



OCTOBER 4-8, 2019  
**9th Malmö**  
Arab Film Festival



**MAFF**  
M A F F MARKET FORUM

Presented by Malmö Arab Film Festival



# MAFF MARKET FORUM

5-8 OCTOBER 2019

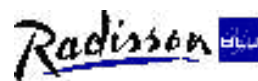
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Partners



- 1** CONTENT
- 2** WELCOME
- 3** MAFF MARKET FORUM
- 4** MALMÖ
- 5** FORUM
- 21** MEET THE PARTNERS
- 56** MEET THE EXPERTS
- 68** MEET THE PARTICIPANTS
- 80** THE TEAM
- 81** INFO



## Mouhamad Keblawi

Founder - Head of festival & industry

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

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

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

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

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

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

**WELCOME**





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

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

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

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



Fredrik Johansson

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

Malmö is a intercultural and youthful city. In recent years the population of Malmö has increased significantly. Malmö is a very international city with nearly a third of its inhabitants has been born abroad. There are 174 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.



**ABOUT MALMÖ**

# FORUM

|                            |           |
|----------------------------|-----------|
| <b>PROGRAMME</b>           | <b>6</b>  |
| <b>SEMINAR</b>             | <b>13</b> |
| <b>PRESENTATIONS</b>       | <b>14</b> |
| <b>NETWORKING SESSIONS</b> | <b>17</b> |

## SCANDIC TRIANGELN HOTEL - MARKET ROOM

### SATURDAY 5/10

|               |   |
|---------------|---|
| 10:00 - 10:30 | MAFF Market Forum Opening                                 |
| 10:30 - 11:30 | Tunisian Cinema between the Past and the Present          |
| 11:45 - 13:15 | Development Fund Pitching Sessions (Documentary Projects) |
| 14:45 - 17:15 | Development Fund Pitching Sessions (Feature Projects)     |

### SUNDAY 6/10

|               |  |
|---------------|--|
| 10:30 - 13:00 | Development Fund Pitching Sessions (Short Projects)          |
| 14:30 - 17:30 | Post-production Screenings & Discussions (Documentary Films) |

### MONDAY 7/10

|               |  |
|---------------|--|
| 10:00 - 13:45 | Post-production Screenings & Discussions (Feature Films) |
| 15:00 - 16:15 | Presentations  |
| 16:30 - 17:30 | Networking Sessions                                      |

### MONDAY 8/10

|               |   |
|---------------|---|
| 10:30 - 11:30 | Torino Film Lab presentation and discussion |
|---------------|---|

