

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.

Meriam Deghedi - International Distribution and Sales Manager



A trilingual arts and culture marketing professional, Meriam 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, Meriam 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

MAD SOLUTIONS

10 YEARS STRONG

The first pan-Arab independent studio and fully integrative marketing, distribution and creative consultancy for the Arab film and Entertainment industry

MAD TEN YEARS IN NUMBERS!

THE ONLY COMPANY SPECIALIZED IN DISTRIBUTING & MARKETING HIGH QUALITY ARAB FILMS ACROSS THE ARAB WORLD AND BEYOND.

100+ 50+ 8

Arab films that were released theatrically with the help of MAD's Marketing and Distribution services

short films were acquired by MAD and streamed as part of its short screening programs and cinemas

MAD films that were official national selections for the Academy Awards

100+ 250+ 3

Official posters have been designed by MAD for 43 different films, including regional and international, award-winning titles.

films benefited from MAD's distribution and marketing services

MAD films that made it to the final Oscar® nominations

120,000+ 1200+

subtitle lines have been translated and edited by MAD's team in 2020 one year

MAD submissions in film festivals across the world

\$26,000,000+

is the total revenue of films where MAD handled their marketing and distribution

6000+ 30+

press releases (Arabic & English) were published under the MAD and distributed to 65,000+ contacts across the world

teaser and full-length trailers MAD created for theatrical releases, amassing a total of 35,000,000+ views from online audiences across various social media channels

Arab Cinema CENTER

founded and organized by MAD Solutions since 2015 as an international platform to promote Arab film and TV industry



MAD Solutions UAE
twofour54, Blue bldg P. O. Box: 70986, Abu Dhabi, UAE
MAD Solutions Egypt
38, Salah El-Din St., 3rd fl. Zamalek,
Postal Code: 11211, Cairo, Egypt

[@MAD_SolutionsOffice](#) [@MAD_Solutions](#) [@MAD_Solutions](#)
mad-solutions.com info@mad-solutions.com

RED STAR PRODUCTION

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

Safei Eldin Mahmood - Producer



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





REDSTAR
PRODUCTION & DISTRIBUTION

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



SOON

STRAIGHT TO THE GOAL
A FILM BY
TAMER ASHRY

SWEDISH FILM INSTITUTE

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

The Swedish Film Institute supports all film formats, genres and platforms. The Swedish Film Institute supports international co-productions in both fiction, documentary, shorts and cross media. You have to apply together with a Swedish co-producer who has secured Swedish distribution and we require a creative exchange of some sort. There are no deadlines.

We support through the commissioning system and fund between 6-12 productions per year between all genres.

Anders Nylander - Feature Film Commissioner



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

Klara Grunning - Film Commissioner



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



**Svenska
Filminstitutet**

Filmrummet:

Samtal, debatt och inspiration

Filmrummet gör nedslag
i de viktigaste film-
frågorna just nu

filminstitutet.se/Filmrummet



Svenska
Filminstitutet

TEAM ONE PRODUCTIONS

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

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

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

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

Moataz Abdelwahab - Producer



Moataz Abdelwahab graduated from the Higher Institute of Cinema in 2000, and worked as a producer in a variety of TV shows and documentaries. His experience ranges from news to entertainment and music. In 2010, Abdelwahab established Team One, which has become a leading company in documentary films and TV programs in the Egyptian market and the Arab region and has recently ventured in feature fiction films' productions. Among the company's clients are Al Jazeera, CBC, Discovery Education and Euro News.

Many of Abdelwahab's documentaries focused on the history of the Arab cinema, and profiling the pioneers of the industry.

Abdelwahab is producing his first feature: "When We Are Born" partnering with director and co-producer Tamer Ezzat. Armed with years of experience in the production field and a passion for art, he brings a fresh production strategy to the Egyptian market, focusing on uncompromising artistic values that also appeal to mass audiences.

teamone
PRODUCTIONS

MEET THE PARTNERS

teamone
PRODUCTIONS

Explore
Our World



Team1.tv

THE CELL POST PRODUCTION

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

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

Our Services

1. Production

Full services.

2. Post-production

Full Services.

3. Business competitiveness

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

4. Quality policies

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

Sherif Fathy - Founder and Partner



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



MEET THE PARTNERS

"MOVIES ARE THE MEMORIES OF OUR LIFE TIME,
WE NEED TO KEEP THEM ALIVE."

