

نساء في الصناعة السمعية  
البصرية: تجربة جنوب المتوسط

Women in Audiovisual  
in the Southern Mediterranean

SouthMed WiA

PRESS RELEASE

## Second field activity Beirut, 4-6 July 2018

**July 2018** - The project "SouthMed WiA, Towards Greater Gender Equality: Promoting the Role and Image of Women in the Southern Mediterranean Audio-visual Sector" will organize a workshop in Beirut from 4 to 6 July 2018 in collaboration with the Beirut Film Society.

This initiative will bring together for the first time representatives of the sub-granted projects of the second call launched by SouthMed WiA. At this occasion they will meet with local experts and the SouthMed WiA partners, to discuss and learn from each other as well as receive guidance for the implementation and promotion of their projects. The actress Julia Kassar, the Film Director Amin Dora and the Founder and Director of the Beirut International Women Film Festival, Sam Lahoud are among the local guests who will participate in the event. The participants will also visit one of the most experienced and professional entertainment TV Studios in the Arab World, the Beirut MTV Studios, to discuss gender differences and their representation in television.

SouthMed WiA, co-funded by the European Union, addresses issues related to the perpetuation of gender-based stereotypes and the under-representation of women in the audio-visual sector in seven Southern Mediterranean countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia. It is implemented by a consortium led by Interarts, Spain, in partnership with the Higher School of Audiovisual and Cinema (ESAC) in Tunisia, the Culture & Media Agency Europe (CUMEDIAE) in Belgium, the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM) in Italy and the Screen Institute Beirut (SIB) in Lebanon.

For further information: [www.smedwia.eu](http://www.smedwia.eu)

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CUMEDIAE



Associate partner:



COPEAM