12:00

MAFF Market Forum Awards

Scandic Triangeln Hotel



## MAFF MARKET FORUM OPENING

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



## TUNISIAN CINEMA BETWEEN THE PAST AND THE PRESENT

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

Presented by Ahmed Shawky

Participants: Tareq ben Chaaban and Slim Ben Cheikh



## Development Funding Competition Pitching Sessions for Documentary Projects

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

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

**11:45 - 12:15 "ETHEL"**

**12:15 - 12:45 "LOOKING FOR SA'ADAH"**

**12:45 - 13:15 "THE DAY OF WRATH: TALES FROM TRIPOLI"**



## Development Funding Competition Pitching Sessions for Feature Projects

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

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

**14:45 - 15:15 "COMMEDIA"**

**15:15 - 15:45 "I AM HERE BUT YOU CAN'T SEE ME"**

**15:45 - 16:15 "MOTHERHOOD"**

**16:15 - 16:45 "STRAIGHT TO THE GOAL"**

**16:45 - 17:15 "THE SEA NEEDS TO HEAVE"**



### Development Funding Competition Pitching Sessions for Short Projects

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

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

**10:30 - 11:00 "A RESUME"**

**11:00 - 11:30 "HABIB & THE THIEF"**

**11:30 - 12:00 "REPRESSION"**

**12:00 - 12:30 "THE GIRL IN THE MIRROR"**

**12:30 - 13:00 "THE LAST DINNER"**



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

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

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

**14:30 - 15:15 "CAPTAINS OF ZA'ATARI"**

**15:15 - 16:00 "EXTRA TIME"**

**16:00 - 16:45 "SUSPENDED WIVES"**

**16:45 - 17:30 "THEIR ALGERIA"**





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

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

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

10:00 - 10:45 **"BEFORE IT'S TOO LATE"**

10:45 - 11:30 **"FOR THE CAUSE"**

11:30 - 12:15 **"MICA"**

12:15 - 13:00 **"STATE OF AGITATION"**

13:00 - 13:45 **"THE WOMEN IN BLOCK "J"**



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

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

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





## Networking sessions

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

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

**Table 1:** Subject: Filmmaking after the Arab Spring

Moderator: **Irit Neidhart**

**Table 2:** Subject: Film production between the Arab region and Hollywood

Moderator: **Mahmoud Kamel**

**Table 3:** Subject: Low Budget film financing

Moderator: **Mohcine Besri**

**Table 4:** Subject: Co-production and support for documentaries

Moderator: **Lisa Nyed**

**Table 5:** Subject: Big production houses & shorts

Moderator: **Safei Eldin Mahmoud** and **Moataz Abdelwahab**

**Table 6:** Subject: Independent cinema

Moderator: **Butheina Kazim**

**Table 7:** Subject: Censorship in the VOD era

Moderator: **Dr. Khalid Abdel Jalil**

**Table 8:** Subject: Women's roles in the film industry

Moderator: **Bushra Ahmed**



### **TorinoFilm Lab presentation and discussion**

*10:30 - 11:30 at Scandic Triangeln Hotel*

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



### **MAFF Market Forum Awards**

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

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

*10:30-11:30 at Scandic Triangeln Hotel*

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

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

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

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

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

**SEMINAR**

# Presentations

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

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## National Center Of Cinema and Image (CNCI)

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

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

Held by: **Karima Amirat**



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

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## Chimney Group

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

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

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



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



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

## Film In Malmö City

Held by: **Ann Körling**



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

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## Norwegian Film Institute

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

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

Held by: **Helle Hansen**



Film Commissioner for documentaries, Norwegian Film Institute, NFI

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

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

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

### Creative Europe

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

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

Held by: **Dominic Chennaya**



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### Torino Film Lab

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

Held by: **Mercedes Fernandez**



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

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

In 1999, Fernandez completed a postgraduate course of "Film History & Aesthetics" in Valladolid University (Spain) and received a grant from the EU to collaborate with the Torino Film Festival. She moved to Turin and during the following 6 years she worked in different film festivals: Torino Film Festival, Future Film Festival (Bologna), Turin Int'l LGBT Film Festival, Imilleocchi – International Festival of Cinema and Arts (Trieste).

From 2005 to 2008 she worked as a production manager in the music booking agency Concerti e Produzioni, and as a tour manager with artists such as Michael Bublé, Caetano Veloso, Gilberto Gil, Vinicio Capossela, Sergio Cammariere and Roberto Benigni.

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

# Networking sessions

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

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

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## Filmmaking after the Arab Spring

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

Held by: **Irit Neidhart**



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

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## Independent cinema

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

Held by: **Butheina Kazim**



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



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

### Film production between the Arab region and Hollywood

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

Held by: **Mahmoud Kamel**



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

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### Low Budget film financing

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

Held by: **Mohcine Besri**



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



### Censorship in the VOD era

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

Held by: **Dr. Khalid Abdeljalil**



#### CURRENT POSITIONS

- Consultant of Culture Minister for Cinema Affairs (Since 2014).
- Head of Censorship on Artistic Works System subordinated to Egyptian Ministry of Culture (Since 2015).
- Head of Egyptian Film Center subordinated to Egyptian Ministry of Culture (Since 2015).
- Supervisor of Cinema Field in Cultural Industries Holding Company (Since 2018).

#### PAST POSITIONS

- Head of Scenario Department at Higher Cinema Institute in Academy of Arts (2006-2016).
- Head of Cultural Production Affairs Sector subordinated to Ministry of Culture (2012- 2014)
- Head of Egyptian Film Center (2008-2012).
- Artistic Consultant of Arab Television and Radio Network, ART, (2001-2010).

