

## **AMEP announces third Maputo International Advertising Festival**

AMEP, the Mozambican Marketing, Advertising and Public Relations Association, has announced the third Maputo International Advertising Festival, which will take place between May 26 and 29, 2008.

On the first international festival (2006) the great winner was Circus Advertising, from Mauritius, and on the second festival (2007) it was Golo, from Mozambique.

The festival honours and recognizes advertising agencies, producers and other communication companies from any part of the world especially from Africa and Indian Ocean regions.

The competition submission categories include TV/cinema, radio, print, poster, billboard, internet site, internet banner, internet promotion, campaigns and integrated campaigns.

A jury will comprise 11 professionals from Mozambique and other countries to judge the pieces submitted to the competition, and allocate prizes, after producing a short list.

The chairperson of the jury is the Mozambican linguist professor Raul Calane da Silva. The Mozambican association invites Nina Morris and Toni Koenderman, from South Africa, the Namibian Mark Bongers, and the French David Calmel from Mayotte, and the local advertisers Marco Alves and Niko Rocha to be members of the jury.

Award winners will be announced at the awards ceremony on 29 May 2008, at the Hotel Avenida, in Maputo.

For more information, contact Mário Ferro, telephone +258 82 3012340 or visit <http://www.amep.org.mz/festival> for information on the event's regulations, categories, costs and other details.