



MARCHÉ DU FILM
FESTIVAL DE CANNES



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ARAB CINEMA CENTER UNVEILS RICH PROGRAM OF EVENTS AT THE MARCHÉ DU FILM – FESTIVAL DE CANNES

The exclusive event returns to Cannes with a vibrant four-day program. Through panels, awards, and networking events, the initiative will spotlight the richness of Arab cinema, explore key industry trends in the MENA region, and foster international dialogue among key filmmakers, producers and decision-makers.

Paris – 25 April 2025

The **Arab Cinema Center (ACC)**, in partnership with the **Marché du Film**, returns to Cannes with a dynamic four-day program **from 15 to 18 May 2025**. Featuring a series of panels and award ceremonies, the initiative aims to celebrate the diversity and dynamism of Arab cinema while offering a platform for meaningful industry dialogue.

This year's program highlights key themes shaping the audiovisual sector in the MENA region — from regional production powerhouses to pressing funding questions and international co-productions. It will bring together filmmakers, producers, and decision-makers from across the Arab world and beyond.

Alaa Karkouti and Maher Diab, Co-Founders of the Arab Cinema Center, shares: “This year's Cannes edition marks another year in which we inform, educate, and sing the praises of the pan-Arab cinema industry. We will be highlighting its depth and richness, while at the same time creating an agenda for what remains to be done at an industry level. As always, we'd like to thank Marché du Film for this ongoing collaboration and for the platform it provides to our corner of the world.”

“This year, aside from annual events like the Critics Awards for Arab Films and the ceremony to name the Arab Cinema Personality of the Year, we have a bevy of panels lined up for those keen to learn about the Arab World's largest filmmaking hub: Egypt; we will also shine a timely spotlight on Palestinian cinema; and we will examine important new funding avenues for Arab films and the secrets for success when it comes to international co-productions. It's a lot to discuss, but there's no better place to do it than at the Cannes Marché.”

In addition to its annual Critics Awards for Arab Films and the Arab Cinema Personality of the Year ceremony, the ACC will host four engaging panels:

- **Egypt: Arab World's Blockbuster Nation** – 15 May, 11:30am–12:30pm (Main Stage)
Moderated by Nick Vivarelli (Variety), this session will examine Egypt's central role in regional production and distribution.
- **Palestinian Cinema Under the Spotlight** – 16 May, 10:00am–11:00am (Main Stage)
A timely conversation moderated by Melanie Goodfellow (Deadline), offering perspectives on current creative output and international recognition.
- **Anatomy of an Authentic Arab Co-Production** – 16 May, 11:30am–12:30pm (The Viewpoint)
A case study moderated by Michael Rosser (Screen International), exploring the keys to successful collaboration across borders.
- **Equity Financing: Pioneering New Avenues for Arab Cinema** – 18 May, 2:00pm–3:00pm (Main Stage)
Moderated by Gamal Guemeih, this panel will explore strategic funding models for the future of Arab film.



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Arab Cinema
C E N T E R
ORGANIZED BY MAD SOLUTIONS

The **Arab Cinema Personality of the Year** will be honored in an invitation-only ceremony on 15 May from 5:00pm to 7:00pm at The Viewpoint. The **Critics Awards for Arab Films**, launched at Cannes in 2017, will take place on 17 May at the Plage des Palmes, with over 280 international film critics selecting the best of recent Arab cinema.

This year's lineup of speakers and guests includes Egyptian superstar Youssra, Mohannad Al Bakri (Royal Film Commission – Jordan), Samih Sawiris (Orascom), Hussein Fahmy, Mohamed Hefzy, Amr Mansi, Ahmed Sami, Morad Mostafa, Sawsan Mostafa, Ahmed Amer, Zaid Shaker (Film AIUla), May Odeh, Didar Domehri, Marco Orsini, Soleil Gharbieh, Mohamed Wafa, Georges Schoucair, Alaa Karkouti — and many more to be announced.

Guillaume Esmiol, Executive Director of the Marché du Film, added: “We are happy to welcome back Arab Cinema Center at the Marché du Film. Their continued engagement and curated programming contribute to shining a light on the richness and complexity of Arab cinema, while helping structure conversations that matter across our industry. This long-standing collaboration underscores our commitment to fostering diverse perspectives and facilitating meaningful exchange across the global film community.”

The Marché du Film – Festival de Cannes opens its doors on 13 May 2025, with the film market running until 21 May and the Festival concluding its activities on 24 May.

For press inquiries, please contact: info@arabcinemacenter.com

About Marché du Film – Festival de Cannes

The Marché du Film, the business hub of the Festival de Cannes, is the world's largest international gathering of film professionals, bringing together over 15,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Producers Network, Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry – all set against the prestigious and iconic backdrop of Cannes.

Website: www.marchedufilm.com

About Arab Cinema Center

Founded by MAD Solutions in 2015, the Arab Cinema Center (ACC) is a non-profit platform promoting Arab cinema internationally. Through its presence at major festivals and markets, the ACC connects Arab filmmakers and producers with global industry players and audiences.

Website: acc.film