#### PUBLICATIONS/

- The Narrative Structure in Electronic Games – 2011.
- Censorship on film between Social and political Reality and Development of Broadcasting Machines – 2012.
- Mass Culture Effect on Contemporary Scriptwriting Structure - 2013.
- Dramatic Structure on Science Fiction Film - 2013.

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### Big production houses & shorts

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

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



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



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

## NETWORKING SESSIONS

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

### Co-production and support for documentaries

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

Held by: **Lisa Nyed**



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

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### Women's roles in the film industry

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

Held by: **Bushra Ahmed**



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

# MEET THE PARTNERS

# ARAB CINEMA CENTER

Organized by MAD Solutions in 2015, the Arab Cinema Center (ACC) is an international promotional platform for Arab cinema as it provides the filmmaking industry with a professional window to connect with their counterparts from all over the world through a number of events that it organizes. The ACC also provides networking opportunities with representatives of companies and institutions specialized in co-production and international distribution, among others. The ACC's activities vary between film market main wings, introduction and networking sessions for Arab and foreign filmmakers, welcome parties, as well as meetings with international organizations and festivals, and the issuance of the Arab Cinema Magazine to be distributed at the leading international film festivals and markets.

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

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

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

## Kareem Samy – Manager



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

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

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



## MEET THE PARTNERS

# 5 years ANNIVERSARY

# Arab Cinema CENTER

YOUR GLOBAL ACCESS TO THE ARAB FILM INDUSTRY  
ORGANIZED BY MAD SOLUTIONS

Arab Cinema  
MAGAZINE

AWARD FOR THE ARAB CINEMA  
PERSONALITY OF THE YEAR  
PRESENTED BY  
THE  
HOLLYWOOD  
REPORTER

THE  
CRITICS  
AWARDS

Arab Cinema  
LAB

## COMPANIES



## ORGANIZATIONS



## FESTIVALS



## PLATFORMS



## ACC FRIENDS



DIGITAL PARTNER

MEDIA PARTNERS

FESTIVAL SCOPE

THE  
HOLLYWOOD  
REPORTER

Écran  
total

f /ArabCinemaCenter

t /ArabCinemaCntr

ig /Arabcinemacenter

Arabcinemacenter.com

ACC.film



# ART CITY FILM & TV PRODUCTION

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

**Dr. Hikmat Al-Baidhani - President**



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



TO MAKING THE VISUAL  
BEAUTIFUL



*Art City*  
Film & Tv Production



3BY3  
FILM FESTIVAL  
5 Edition  
2020

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

# EL GOUNA FILM FESTIVAL

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

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

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

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

## Bushra Ahmed - COO and Co-founder



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



## MEET THE PARTNERS



ELGOUNA   
FILM FESTIVAL  
3RD EDITION  
مهرجان الجونة السينمائي



III

EL GOUNA FILM FESTIVAL

19<sup>th</sup> - 27<sup>th</sup> SEPTEMBER 2019

#GFF19

[WWW.ELGOUNAFILMFESTIVAL.COM](http://WWW.ELGOUNAFILMFESTIVAL.COM)

# EUROPEAN FILM FESTIVAL IN JORDAN

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

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

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

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



Financed by the European Union  
through the budget



**MEET THE PARTNERS**

31<sup>st</sup>

# EUROPEAN FILM FESTIVAL JORDAN

SEPTEMBER 12th - 22nd 2019

The Royal Film Commission  
Al Hussein Cultural Center

UNDER THE PATRONAGE OF HRH PRINCESS RYM ALI  
تحت رعاية صاحبة السمو الملكي الأميرة ريم علي



Free Entrance **الفعاليات مجانية**  
[www.euffjordan.com](http://www.euffjordan.com)

الدورة الـ ٣١  
لمهرجان الأفلام  
الأوروبية  
الأردن

٢٢ - ٢٢ أيلول ٢٠١٩  
الهيئة الملكية للأفلام  
مركز الحسين الثقافي



EUNIC  
JORDAN



# FILM CENTRUM SYD

Film Centrum Syd is a non-profit organisation, based in Malmö, supporting free film makers by offering production support, education and film events.

Our production support is mostly focused on offering professional film gear, coaching and development.

**Johan Simonsson** - Film Comissioner



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

In addition to his work at FilmCentrum Syd, he is a filmmaker in his own right, mostly as a director of documentary films.