MARTIN SCORSESE

THE CELL
CREATIVE MEDIA SOLUTIONS



 /THECELLSTUDIOS
 /THECELLSTUDIOS

 /THECELLBEE
 /THECELLBEE



MALMO ARAB FILM FESTIVAL
FROM 4TH TO 8TH OCT 2019

THE IMAGINARIUM

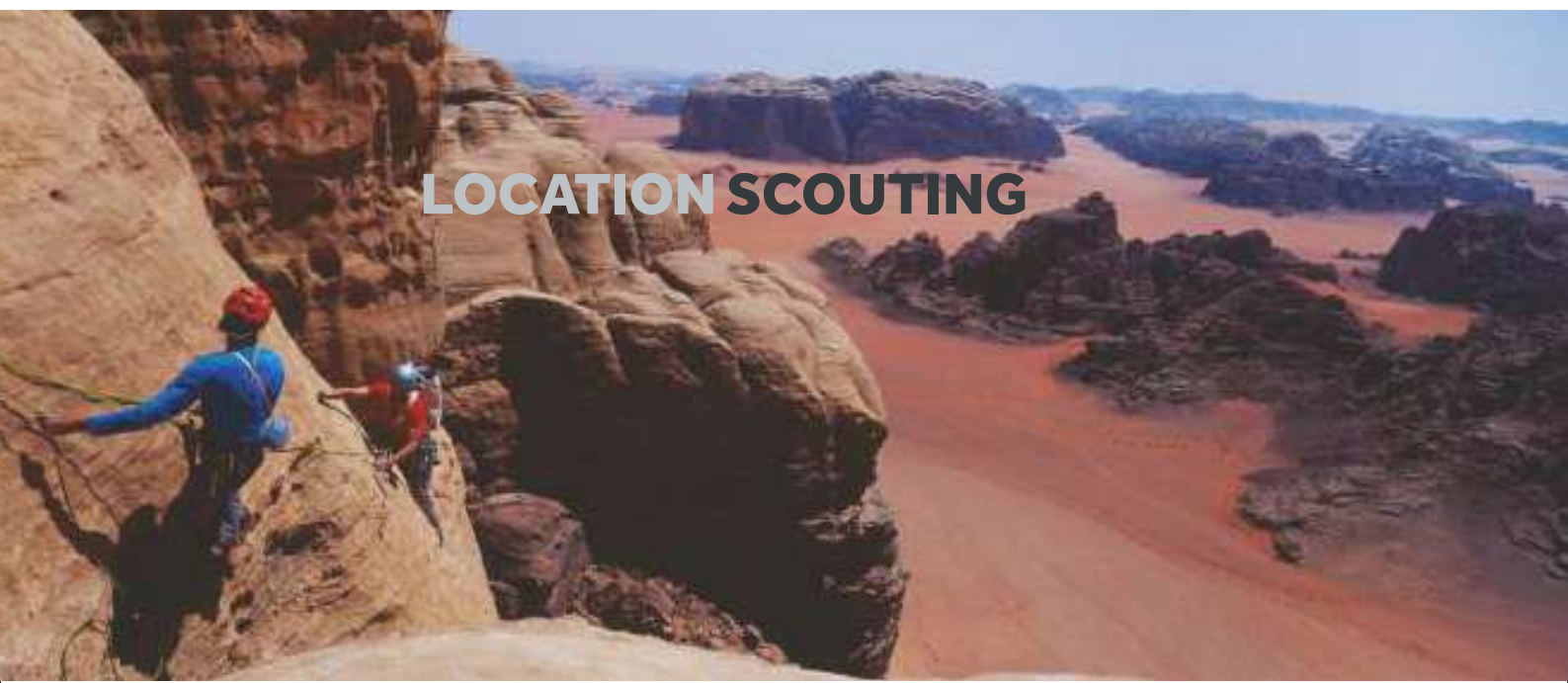
Established in 2010 with an aim to create original audio-visual content that is captivating to audiences regionally and internationally . Over the years, Imaginarium films has developed, produced & line produced many award winning independent genuine films locally and internationally & teamed up with many European and regional producers around the world . The company now is considered one of the best in Jordan that provides cutting edge production services for all kind of media development and production.

