



Cagliari, 18/03/2013

“The Mediterranean between economic crisis and socio-political changes: the floor to the media”: the 20th annual Conference of COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators) - organized in collaboration with RAI, with the Autonomous Region of Sardinia, with the Agenzia Sardegna Promozione and with the support of ENI - will be held around this topic from 21 to 24 March, in Cagliari.

The Conference will be opened by Ugo Cappellacci, President of Regione Sardegna, by Anna Maria Tarantola, President of RAI, by Mathieu Gallet, President of COPEAM and INA and by Pier Luigi Malesani, Secretary General of COPEAM.

The event will be the occasion, for the media of the whole Euro-Med Region, to make a joint reflection, together with the representatives of institutions and of the civil society, on the strategic role of communication with respect to the economic, social and political growth in the Mediterranean basin.

In a time of deep and persistent crisis, such as the present, media, in particular the public ones, can and ought to boost their role of interpreters of the current affairs, responding to the up to date changes.

These issues will be the focus of the three plenary sessions on March 23rd, and will be deepened by key international speakers: high representatives of Arab and European institutions, such as Michele Valensise, Secretary General of the Ministry of Foreign Affairs, and Samir Al Kassir, Deputy Secretary General of the Arab League, and of public radios and televisions from the whole region.

During the Conference, at the T-Hotel, different cultural events will be organized together with the promotion of the Mediterranean audiovisual products : Thursday 21st March, two documentaries competing in the CMCA PriMed, one from Turkey and the other from France, will be shown; Friday 22nd March, the documentary *“Paolo Fresu, 50 anni suonati”*, dedicated to the famous Sardinian trumpeter, will be projected.

Finally, a tribute will be paid to the Italian *excellence* Caravaggio through the reproduction of three masterpieces from Rome, Naples and Malta, virtually covering some Mediterranean stages of the artist: an “Impossible Exhibition” based on forefront digital techniques.

Took part in the press conference: Ugo Cappellacci, President of the Autonomous Region of Sardinia; Mariano Mariani, Director of Agenzia Sardegna Promozione; Marco Simeon, Director of the Institutional and International Relations of RAI; Pier Luigi Malesani, Secretary General of COPEAM.

For further information: www.copeam.org

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