



SAUDI
FILM 
C O N F E X

Saudi Film
Confex Program

- Conference
- Workshop
- Inspirational Zone Speakers

04 - 01 October 2023

Riyadh Front Exhibitions
and Convention Centre

Time Schedule

Sunday 01	18:00 - 10:00
	Conference panels
	21:30 - 13:00
	Workshops
Monday 02	20:30 - 17:00
	Inspirational Zone Speakers
	18:00 - 10:00
	Conference panels
Tuesday 03	21:30 - 13:00
	Workshops
	20:00 - 17:00
	Inspirational Zone Speakers
Wednesday 04	21:30 - 16:00
	Workshops
	20:30 - 17:00
	Inspirational Zone Speakers

October 2023



CONFEX AGENDA

DAY 1

Sunday 01 October 2023

10:00 pm - 10:00 am



Conference Program | Sunday 01 October 2023

10:00 - 10:45

Opening Ceremony

10:45 - 11:00

Keynote Speaker 1

The role of Culture in the Development of National Economies



His Excellency Mr. Hamed Bin Mohammed Fayez

Deputy Minister of Culture

11:00 - 11:45

Discussion panel 1

Film as a Catalyst for National Economic Growth: Aspects and Features

The session discusses the role of the film industry in developing the national economy, the gross domestic product, through the integration of economic activities in the film sector, creating job opportunities, attracting global investments, and extending its influence on other major sectors affecting the local economy, such as: tourism, entertainment, technology, and innovation.

Speakers

Moderator



H.E Dr. Nabil Koshak
CEO & Board Member of
the Saudi Venture
Investment Company



Tariq Bin Ammar
Founder of Quinta
Communications &
Film Producer



Jason Cloth
Founder & Principal of
Creative Wealth Media



Redha Alhaidar
Chairman of Roaa
Media Ventures

11:45 - 12:00

Keynote Speaker 2

**The Future of Media and Entertainment:
Growth Opportunities, Innovation, and Diversity in a Changing Industry**



Steve Chung

Chief Global Officer for CJ ENM

Conference Program | Sunday 01 October 2023

12:00 - 12:45

Discussion panel 2

Boosting Film Production and Attracting International Companies

The session highlights the need to promote joint film productions and the importance of establishing local and international partnerships in the film industry. The session also reviews the most important gains for this, such as reducing the cost of production and raising operating efficiency, as well as raising the technical value through the transfer and sharing of expertise, in addition to the most prominent organizational challenges to attract global partnerships

Speakers

Moderator



Sharif Majali
Founder & CEO of
Desert Motion Pictures



Alexander Amartei
CEO of Arabian
Camel, Director &
Producer



Angela Killoren
Co-CEO CJ ENM
America Inc.



Mihir Karlekar
Head of Strategy &
Business
Development at Eros
International Group



Mohamed Diab
Director &
Screenwriter



Dr. Hakeem Jomah
Writer, Actor &
Director

13:00 - 13:30

Fireside chat 1

Investment Opportunities and Enablers

The session reviews the investment opportunities offered by the Kingdom in support of the film sector, and its role in strengthening the Kingdom's position as a desirable destination. Considering that the Saudi film market is one of the largest markets in the region. The session will discuss the possibility of attracting local and international investors to the promising huge opportunities in the emerging sector.

Speakers

Moderator



Eng. Saleh Al Khabti
Deputy Ministry of Investment for
Investment Operations



Riyadh Al Zamil
Chairman of the National
Entrepreneurship Committee



Jamal Al Muayqil
Media presenter

13:30 -14:15

Discussion panel 3

Film Industry Infrastructure

The session examines the foundational and organizational infrastructure components of the film industry, and discusses the most important needs of the industry, in addition to other entities and industries that intersect with it while presenting current opportunities and its future potentials.

