



## EUROMED AUDIOVISUAL III

EU funded Programme  
Regional Monitoring and Support Unit

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***Press release. Press release. Press release. Press release. Press release  
For immediate release***

### **Euromed Audiovisual to hold first workshop on distribution in the South Mediterranean**

On July 5 and 6, Euromed Audiovisual will hold a workshop in Jordan on strengthening film distribution in the South Mediterranean, in partnership with Europa Distribution and Europa Cinemas. It will bring together 18 distributors, selected experts, and sales agents.

This first workshop will include presentations on:

- **Existing multi-territorial acquisition structures**
- **Network initiatives and collective acquisition strategies**
- **Dealing with international sales agents and international markets**
- **Existing support mechanisms for Mediterranean distributors**

After these presentations, participants will take part in a series of meetings to create a network of distributors in the South Mediterranean, followed by a small audiovisual market, with special screenings of selected European and Mediterranean films to increase their circulation.

“The distribution sector in South Mediterranean countries is in danger,” explains Valerio Caruso, Team Leader of the Euromed Audiovisual Programme’s monitoring unit. “Cinema digitisation is almost complete in Europe, while it has only just started in the Mediterranean region. The risk is creating a gap with the rest of the world. Analogue distribution will soon disappear, and the South Mediterranean distribution sector has to react. The Euromed Audiovisual Programme aims to raise awareness among the region’s local authorities and to provide technical support to its distributors.”

The experts and sales agents invited to take part in the event are:

Jonathon Perchal (Artificial Eye), Sophie Juin (Bac Films), Pascal Diot (Head of the Dubai Film Market, Head of the Venice Film Market), Ivan Hronec (Film Europe), Loïc Magneron (Wide Management/Eye on Film), Nelleke Driessen (Fortissimo), Erik Gonzalez (La Red), Tess Renaudo (EDEN/Paseo Films), Adeline Monzier (Europa Distribution), Menem Richa (Europa Cinemas), Layaly Badr (Rotana), Frédéric Corvez (Urban), Gilles Duffaut (Silenzio Films), Gian Luca Chakra (Front Row Filmed Entertainment).

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