Rula Nasser - Producer



An Independent Jordanian producer with an accumulated experience in different aspects of production of Commercials, TV series and low budget films all the way to big budget studio films. Started with the BBC Channel and Discovery Channel projects in the Middle East, a journey that contained self-exploration of local stories and talents across Jordan, Rula joined the Royal Film Commission in 2005 for developing the Filmmaker's Support Program. She co-wrote the first low budget film "TRANSIT CITIES "By Mo Hushki, which was well received in the Arab world and was the start of a new independent cinema wave in Jordan and shaped her own career. In 2011, she established "THE IMAGINARIUM FILMS" a company that focuses on discovering local talents and developing an appealing international story embedded in the Arab world. Among the films she produced; "Scales" by Shahed Ameen, "My Love awaits me by the sea" by Mais Darwazah and "Waiting for Pobox" by Sammy Chekhes to name a few. Rola is also working on many projects currently in development.

LOCATION SCOUTING



the Imaginarium

theimaginariumfilms.com

JORDAN

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



THE NATIONAL CENTER OF CINEMA AND IMAGE (CNCI)

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

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

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

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

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

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

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

Karima Amirat - Communication and Cultural diffusion



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



CNCI

المركز الوطني للسينما والصورة
Centre National du Cinéma et de l'Image



CENTRE NATIONAL
DU CINEMA ET DE L'IMAGE
(CNCI)

PRESENTS
THREE NEW
TOUR DE FORCES:

1

THE



ARAB FILM
PLATFORM

2

OPENING
NEW
CINEMA:

CINÉ350 AT CITY
OF CULTURE


**Cine
350**

سينما المدينة
Le cinéma de la cité

3



SENTOO
Empowering Arab Cinema

THE GROUND-BREAKING
SENTOO PROJECT



MEET THE EXPERTS

ASMA GRIMICHE

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

Asma Graimiche - Producer/Distributor



CAIRO INDUSTRY DAYS

— CAIRO
INDUSTRY
DAYS —

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

Aliaa Zaky - Head of Cairo Industry Days



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

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

MEET THE EXPERTS

CARTHAGE FILM FESTIVAL



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

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

Lamia Guiga - Artistic Director



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

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

CHIMNEY



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

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

Andreas Hylander - VFX Producer



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

Hakan Strandhag - Post-production Producer



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

MEET THE EXPERTS

CINEMA AKIL



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

Butheina Kazim - Co-founder



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

FILM IN MALMÖ CITY



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



Ann Körling is the strategic developer of the film Area for the city of Malmö. Körling'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.

MEET THE EXPERTS

CREATIVE EUROPE

Creative Europe aims to support initiatives that can generate a real impact for the sector across Europe, including supporting individual works, initiatives that promote new skills and others that promote international cooperation in the sector. The MEDIA Sub-programme of Creative Europe is designed to support European film and other audiovisual industries. It provides funding for the development, promotion and distribution of European works within Europe and beyond.

Dominic Chennaya



EGYPTAIN FILM CENTER



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

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

Dr. Khalid Abdeljalil - President



CURRENT POSITIONS

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

PAST POSITIONS

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

PUBLICATIONS/

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

MEET THE EXPERTS

FEATIVAL INTERNATIONAL DU FILM ARABE DE MEKNES-FFAM

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

Hassane Roukhe - President



Phd in sciences, specialized in image processing and computer science, Hassane Roukhe also holds a diploma of advanced studies with a speciality in statistics-computing. Roukhe has been in academics since 2004, he is currently a professor of Higher Education at ISMAC teaching image processing, vision engineering, artificial vision telecommunication, information processing and computer science. Member of the Atomic, Photonic and Energetic Laboratory (LAMP) of the Faculty of Sciences of Meknes, Roukhe is a published researcher.

HIGHER INSTITUTE OF ARTS AND MULTIMEDIA OF MANOUBA

Slim Ben Cheikh - Cinema Teacher



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

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

MEET THE EXPERTS

INSAF OUHIBA

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

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

Insaf Ouhiba - Researcher/Programmer



KHEMAIS KHAYATI

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

Khemais Khayati - Film Critic



MAGDI AHMED ALI

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

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

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

Magdi Ahmed Ali - Director/Producer



MAHMOUD KAMEL

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

Mahmoud Kamel - Director/writer - Co-owner



MEC FILM



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

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

Irit Neidhardt - Distributor



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

MISR INTERNATIONAL FILMS



Misr International Films (MIF) was founded in 1972 by the late, world-renowned Egyptian filmmaker Youssef Chahine, whose films have been key in depicting modern Egypt and capturing the complexity of its society and have received international acclaim, winning numerous international prizes culminating in the lifetime achievement award in 1997 at the Cannes International Film Festival. Today, MIF is an integrated film and TV company with substantial experience in every aspect of the production, distribution and exhibition processes.

