



EUROMED AUDIOVISUAL III

EU funded Programme
Regional Monitoring and Support Unit

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New Euromed Audiovisual project to boost distribution in the South Mediterranean

Call for participants

The European Union's Euromed Audiovisual Programme is launching a new two-year project to support the distributors of the South Mediterranean. In partnership with Europa Distribution, a network of more than 110 European distributors, it will organise a series of meetings, coaching sessions, and screenings to sustain the region's distribution sector.

An international jury will select a maximum of 10 distributors from Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Occupied Palestinian Territory, Syria and Tunisia to take part in the project.

The objectives of the project are:

1. To establish working conditions suitable for the creation of a network of Mediterranean distributors.
2. To train and coach selected distributors in order to improve their international networks and selling potential.
3. To create strong dialogue between European and Mediterranean distributors who share similar problems.
4. To organise screenings between European and Mediterranean sales agents and distributors, to negotiate distribution rights, and to encourage the circulation of audiovisual works.

The project will include the following:

- a. A first working session is scheduled for July 2012. This two-day meeting will focus on: i) international networks as an opportunity for the South Mediterranean market; ii) collective acquisition strategies; iii) screening a line-up of selected European and Mediterranean films; iv) one-to-one meetings.
- b. A second meeting will be organised in spring 2013 and will focus on distribution strategies, attracting public interest (young public, viral marketing, Video on Demand, festival strategies, links with exhibitors, itinerant cinema experiences...).
- c. From March 2012, Euromed Audiovisual and the Europa Distribution team will coach selected distributors to help them to enlarge their collective acquisition and distribution networks.

Distributors interested in taking part in this project are invited to fill in the application form that can be downloaded from the Euromed Audiovisual website: <http://www.euromedaudiovisuel.net>.

All application forms must be sent before **February 29, 2012**.

Contact: **Valerio CARUSO**, Euromed Audiovisual Programme, vcarus@euromedaudiovisuel.net
Adeline MONZIER, Europa Distribution, adeline.monzier@europa-distribution.org

Euromed Audiovisual III, funded by the European Union, supports the development of cinematographic and audiovisual capacities in the South Mediterranean region through financing cooperation projects and technical assistance in nine partner countries and territories.