Speakers

Moderator



Andrew Barnsley
President of Toronto
Film School



Wayne Borg
Managing Director of
Media Industries,
Entertainment &
Culture, NEOM



Amanda Nevill
Strategic Advisor to
the International
Screen Industries



Majid Abunahyyah
Chief Business
Development Officer at
Quality of Life Program



Zainab Abu Al Samh
General Manager,
MBC Studios



Maha Taibah
Founder & CEO of
Rumman Company

Conference Program | Sunday 01 October 2023

14:15 - 15:00

Discussion panel 4

Film-Making : Trends and New Technology

The session highlights new trends and technologies that shape the present and future of the film industry. It also reviews the impact of these technological developments, global and local trends, and their technical requirements on all elements and stages of the film industry. The session will touch on the innovative technological equipment that has inspired and changed the film industry.

Speakers

Moderator



Dr. Matthias Erb
Chairman of the ARRI
Executive Board



John Schreiner
Senior Vice
President at IMAX



Dane Smith
Chief Strategy
Officer at The Third
Floor



Faisal Baltyuor
CEO of
CineWaves Films



**Christopher
Roth**
Executive VFX
Producer, MPC



Raya Abirached
Interviewer-TV
presenter

15:30 - 16:15

Discussion panel 5

The Influence of Regulations and Intellectual Property Rights

The session highlights the governance of the film industry, the importance of controlling and regulating its environment, going through intellectual property rights and the importance of documentation, and reviewing the risks of film piracy.

Speakers

Moderator



**Dr. Abdullatif Al
Abdullatif**
CEO of General
Authority of Media
Regulation



Noura Al Ammari
IP Enablement Executive
at the Saudi Authority for
Intellectual Property



Daya Fernandez
Producer & CEO of NU
3RA Studios



**Matti
Rockenbauch**
Film & Entertainment
lawyer



Bader Al Zahrani
TwoAtoms Capital
Managing Partner

Conference Program | Sunday 01 October 2023

16:15 - 17:00

Discussion panel 6

Global Excellence: Best Practices and Film Tools

The session highlights global best practices in the use of modern advanced tools and technologies that have contributed to the creation of innovative and distinctive cinematic experiences. Combined with emerging technologies, innovation enabled filmmaking to evolve and deal with complex cinematography, motion, and dynamic lighting.

Speakers

Moderator



Fred WANG
Founder of Salons
Films



Reza Hashemi
CEO of Binj



Jeff Snow
Former Creative
Director at Disney
Feature Animation



Mathieu Rouxel
Sr. Cinema Sales & Partner
Manager Middle East, Africa
and Turkey at Dolby
Laboratories



Josh Wilson
Founder & Managing
Director of Wilson
Worldwide

17:00 - 17:30

Fireside chat 2

Artificial Intelligence (AI) and The Future of The Film Industry

The session highlights artificial intelligence techniques and algorithms as a support tool to filmmakers in all stages of filmmaking, its opportunities, challenges, and risks, and anticipates its impact on the level of cinematic production. It also discusses its threat to the film industry.

Speakers

Moderator



SAMI ARPA
Co-founder & CEO of Largo Films



Pierre Barreau
Co-founder & CEO of AIVA



Alaa Faden
CEO of Telfaz11

17:30 - 18:00

Fireside chat 3

Preserving Audiovisual Memory in Saudi Arabia

The session will emphasize film archives and the most important technical and organizational developments related to them. It also reviews the status of archiving projects in the Kingdom of Saudi Arabia, their reality and challenges, leading to the future of archiving and digitization.

Speakers

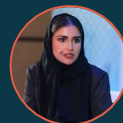
Moderator



Dr. Sulaiman Al Shehri
Director of Saudi Center for Digital Content



Faisal Al Khalaf
Deputy Director of the Digital Archive
Center, Saudi Broadcast Authority