Johan is especially keen on discovering films and filmmakers that are exploring new and uncharted territories, always with a high level of artistic ambition.



A meeting place  
for Filmmakers in Skåne

Seminars and workshops  
Production support  
Filmscreenings  
Networking

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



# FILM I SKÅNE

Film i Skåne is a regional film organisation with the task of promoting film-culture activities and contributing to growth in Skåne through film production. In order to improve and enhance the professional film infrastructure of the region, Film i Skåne is involved in funding film and television production. We invest and co-produce short films, documentaries, feature films and TV series with a close connection to the region of Skåne, and focus on talent development for the regional creatives. Film i Skåne also run Ystad Studios, which offers a sound stage and production facilities in the town of Ystad

**Hanna Sohlberg** - Head of Talent Development



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

**Lisa Nyed** - Commissioning Editor - Documentary Film



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





## Co-producer of film in Skåne



skåne

filmiskane.se

  
film i skåne  
part of business region skåne

# GENERAL UNION OF ARAB ARTISTS

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

## Mosaad Foda - Chairman



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







الإتحاد العام  
للفنانين العرب

# INTERNATIONAL MEDIA SUPPORT (IMS)

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

## Our organisation

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

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

Our programmes are attentive towards gender balance and minorities, as we strongly believe in the importance of enabling women and members of marginalised groups to participate equally and freely in the media as an integral part of democratic development.

IMS is headed by Executive Director Jesper Højberg. Deputy Director is Henrik Hvilshøj.

## Rasmus Steen - Programme Manager



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

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






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# Supporting documentary film

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

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

Learn more: [www.mediasupport.org](http://www.mediasupport.org)

**IMS**   
 paving the way for good journalism

# LEYTH PRODUCTION

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

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

Creative and dynamic, Leyth Production's team brings together young professionals from diverse backgrounds and experiences "Our passion animates us in all the audiovisual projects that we lead" Each stage of our various projects is directed and supervised by competent and motivated specialists. Our productions ensure effective communication and are accompanied by a permanent and attentive follow-up.

Leyth Production brings together all of the audiovisual business lines within its employees experiences and its collective.

We believe that each film is a new adventure, and the company strives to identify and accompany talented filmmakers.

## Slim Hafaiedh - Producer



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



LEYTH PRODUCTION

## MEET THE PARTNERS



## LEYTH PRODUCTION

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## AUDITORIUM 7.1



Leyth Production  
AON Building 89 bis Habib BOURGUIBA Avenue  
ARIANA- TUNISIA  
(+216) 36 200 200  
[www.leythproduction.com](http://www.leythproduction.com)  
[contact@leythproduction.com](mailto:contact@leythproduction.com)