MIF has also been very active on the international scene, pioneering several major co-productions, and as executive producer, providing comprehensive services to foreign companies filming in Egypt.

Gabriel Khoury - Managing Director



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

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

MOROCCAN ASSOCIATION OF CINEMA CRITICS



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

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

Khalil Demmoun - Film Critic



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

NADIM JARJOURA

Born in 1965, Nadim Jarjoura has been a journalist since 1984 and a jury member at several Arab film festivals. Journalist and film critic at "Al Arabi Al Jadid", Jarjoura previously wrote for "Assafir" the Lebanese newspaper where he was also a film critic. Writer of various articles and studies about cinema, Jarjoura has been published in numerous magazines and newspapers all over the Arab region. In addition to dozens of books and studies about Cinema, Jarjoura also wrote for the Abu Dhabi International Film Festival and for the weekly Emirati Magazine "Zahrat Al Khaliij"

Nadim Jarjoura - Film Critic



MEET THE EXPERTS

NORWEGIAN FILM INSTITUTE Norwegian Film Institute

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

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

Helle Hansen - Film commissioner for documentaries



Film Commissioner for documentaries, Norwegian Film Institute, NFI

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

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

SHERIF EL BENDARY

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

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

Sherif El Bendary - Director/Producer



TORINO FILM LAB



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

Mercedes Fernandez - Managing Director



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

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

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

From 2005 to 2008 she worked as a production manager in the music booking agency Concerti e Produzioni, and as a tour manager with artists such as Michael 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.

ZIAD KHUZAI

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

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

Ziad Khuzai - Film Critic



MEET THE EXPERTS

MEET THE PARTICIPANTS

AMBIENT LIGHT



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

Ali El Arabi - Director



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

ARTKHANA



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

Mohamed Siam - Director



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

MEET THE PARTICIPANTS

AWMAN PRODUCTIONS



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

Mohamed Nadif - Director



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

BLACK BIRD FILM



Black Bird Film is a film company based in the Gothenburg Studios film cluster in Gothenburg/Sweden. Black Bird Film focuses on developing and producing drama and documentary films that are relevant to the present day we live in. In collaboration with the Film Bridge, Black Bird Film has previously produced the feature film "Bloody boys" (by Shaker K Tahrer), the film has competed at a number of major film festivals around the world, was broadcasted on SVT (Swedish national Television) and was released in theatres in Sweden. Black Bird film is currently in development of many films projects.

Shaker K. Tahrer - Producer



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

MEET THE PARTICIPANTS

FILMNA PRODUCTIONS



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

Alaa Mosbah - Director



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

Esmal Mosbah - Producer



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

FOX IN THE SNOW FILMS



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

Olivier Guerpillon - Producer



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

GÖTAFILM



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

Christer Nilson - Producer



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

HAUT LES MAINS



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

Karim Aitouna - Producer



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

MEET THE PARTICIPANTS

INSTINCT BLEU

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

Meryam Joobeur - Director/Producer/Writer



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

LOTUS PICTURE CO.

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

Dina Emam - Producer



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

MOMENTO FILM



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

David Herdies - Director/Producer



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

POLIMOVIE INTERNATIONAL PICTURES



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

Mohamed Ali Ben Hamra - Producer



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

MEET THE PARTICIPANTS

RACCOON & FRIENDS



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

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

Sofia Reshmi - Producer



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

RED STAR



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

Safei Eldin Mahmood - Producer



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

MEET THE PARTICIPANTS

ROUMMANA



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

Feyrouz Serhal - Director/Writer



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

SARASCENES

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

Abed Loutfi - Producer



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

TABI3SIXTY - TOGETHER: ABOVE & BEYOND INNOVATION



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

Alaa Alasad - Producer



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

TAXI FILMS

Taxi Films was founded by Elie Khalife in 1998.

The company produced several independent films in Lebanon and is specialized in micro budget movies.

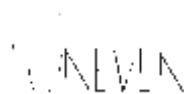
Elie Khalife - Director/Producer



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

MEET THE PARTICIPANTS

THE UNEVEN



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

Naures Sager - Director



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

TRANSIT-TV



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

Iyad Eid - Producer



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

MEET THE PARTICIPANTS

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