Dr. Waad Arif
Academic - Journalist - Content Producer

Workshops | Sunday 01 October 2023

<p>01:00 PM - 02:00 PM</p>	<p>Workshop (1)</p>	<p>01:00 PM - 02:00 PM</p>	<p>Workshop (2)</p>
<p>Strategy and Services of The Small and Medium Enterprises General Authority "Monshaat"</p>		<p>Temporary import mechanism</p>	
<p>Sultan Alenazi Monshaat</p>		<p>Mohammed bin Fahd Al Hamoud Zakat, Tax & Customs Authority</p>	
<p>07:30 PM - 08:30 PM</p>	<p>Workshop (3)</p>	<p>07:30 PM - 09:30 PM</p>	<p>Workshop (4)</p>
<p>100 Years of Virtual Production</p>		<p>Human Centered Innovation: How to develop an innovative mindset to booster innovation in the film industry</p>	
<p>Alan Lewis NEOM</p>		<p>Dr. Isabel Creuznacher Film Commission</p>	

Inspirational Zone Speakers

<p>17:00 - 17:30</p>	<p>17:30 - 18:00</p>	<p>18:30 - 19:00</p>
<p>Bridging Culture Through Movies</p>	<p>An Innovative Project in Filmmaking</p>	<p>What are the elements actors must have, and where to go?</p>
 <p>Alexander Amartei CEO of Arabian Camel-Director- Producer</p>	 <p>hamzah jamjoom Film Director</p>	 <p>Aziz Gharbawi Actor</p>
<p>19:00 - 19:30</p>	<p>19:30 - 20:30</p>	
<p>How to Launch and Maintain a Successful Entertainment Brand</p>	<p>Opportunities for Using Augmented Reality by Filmmakers and Storytellers</p>	
 <p>Mohammed Saeed Harib Founder of Lammtara Art Production EST</p>	 <p>Khodor Fouani Senior AR developer - Snapchat</p>	

CONFEX AGENDA

DAY 2

Monday 02 October 2023

10:00 pm - 10:00 am



Conference Program | Monday 02 October 2023

10:00 - 10:45

Discussion panel 7

Creativity and Innovation in Film Production, Distribution and Marketing

The session will emphasize contemporary techniques, methodologies, and tools that are integral to modern film production. It will underscore the significance of crafting inventive marketing campaigns. Furthermore, the session will delve into innovative and non-conventional channels for cinema distribution, such as digital platforms and applications, which facilitate broader and more diverse audience engagement.

Additionally, the session will explore the pivotal role played by film festivals in the sales, distribution, and marketing strategies, aiming to identify novel interactive approaches and tap into diverse markets.

Speakers

Moderator



Jamal Sanan

Founder & CEO of Eagle Films



Rasha Al Emam

Founder & CEO of Yellow Camel Studios



Abdulla Hasan Ahmed

Founder & CEO of Faradees, Producer & Director



Afnan Seraj

Head of Digital Content & Commercial Manager in Arab Radio & Television Network(ART)



Rakan Al Shaya

Content Manager at IGN MENA

10:45 - 11:15

Fireside chat 4

The Art and Science of VFX: How to Create Stunning Visual Effects

The session address how to collaborates with directors, actors, and professionals to create immersive and engaging visual stories, balances creativity and realism in visual effects, fosters a culture of innovation and excellence, and how it attracts and retains talent in the competitive VFX industry.

Speakers

Moderator



Jonny Slow

CEO of Pixomondo



Alexandra Topalian

MC

11:15 - 12:00

Discussion panel 8

Local and Regional Focus: Film Industry Practices and Perspectives

The session highlights the best emerging and developing local and regional experiences in the film industry. It also reviews the promotion of the emerging film sector that opens innovative horizons for its pioneers to display their creativity, refine and develop their talents, and reach professionalism, which establishes sustainable growth for their business, for more cooperation and interaction opportunities between creative workers in this field, with a discussion of the most prominent future trends that serve the industry and enhance its growth, and sustainability.

Speakers

Moderator



Ahmed Al Mulla

Founder & Director of the Saudi Film Festival



Mohamed Hefzy

CEO & Founder of Film Clinic



Durrah Bo Shosha

Film Director



Asma Graimiche

Producer & Distributor



Ahmed Al Ayad

Film journalist

Conference Program | Monday 02 October 2023

12:30 - 13:00

Fireside chat 5

Behind the Lens: Consultancy in Films

The session delves into how strategic consultancy is helping to shape the present and future of the film industry, particularly in Saudi Arabia and the Middle East.

