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## ARAB CINEMA CENTER TO CELEBRATE 10<sup>TH</sup> ANNIVERSARY WITH FIVE HIGH-PROFILE EVENTS AT THE UPCOMING FESTIVAL DE CANNES & MARCHE DU FILM, IN COLLABORATION WITH MAD CELEBRITY

Paris, France – 3 May 2024

The **Arab Cinema Center (ACC)** is proud to announce its continued collaboration with the **Marché du Film**, alongside **MAD Celebrity**, for an enticing lineup of panel discussions and prestigious events, set to enrich this year's market edition at the 77th Festival de Cannes, from 14 to 25 May. This marks a momentous occasion as ACC celebrates its 10<sup>th</sup> year anniversary since its inception by MAD Solutions in 2015.

With a particular focus on Arab creative talent, this year's ACC activities are designed to draw international attention to the wealth of storytelling expertise and artistry on both sides of the camera, which have helped usher in a new Golden Age of Arab Cinema across the Middle East and North Africa (MENA) region.

This year's ACC program will comprise a total of four separate panel sessions, in addition to the ACC's highly anticipated annual beach-side ceremony for the **Critics Awards for Arab Films**. All events will take place at the prestigious **Plage des Palmes** — the official beachside venue shared by the Festival de Cannes and Marché du Film.

"These panels always attract a huge crowd in Cannes, which speaks volumes about the international demand to both see more Arab films in the global arena and to collaborate with talents and changemakers in the region to make sure more exciting, entertaining and relevant stories see the light of day," commented ACC Co-Founders **Alaa Karkouti** and **Maher Diab**. "We are forever thankful to the Cannes Film Festival, their incredible team at the Marché du Film, and all our partners and collaborators for giving us the space to keep elevating the pan-Arab film industry in the eyes of the global community."

The festivities will commence with the star-studded, three-hour event collectively bannered as "**Talent Hotbed: How Arab Artists & Artisans are Conquering the Entertainment World**" (15:00-17:00, 17 May) which will be presented by ACC, And MAD Celebrity and consist of two celebrity-filled panels, followed by an hour-long invite-only reception.

The first panel, "**The Arab New Wave: The Actors**," moderated by Melanie Goodfellow of Deadline, will spotlight Arab cinema's rising stars in a joint discussion about the opportunities and challenges they face in breaking into the international marketplace. Following this, "**The Arab New Wave: The Artists and Artisans**," moderated by Michael Rosser of Screen International, will celebrate the work of the newest generation of talents working behind the camera. This session will dive into their international career paths, shedding light on the necessary steps for more of these exceptional artists to garner recognition beyond the MENA region.

On the following day, 18 May, ACC, MAD Solutions, IEFTA (International Emerging Film Talent Association) and NEFT Emerging Film Talent International Competition will host the annual ceremony for the **Critics Awards for Arab Films** (17:00-19:00). Launched in 2017 by the ACC at the Festival de Cannes, this special awards ceremony provides a platform for a glittering jury of more than 200 prominent international film critics to select and honor the best of recent Arab cinema across numerous awards categories.



Finally, on 20 May, ACC — in collaboration with IEFTA and UNHCR — will be presenting a pressingly timely panel titled “**Displacement: Cinematic Perspectives**” (9:30-11:00). Journalist Hadley Gamble will lead a thought-provoking discussion with a UNHCR goodwill ambassador, accompanied by Princess Grace Award Winner & IEFTA selected filmmaker, Daniela Repas. This moderated panel will shed light on the power of cinema in portraying and addressing the challenges of displacement.

This will be followed by ACC’s final event, “**Jordan: A Case Study in Sustainable Growth**,” a high-profile panel moderated by Nick Vivarelli from Variety, that will bring together many of the leading lights of the Jordanian film industry who have turned their country into a global model for how to build a local storytelling infrastructure for long-term sustained success.

**Guillaume Esmiol**, Executive Director of the Marché du Film, expressed his enthusiasm for this year’s renewed partnership and compelling lineup for this year’s events, “The Arab Cinema Center’s commitment to highlighting Arab talent perfectly mirrors the spirit of diversity and creativity that Cannes represents. We are thrilled to collaborate once again with ACC, especially as they celebrate their remarkable 10th year anniversary at our prestigious Plage des Palmes venue. Together, we will foster engaging discussions and, unequivocally, celebrate the vibrancy of the Arab film industry in all its brilliance.”

*The Marché du Film – Festival de Cannes opens its doors on 14 May 2024, with the film market running until 22 May and the Festival concluding its activities on 25 May.*

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## NOTE TO EDITORS

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### **About Marché du Film – Festival de Cannes**

The Marché du Film, the business wing of the Festival de Cannes, is the industry’s largest international gathering of film professionals, bringing together an impressive network of 14,000 film professionals spanning more than 140 countries. This includes buyers, sales agents, producers, distributors, festival representatives, financiers and more. Each year, the film market hosts over 600 exhibitors, 1,200 screenings and introduces 4,000 new film projects from the industry’s most vibrant talents. Additionally, it shines a spotlight on film institutions and commissions from nearly 90 countries, represented across 60 pavilions. With a variety of tailored programs and over 200 industry events & conferences, the Marché du Film is dedicated to strengthening the global film community by fostering strategic partnerships, facilitating project financing, showcasing the latest innovations and providing insights into the industry’s latest challenges and trends — all within the illustrious and iconic setting of Cannes.

Website: [www.marchedufilm.com](http://www.marchedufilm.com)

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### **About Arab Cinema Center**

The **Arab Cinema Center (ACC)** was established by **MAD Solutions** in 2015 as an international promotional and networking platform for Arab cinema. Registered as a non-profit organization in Berlin, the **ACC** provides its partner companies with a visible presence at all major film festivals and markets, connecting them with industry professionals, organizing events and publishing special editions of the *Arab Cinema Magazine*.

Website: <http://acc.film/>