

## 2009 Maputo International Ad Festival deadline looms

Numerous agencies have confirmed their participation in the 4th Maputo International Advertising Festival, 25 - 27 May 2009. The event is promoted by AMEP - the Mozambican Association of Marketing, Advertising and Public Relations companies.



### Agencies participating include

- LV Ogilvy (Reunion-France)
- Orion (Angola)
- Executive Center (Angola)
- McCann Erickson (Portugal)
- SabiOne (England)
- Joe Public (South Africa)
- Golo (Mozambique)
- Circus Advertising (Mauritius)
- Ogilvy (Mozambique)
- P&P Link Saatchi & Saatchi (Mauritius)
- RedHouse Y&R (Mauritius)
- Ogilvy (Namibia)
- DV8 Saatchi & Saatchi (Namibia)
- Djomba (Portugal)
- Freelancing (Mozambique)
- Boom (Mozambique)
- DDB (Mozambique)
- Cread (Mauritius)

The festival recognises advertising agencies and producers and other communications companies from any part of the world, and particularly from the southern African and Indian Ocean regions.

The categories in the competition include TV/Cinema, Radio, Print, Poster, Billboard, Website, Online Banner, Promotion on the Internet and Integrated Advertising Campaigns.

Registrations may be submitted to the AMEP head office, at Prédio Cardoso, 2nd floor, Apartment E, Avenida 25 de Setembro, in Maputo city, until Friday, 15 May 2009, by paying the registration fee. Pieces are accepted for display that were created and can be proven to have been shown between 1 April 2008 and 30 April 2009.

The international jury will consist of 13 professionals from Mozambique and other countries, who will analyse the pieces in the competition, and who will grant the prizes, after drawing up a short list.

The jury will be chaired by the Angolan Nuno Fernandes and will include:

- Alan Nixon (South Africa)
- Daniel Duarte (Bresil)
- Dries Badenhorst (South Africa)
- Gabriel Borges (Bresil)
- Israel Domingos (Mozambique)
- Kok Nam (Mozambique)
- Luis Cardoso (Mozambique)
- Luis Marinho Falcão (Portugal)
- Nadia Jussob (Mozambique)
- Pepe Marais (South Africa)
- Louw le Roux (South Africa)
- Miguel Falcato (Portugal)

## **Festival Programme**

### **24 May 2009**

Arrival of the foreign participants

Welcome dinner

### **25 May 2009**

09:00 - Start of the jury's activity in the Camões Institute.

18:00 - Official opening of the Festival, with the inauguration of an exhibition of the pieces competing in the competition, followed by a cocktail, in the Camões Institute.

### **26 May 2009**

09:00 - Activity of the jury in the Camões Institute.

18:00 - Cocktail to present the Ogilvy Mozambique Group, at Coconuts.

Announcement of the short list

### **27 May 2009**

09:00 - Debate "Advertising versus Crisis", at the Polytechnic University.

16:00 - Announcement and delivery of the Silver and Bronze Shell prizes at the Camões Institute.

Presenters: Sérgio Faife and Eunice Andrade.

19:30 - Dinner and distribution of prizes at Girassol Indy Village. Announcement of the Golden Shell Prizes and the Grand Prizes. Delivery of the Prizes. Show.

Presenters: Sérgio Faife and Eunice Andrade.

João de Sousa, one of Mozambique's oldest communication experts, was invited to be the chairman of 4th Maputo International Advertising Festival.

## Festival partners

- Mcel
- Rádio Moçambique
- Electricidade de Moçambique (EDM)
- Listas Telefónicas de Moçambique/Páginas Amarelas
- Sasol
- Universidade A Politécnica
- Instituto Camões
- Bizcommunity.com
- Z-Card
- Teledata de Moçambique
- Impacto Inovação e Serviços
- Premium Rent-a-Car
- Congress Rental
- Mediaprint
- DCC
- Papaia Produções
- Elográfico
- Destinos
- Ferro & Ferro
- Garsom
- Kisha Representações
- Magazine Independente Newspaper
- Capital Magazine
- TVZine Magazine

For more, visit: <https://www.bizcommunity.com>