Speakers

Moderator



Jonathan Olsberg
Executive Chair of Olsberg SPI



Karim Daoud
Partner, Strategy & Middle East



Alexandra Topalian
MC

13:00 - 13:45

Discussion panel 9

Funding Strategies and Initiatives in the Film Industry

The session explores the global trends of film financing, its multiple sources and approaches; such as "Product Positioning and Branding" and its strategies, and "Co-Productions". Highlighting the most important financing strategies in the global economy, in addition to reviewing various financing challenges, and the associated partnerships or legal obligations.

Speakers



Osama Al Raee
Co-Founder & CEO of Lendo



Abdulaziz Al Sayyari
Founder & CEO of Sukuk Capital



Hanouf Bin Saeed
Senior Vice President - Corporate Banking - at Riyad Bank



Adwa AlDakheel
Founder & CEO of Falak Investment Hub



Faisal Al Asiri
Funding Programs Development Director at Cultural Development Fund



Faisal Baltyuur
CEO of CineWaves Films

Moderator

Conference Program | Monday 02 October 2023

13:45 - 14:30

Discussion panel 10

Film Investment and Risk Assessment

The session reviews investment opportunities in the film sector, risk assessment and classification, proposed solutions, preventive and control measures. It also discusses the role of insurance sector in film production and its impact on facilitating financing and investing in films

Speakers

Moderator



Michael Lewis
Founder & CEO of
Alchemi Project



Douglas Borthwick
CEO of Blu Canary
Capital



Adon Quinn
CEO of MUVI
CINEMAS



Adel Shaker
CEO at Shaker Riad &
Sons Insurance Brokers



Yazeed Al Turki
Investment Manager
at STV



Roua Al Madani
Film producer &
media consultant

15:00 - 15:15

Keynote Speaker 3

Film Education's Future isn't about Film



Ravi Rajan
President of CalArt

15:15 - 16:00

Discussion panel 11

Education and Training: A Key Factor in Overcoming Staff and Skills Gaps

The session discusses methods of creating job opportunities, qualifying workforce in the sector, and the role of specialized academic programs and technical institutes in empowering talents.

Speakers

Moderator



Paul Pacifico
CEO of Saudi Music
Commission



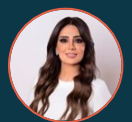
PARK KI-YONG
Director & Chairperson
of Kofic



Adam Lejzig
Founder & CEO of MediaU



Dr. Mona Al Maliki
Dean of the College of Arts,
Cinema program at King Saud
University Cinema Program



Nada Al Shaibani
Head of NEOM Digital
Media Academy

Conference Program | Monday 02 October 2023

16:00 - 16:15

Presentation

TV Audience Measurement.. Finally in Saudi



Bandar Al Mashhadi
CEO of Media Rating Company (MRC)

16:15 - 17:00

Discussion panel 12

Content Creation and Cultural Repercussions in Saudi Cinema

The session reviews the cultural, historical and geographical diversity of the Kingdom, which is reflected in the film sector and cinematic content, and its contribution to attracting international production houses that always are in an ongoing need to new and different locations, which has an impact in highlighting the local culture implicitly.

Speakers

Moderator



Dr. Essam Bukhary
CEO of Manga
Productions



Charlene Deleon-Jones
Executive Director Royal
Commission of Alula, Film Alula



Hana Al Omair
Writer & Film Director



Tariq Khawaji
Cultural Advisor - Ithra



Fatima AL Banawi
Filmmaker, Actress, &
Social Researcher

17:00 - 17:30

Fireside chat 6

Documenting and Archiving the Cinematic Memory

The session highlights the importance of preserving cinematic memory, and reviews technical expertise, methods of work, and techniques used in the field of preservation and archiving.

