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**MOROCCO TO RECEIVE 2024 CINEEUROPE GUEST COUNTRY OF HONOUR
AWARD**

BRUSSELS, BELGIUM AND NEW JERSEY, US – 27 MAY 2024: Morocco has been announced as the recipient of the CineEurope 2024 Guest Country of Honour Award. The Award, to be accepted by Mohamed Mehdi Bensaid, Minister for Youth, Culture and Communication of Morocco, will be presented at the CineEurope Awards Ceremony on Thursday 20 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain.

Moroccan cinema is currently experiencing a period of renewal and expansion, with many projects under development including the opening of a number of new cinemas. As a result, Morocco has been invited as the Guest Country of Honour to showcase its cinema sector at CineEurope.

Welcoming the announcement of the Award, Phil Clapp, President of the European cinema trade grouping UNIC, said:

“Congratulations to the Minister for Culture of Morocco on receiving the Guest Country of Honour Award for 2024 at CineEurope. This recognition - the first of its kind - is a testament to Morocco's vibrant cinema culture and power of innovation, inspiring audiences worldwide. We look forward to further collaborations that celebrate the richness of Moroccan cinema on the world stage.”

Andrew Sunshine, President of The Film Expo Group, added:

“We welcome Morocco to CineEurope with open arms. The rising status of the country as a box office contributor is an indication of Minister Bensaid’s commitment to continued growth.”

About CineEurope

CineEurope 2024 will take place from 17-20 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain. CineEurope is the longest-running and most successful European convention and trade show for major, regional, and independent cinema professionals. CineEurope will feature exclusive screenings and product

presentations of upcoming films, sponsored events, timely and informative seminars and the CineEurope Trade Show. CineEurope is the Official Convention of the Union Internationale des Cinémas/International Union of Cinemas (UNIC).

www.cineeurope.net

About UNIC

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and neighbouring regions.

www.unic-cinemas.org

About Film Expo Group

The Film Expo Group is the premier organizer of events in the motion picture industry. The Film Expo Group produces CineEurope, held in Barcelona; ShowEast, held in Miami; and CineAsia, held in Bangkok.

www.filmexpos.com

Further enquiries

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