



## EUROMED AUDIOVISUAL III

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### **A Mediterranean Distributors Network: soon a reality**

Venice. 2 September 2012

The Euromed Audiovisual Programme of the European Union organised a working session with four Mediterranean Distributors – Marianne Khoury (MISR, Egypt), Mohamed Layadi (Marrakesh Spectacles, Morocco), Imane Masbahi (Canal 4, Morocco) and Hachemi Zertal (Cirta Films, Algeria) – for the creation of a Mediterranean Distribution Network at the Venice Film Festival. This meeting is a follow-up of a [distribution workshop](#) organised by Euromed Audiovisual early July with some 30 Mediterranean distributors.

In Venice, the four distributors agreed on the necessity for the region to create a network because they are facing the same challenges and problems in their local market and more global solution seems appropriate. Therefore they decided to set up its structure by the end of the year.

The objectives of this organisation would be:

1. To lobby towards national and international institutions on the need to support distribution to increase circulation of quality movies
2. Exchange information and share know-how
3. Promote national cinematographies among Arab countries and outside
4. Research and permanent think thank about the evolution of the sector in the Arab market
5. Link with other similar organisation in the world and adopt common solutions and approaches

A follow-up meeting will take place in Dubai to launch the network and establish the board of administrators.

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