

19th annual Conference and 18th General Assembly of COPEAM

Marrakesh, 29 March - 1 April 2012

*“Changes in the Euro-Mediterranean societies:
the Media on the move”*

Programme

Thursday 29th March 2012

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| 2:30 pm <i>Terramed Plus</i> project meeting | Room Réda 1 |
| 4:00 pm EBU MED Group meeting | Room Réda 2 |
| 4:00 pm Press Conference | Room Réda 4 |
| 8:00 pm Welcome cocktail (Hotel Al Mansour Eddahbi) | |

Friday 30th March 2012 - Meeting of the Commissions and working Groups

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| 9:00 am Tripartite meeting | Room Réda 5 |
| 10:00 am TV Commission | Room Karam 1 |
| 10:00 am Training Commission | Room Karam 2 |
| 10:00 am Radio Commission | Room Réda 2 |
| 10:00 am Women Commission | Room Karam 5 |
| 10:00 am Archives Group | Room Karam 3 |
| 10:00 am News and TV Mags Exchange Commission | Room Réda 5 |
| 11:00 am Coffee Break | |
| 11:15 am Resumption of works | |
| 1:00 pm Lunch | |
| 2:30 pm Resumption of works | |
| 2:30 pm Cinema-Festival-Culture Commission | Room Karam 4 |
| 2:30 pm TV Sat Group | Room Réda 1 |
| 3:00 pm Steering Committee | Room Réda 4 |
| 3:30 pm Joint meeting TV + Festivals Commissions | Room Karam 1 |
| 4-4:15 pm Coffee Break | |
| 4:30 pm <i>Kantara</i> restricted meeting | Room Réda 2 |
| 6:00 pm Conclusion of works | |
| 8:00 pm Departure for dinner | |

Saturday 31st March 2012

Plenary session (Salle des Ministres, Palais des Congrès)

9:00 am Opening Ceremony

- **Mustapha EL KHALFI**, Minister of Communication, Spokesman of the Government of Morocco
- **Androulla VASSILIOU**, European Commissioner for Education, Culture, Multilingualism and Youth
- **André AZOULAY**, President of the Anna Lindh Foundation
- **Mohamed KHAMLICHI**, Deputy Secretary General in charge of Information and of Communication, Arab League

- **Fayçal LARAICHI**, President-Director General of SNRT
- **Mathieu GALLET**, President of COPEAM
- **Alessandra PARADISI**, Secretary General of COPEAM

10:00 am Coffee Break

10:30 am Session 1 - *Information and deontology: the example of the Seville Charter*

Moderator: **Sylvie DEPIERRE**, Journalist France Télévisions

- Presentation of the Charter: **Badreddine MILI**, Writer and journalist, Algeria
- Institutional framework: **Nawfel RAGHAY**, Director General of Audiovisual Communication, Haute Autorité de la Communication Audiovisuelle (HACA), **Sahar ALI**, Project officer for data collection on Mediterranean film and audiovisual markets - EU Programme Euromed Audiovisual III
- Ethical communication: **Nicoletta IACOBACCI**, Head of Multiplatform Unit, EBU
- Citizen journalism and user generated contents as a deontology matter for broadcasters: **Asunción GOMEZ BUENO**, Director of Canal 24 Horas; **Faris COURI**, Editor in Chief of BBC Arabic

Debate

12:30 am Lunch

2:00 pm Session 2- *New situations: what changes for the public service media?*

Moderator: **Donatella DELLA RATTA**, Arab media expert

- The civil society point of view: **Latifa TAYAH**, in charge of the Mediterranean Programme, Institut Panos Paris
- The Mediterranean: new spaces for democratic expression: **Noureddine AFFAYA**, Professor of modern philology at the Université Mohammed V of Rabat and former member of the Superior Council of Audiovisual Communication of Morocco
- The New Media approach: **Samir ELBAHAIE**, Google Policy Manager, MENA Region
- The public broadcasters transition: **Jean REVEILLON**, Director of International Relations of France Télévisions, **Habib BELAÏD**, President-Director General of Radio Tunisienne, **Ibrahim SAHIN**, Director General of TRT
- **Farid MERABET**, Director of External Relations of Afrik TV news agency

Debate

4:00 pm Coffee Break

4:15 pm Session 3 - *The Mediterranean: a space of free movement for citizens and contents*

Moderator: Mohamed AIT LACHGUER, Editor in Chief, SNRT

- Free movement of contents, sport rights as a core issue: Fayçal LARAICHI, President-Director General of SNRT, Tewfik KHELLADI, Director General of EPTV, Jean-Paul PHILIPPOT, President of EBU, Maurizio BERETTA, President Serie A TIM League
- The role of ASBU in the promotion of the Mediterranean exchanges: Salah Eddine MAAOUI, Director General of ASBU
- The TV of knowledge, a strategy for development: Maria Amata GARITO, President of the Telematic University UNINETTUNO
- COPEAM projects, the model of the radio and TV co-productions : Alessandra PARADISI, Secretary General

Debate

6:00 pm Conclusions of the works

8:00 pm Departure for dinner

11:30 pm Return to the hotel

Sunday 1st April 2012

9:00 am Elective General Assembly
(Salle des Ministres, *Palais des Congrès*)

12:00 am Coffee Break
Meeting of the elected Steering Committee
(Room Réda 4)

12:30 am Resumption of works

1:30 pm Conclusions of the works and lunch

3:00 pm Departure for the excursion

6:00 pm Return to the hotel