Speakers

Moderator



Cecilia Cenciarelli
Head of Research & Special Projects
department at Cineteca di Bologna



Mohammed Challouf
Director & Archivist



Baraa Alem
Actor, Writer & Director

17:30 - 18:00

Closing Ceremony

Workshops | Monday 02 October 2023

13:00 - 14:00

Workshop (1)

Intellectual Property in Film Industry

Ahmed Asiri

Saudi Authority for
Intellectual Property



13:00 - 14:00

Workshop (2)

**Investor Journey and Investment
Opportunities in Film Industry**

Duaa Al Hawaj

Maryam Al Barak

Ministry of Investment



15:00 - 17:00

Workshop (3)

**Visual Storytelling - The art of
storytelling through images**

Jeff Snow

TXL Animation



15:00 - 17:00

Workshop (4)

**Distribution and Marketing Essentials for
Filmmakers: Understanding how to
effectively distribute and promote your
film to reach your target audience**

Ava B

House of Film



17:30 - 19:30

Workshop (5)

From local to global

Mohamed Diab

Director & Filmmaker



19:30 - 21:30

Workshop (6)

**Behind the scenes and making of the
visual effects for International
Blockbuster**

Christoph Roth

MPC Film



Inspirational zone program | Monday 02 October 2023

Inspirational Zone **Speakers**

17:00 - 17:30

Interactive Storytelling



Suhaib Qudous

Producer & Director of Tape Productions

17:30 - 18:00

Discovering New Talents and the Importance of Auditions



Etab Naeem

Casting Manager at MBC Talent

18:30 - 19:00

The Business of TV and How to Approach it



Josh Wilson

Founder & Managing Director of Wilson Worldwide

19:00 - 19:30

Marketing Experience in the Cinematic Sector



Sultan Almousa

Founder and CEO of Sheeria Entertainment Group

19:30 - 20:00

A Journey Through the Visual Effects: An Exclusive Look into the VFX of a Saudi Feature Film Hajjan



Chadi ABO

Visual Effects Producer

CONFEX AGENDA

DAY 3

Tuesday 03 October 2023

04:00 pm – 09:30 pm



Workshops | Tuesday 03 October 2023

16:00 - 18:00

Workshop (1)

Creating the World's Most Immersive Cinematic Experiences



Giovanni Dolci
IMAX



Greg Ciaccio
IMAX

16:00 - 18:00

Workshop (2)

Film Entrepreneurship and Startup Basics: Exploring how to launch and manage a film-related business or startup



Adam Leipzig
MediaU

18:30 - 20:30

Workshop (3)

Documentary filmmaker



Steven Hoffner
Toronto Film School

19:30 - 21:30

Workshop (4)

International Co-Productions Workshop: Understanding the intricacies of collaborating on film projects across borders



Mauricio Dias
GRIFA

Inspirational zone program | Tuesday 03 October 2023

Inspirational Zone Speakers

17:00 - 17:30

Cultivating Visionaries Film Educations Impact



Danya Alhamrani
Maflam



Dania Nassif
Maflam

17:30 - 18:00

Unlocking Creative Brilliance: The Art of the Creative Film Project



Daya Fernandez
Producer-CEO Nu3RA
Studios

18:30 - 19:00

Short Film School



Khalid Fahad
Film Director

19:00 - 20:30

Al Muhaisen: Retrospective



Sultan Al Bazie
CEO of The Theater and
Performing Arts
Commission



**Abdullah Al
Muhaisen**
Director & A pioneer of
Saudi cinema

Interviewer

CONFEX AGENDA

DAY 4

Wednesday 04 October 2023

04:00 pm – 09:30 pm



Workshops | Wednesday **04** October 2023

16:00 - 17:00

Workshop (1)

Renewing the film industry: innovation in services and experiences



Turki Youssef Faqira

Cultural Development Fund

17:30 - 19:30

Workshop (2)

Film Post Production



Sherif Fathy

NEOM

19:30 - 21:30

Workshop (3)

Film Education: How Filmmaking Training Can Benefit the Community



Dr. Chan Wing Mui Helen

Salon Films

SAUDI
FILM 
C O N F E X

THANK YOU