# LUXOR AFRICAN FILM FESTIVAL

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

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

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

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

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

## Azza Elhosseiny - Executive Director



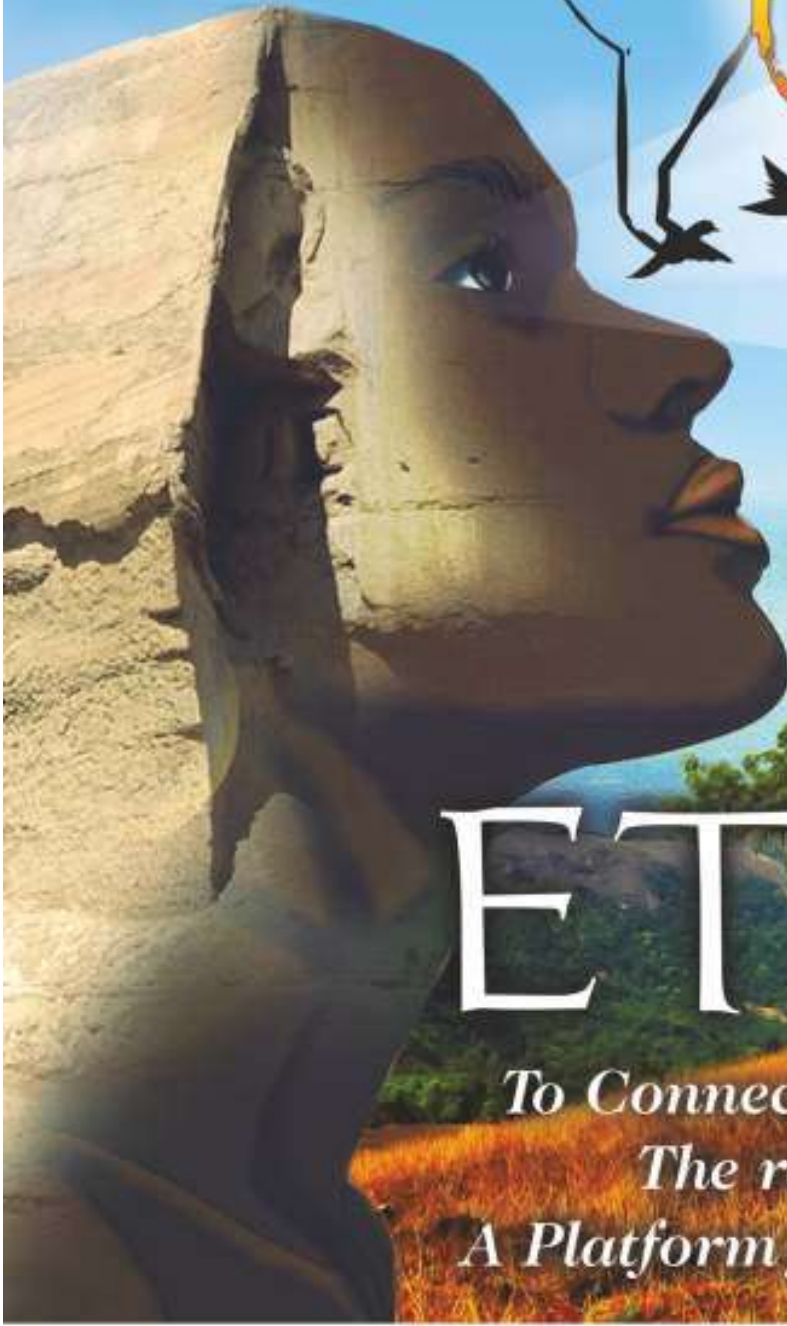
Azza received a degree in Business Administration from Cairo University in 1988 and a degree from The High Institute of Cinema, Academy of art, in 1991, Azza started as an actress and assistant editor, then focused on directing. She directed a number of short and medium long documentaries for Egyptian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



## MEET THE PARTNERS



6 - 12 March 2020



# ETISAL

*To Connect The African Film to  
The rest of The World  
A Platform for African Film Mart*





# MAD SOLUTIONS

MAD Solutions is a 360-studio dedicated to the creation, promotion and distribution of Arabic content to and from the Arab world. With our armada of talent, we've been to the Oscar's and the BAFTAs, walked on hundreds of red carpets, screened our films on thousands of screens and platforms all around the world, and helped usher a new era of filmmaking and entertainment in the Arab world. The abundance of talent in the region has been, and still is, the fuel that fires up our engines and helps us reach that stars! Speaking of which, our MAD celebrities represent a rich spectrum of talent and professions that are key factors in ensuring the prosperity and evolution of the film and entertainment industries across the Arab world, and beyond. MAD's head office is in Cairo, the Arab world's capital of entertainment, and is operational in Abu Dhabi's twofour54 campus covering the GCC region, with representatives in Tunisia, Morocco, Palestine, Jordan and Lebanon.

MAD Distribution, a MAD Solutions' subsidiary :

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

## Meriame Deghedi - International Distribution and Sales Manager



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

Following her motivation to promote non-commercial films and make them accessible to the general public, she earned a second master's degree in Arts & Culture Marketing, and returned to Cairo, Egypt, to pursue a Film Distribution career in her homeland.

In 2016, she joined MAD Solutions where she oversees and implements the distribution and marketing strategies of all of MAD's titles across all theatrical and non-theatrical platforms, with a focus on international sales and acquisitions. Recently, Meriame was appointed Manager of the 6th Cairo Film Connection at Cairo Industry Days, to be held on the sidelines of the 41st Cairo International Film Festival.



## MEET THE PARTNERS