvalundborg@icloud.com](mailto:tuvalundborg@icloud.com)

Tuva is passionate about filmmaking. She is currently studying visual culture at Lund University, where she gains theoretical perspectives on film, photography, and art. However, she is also keen on gaining more practical experience in filmmaking. She has previously participated with two films for Pixel-Skåne and completed an introduction to photography at HDK Valand last summer. Video montaging is a part of her everyday life, and she is excited about the opportunity to further develop her skills with professional help through this workshop.





CLOSE-UP  
NORTH

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# MY FILM PROJECT

"My Film Project" is a five-day workshop, conducted by Closeup North AB in cooperation with Malmö Arab Film Festival and the Saudi Film Commission, designed to help upcoming filmmakers and project owners in the development stage to prepare a written and visual file that includes the film's needs, objectives, artistic and technical methods, as well as meeting the needs of production and distribution entities, support funds, broadcast channels, and investors. The workshop includes sessions on available financing sources and how to communicate with them, as well as guidance on verbally presenting the film to different committees. The workshop will also feature private sessions between supervisors and project owners for specific advice and guidance. The targeted categories for the workshop are project owners in the film industry in the development stage, including directors, scriptwriters, and producers.

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## Supervisor



### Laura Nikolov

[laura.nikolov@ik.me](mailto:laura.nikolov@ik.me)

Laura Nikolov, who studied history and cinema in Paris, is involved in many activities for cultural and artistic diversity. She has been involved in various film activities such as organizing festivals, programming films, running workshops, round-table discussions and coordinating various film productions and screenings, as director of the Alliance française of Oulan-Bator and consultant for film festivals such as the Festival international des cinémas d'Asie de Vesoul. Her link with the image led her to use all her experience to produce cinema films by founding Coorigines in order to strengthen intercultural exchanges through art and cinema. Currently, she is working on several projects, documentaries and feature films showing reflections of people from all over the world (Middle East, Asia, Europe).

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## Experts



### Joakim Strand

**Head of Production, Film i Skåne**  
[joakim@filmiskane.se](mailto:joakim@filmiskane.se)

Film i Skåne is a regional film organization with the task of promoting film culture activities and contributing to growth in Skåne through film production. Films shot and produced in Skåne favor the growth and development of the region's film industry, while also helping to make Skåne more visible internationally.

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## Experts



### Kristina Börjeson

**Head of Production, Film i Väst**  
[kristina.borjeson@filmivast.se](mailto:kristina.borjeson@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 producer and head of Communication. In the beginning of the 90s five years at the Göteborg Film Festival as programmer. Sweden's representative to Eurimages between 2016-2019 and also member of the jury for the Nordic Film Prize 2018-2020.



### Souad Houssein

[souadh20@gmail.com](mailto:souadh20@gmail.com)

Souad Houssein is the founder of the Pan-African Audiovisual and Cinema Observatory (OPAC), whose objective is to collect data on the economic impact of the cinema and audiovisual industry in Africa. With a Master's degree in Global Communication and a diploma in International Relations, she joined the Organisation Internationale de la Francophonie (OIF) in 1999. Within this organisation, Ms Houssein has acquired solid experience in the development and promotion of films from 37 countries, notably through the management of the "Fonds image de la Francophonie" (cinema component), and the promotion and capacity building of cinema professionals. During her career she has organised events, exchanges and workshops at major international and regional film festivals. Previously, Ms. Houssein worked in Djibouti in the framework of a functional literacy programme in French for women with the support of GTZ and UNICEF and is currently a member of the International Alliance of Women (IAW) where she contributes to communication.

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## Participants



### Ali AlDamjani

[ame223311@gmail.com](mailto:ame223311@gmail.com)

A filmmaker, with a passion for storytelling and a wealth of expertise. Holding a BA in Electronic Media, BA in Business Administration, and Diploma in Media Production Technologies, this visionary has directed films such as "Desert Memory" and served as the executive director of the captivating "Film Life of a Woman," now streaming on Netflix.



### Ayman AlDandan

[ayman1981dan@gmail.com](mailto:ayman1981dan@gmail.com)

Ayman AlDandan, a renowned Saudi scriptwriter and author, known for his captivating storytelling and creative prowess. Member of the Cinema Club and author of "How to Be a Screenwriter in Brief."

## Participants



### Mohammed Al Yousi

**abobakrusi@gmail.com**

From a childhood immersed in nature, photography has been a lifelong passion for Mohammed Al Yousi. He is deeply convinced that an image can convey profound messages. Today, he continues to carry a small backpack that holds his camera, papers, pencils, his passion, and unwavering faith. As a dedicated photographer, he strives to capture the world through his lens and shares his unique perspective with others.



### Amro Al Sabban

**amroaj@hotmail.com**

Amro Alsabban, a professional Saudi actor and a future filmmaker and a PMO Manager, graduated from EEI Creative Arts School of Film & Entertainment Program, participated in various movies, tv series and commercials, such as Al Hamour Movie and Block which won the best short movie at 2020 Saudi Film Festival.



# Rörelse

En podcast av ABF Malmö



**Ny  
podd!**



**Lyssna här!**  
Scanna  
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din mobilkamera.

- ▶ Svart historia – Amat Levin
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- ▶ Tid för uppror! – Extinction Rebellion
- ▶ Girig-Sverige – så blev folkhemmet ett paradys för de superrika, med Andreas Cervenka

With the participation of



C A M E R A X



FOX  
IN THE  
SNOW  
FILMS



the Flock

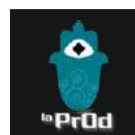
GREEN  
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Vision  
PRODUCTIONS



A. A. Films



FIKRA

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**Batoul Ardat**, MAFF Industry Days Coordinator

**Eleni Giakouvaki**, Forum Coordinator

**Rahaf Okdeh**, MID Guest Coordinator

**Seba Dabbah**, MID Assistant

**Celia Daher**, MID Technical

**Yara Sheikh**, Workshop coordinator

**Sara Talhouk**, Workshop coordinator

## MAFF INDUSTRY DAYS CONSULTANTS

**Ahmad Shawky**

**Mohamad Atef**

**Mahmoud Abueida**, Close up North - General Liason/executing workshops



## ADDRESSES

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**Royal SF**  
Södra Tullgatan 4

**Scandic Triangeln Hotel**  
Triangeln 2

**Elite Plaza Hotel**  
Gustav Adolfs torg 49

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Kung Oscars väg 11

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## BOARD



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**MALMÖ ARAB FILM FESTIVAL**  
**2023**