

مهرجان البحر الأحمر السينمائي الدولي  
RED SEA INTERNATIONAL FILM FESTIVAL

## THE SAUDI PRODUCER MOHAMMED AL TURKI APPOINTED AS CEO OF THE RED SEA FILM FESTIVAL FOUNDATION

*The second edition will bring the best in Arab and World Cinema to Jeddah,  
nestled on the eastern shore of the Red Sea from 1 – 10 December*

### **Jeddah, Saudi Arabia – 10 May 2022:**

The Red Sea Film Foundation, an independent, non-profit organisation dedicated to promoting film culture in Saudi Arabia has today announced that Chairman of the Committee Mohammed Al Turki has been appointed as Chief Executive Officer of the Red Sea Film Festival Foundation.

Al Turki joined the Red Sea Foundation in 2020 to support the development of the flourishing film industry in the country and the Festivals mission to champion emerging Saudi and Arab talent.

In his new role as CEO, he will spearhead the growth of the Festival building on the success of the inaugural edition which welcomed over 30,000 filmgoers along with 3,155 industry professionals for a 10-day celebration of the best of global and Arab cinema.

The established producer has successfully bridged the entertainment gap between 'East and West' and carved a career that spans over 12 years in both Hollywood and the Arab world. His knowledge of the industry will help drive the strategic and cultural mandate to establish the Festivals position as a crucial springboard for emerging Saudi, Arab and African talent and an important world-class Festival on the international circuit.

Al Turki's executive leadership team includes Shivani Pandya Malthora; Managing director, Kaleem Aftab; Director of International Programming, Antoine Khalife; Director of Arab Programs & Film Classics, Samaher Mously; Director of Marketing, Emad Eskander; Head of the Fund and Zain Zedan; Red Sea Souk Manager.

Mohammed Al Turki, Red Sea IFF's CEO said: "I am thrilled to be confirmed as CEO of the Red Sea Film Festival Foundation and proud to work with an incredibly talented

team as we enter the next phase of our organisation. This is an exciting, transformative time where creativity plays a crucial role in the country's cultural renaissance, with a thriving film and art scene and an extraordinary amount of young talent breaking new boundaries and producing content worthy of attention. We want to be at the forefront of navigating the changing cultural landscape, contributing to the global entertainment industry, and serving as a beacon for a new generation of creatives. I look forward to welcoming returning and new guests to Jeddah for our second edition this December."

The Festivals' objectives support the Kingdom's ambitious 2030 plans to become a cinematic powerhouse and global film hub.

The Red Sea Fund, designed to support the development, production, and post-production is key to the strategy by providing year-round support to emerging talent, improving access to Arab content, and driving the potential of Arab talent on the international stage. To date, the Red Sea Fund has supported 97 projects with more to be announced in the coming months. In addition, impactful initiatives such as The Red Sea Lodge, in partnership with the TorinoFilmLab offers filmmakers a ten-month creative and professional training programme.

### **About the Red Sea International Film Festival:**

The second edition of the Red Sea International Film Festival will bring the best in Arab and World Cinema to Jeddah, nestled on the eastern shore of the Red Sea.

The Festival will showcase a compelling slate of new and diverse films, alongside a retrospective programme celebrating the masters of cinema as well as introducing audiences to exciting new voices from the region and beyond. The Festival will provide a platform for Arab filmmakers and industry professionals from around the world to connect, host feature and short film competitions, and present a series of events, masterclasses, and workshops to support emerging talent.

Running alongside the Festival is the Red Sea Souk, the Festival's industry market, designed for global exchange and partnerships between the international and Saudi film industries. The four-day market will offer a packed programme of curated events to foster co-production, international distribution, and new business opportunities. The Souk offers unbeatable access to the new vibrant Saudi scene, as well as the best of the Arab market through pitching sessions, one-on-one meetings, screenings, industry talks, and networking events.

### **About Majid Al Futtaim**

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East, Africa and Asia.

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure to 'create great moments for everyone, every day'. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 17 international markets, employing more than 43,000 people, and obtaining the highest credit rating (BBB) among privately-held corporates in the region.

Majid Al Futtaim owns and operates 29 shopping malls, 13 hotels, and four mixed-use communities, with further developments underway in the region. The shopping malls portfolio includes Mall of the Emirates, Mall of Egypt, Mall of Oman, City Centre malls, My City Centre neighborhood centers, and five community malls which are in a joint venture with the Government of Sharjah. The Company is the exclusive franchisee for Carrefour in over 30 markets across the Middle East, Africa, and Asia, operating a portfolio of more than 375 outlets including City+, the region's first checkout-free store, and an online store.

Majid Al Futtaim operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region including Ski Dubai, Ski Egypt, Dreamscape, Magic Planet, Little Explorers, and iFLY Dubai. The Company is parent to a Fashion, Home, and Specialty retail business representing international brands such as Abercrombie & Fitch, Hollister, AllSaints, lululemon Athletica, Crate & Barrel, Maisons du Monde, LEGO, and THAT, a Majid Al Futtaim fashion concept store and app. In addition, Majid Al Futtaim operates Enova, a facility and energy management company, through a joint venture operation with Veolia, a global leader in optimised environment resource management.

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