



**PRESS RELEASE,**  
**25 November 2009**

**Launching of the 5<sup>th</sup> edition of the MENA Cristal Festival**  
**1 to 5 February 2010**

Following the success of the first advertising festival in Middle East & North Africa region, the MENA Cristal Festival - "First Summit for Media and Communications", is launching its 5<sup>th</sup> edition to be held from 1 to 5 February in the famous mountain of Mzaar Kfardebiane, Lebanon.

The evaluation and deliberation of these 5th edition entries will be handled by a high calibre jury made of creative professionals and advertisers:

**John MERRIFIELD**, Creative at large – TBWA\ASIA PACIFIC will chair the **Film, Press, Outdoor, and Radio** Jury.

**Iain JACOB**, Chief Executive Officer, Starcom Mediavest Group EMEA, will preside the **Media Cristal** Jury which will reward the best media strategy campaigns of Middle East and North Africa.

**Nicke BERGSTROM**, Creative Director and co-founder of Farfar, has been appointed as **President of the Cyber** competition.

**Alfonso MARIAN**, Executive Creative Director of Shackleton Spain will chair the **Marketing** Jury.

**Roy Michel HADDAD**, Chairman & Chief Executive Officer of JWT MENA will chair the Corporate and **Integrated** Jury.

Christian CAPPE, CEO of the Cristal Festival Network and organizer of the Mena Cristal Festival commented these nominations: "The Mena Cristal Festival is a celebration of Middle East and North Africa's best creative ideas in advertising and communications, and to chair these prestigious juries, we wanted to invite the most highly skilled and respected personalities from Europe but also from Asia Pacific, one of the most dynamic region nowadays, to lead the way forward."

As for George Jabbour, President – IAA Lebanon Chapter stated " Here we are launching the 5<sup>th</sup> edition jointly, wishing to give the MENA event a qualitative push to make out of it a real success in the region, in order to bring back Lebanon to a leading place where it should be at all levels."

The MENA Cristal Festival organizers have also chosen to reward the Abu Dhabi Media Company (ADMC) and its Chief Executive Officer Edward Borgerding with the prestigious 2009 Media Business Man of the Year award for outstanding contributions to the media and communications industry.

MENA Cristal Awards: 1/5 February 2010, Mzaar Kfardebiane - Lebanon



During three intense days of conferences and debates, the most prestigious keynote speakers will share their views of the future of the business by tackling a number of hot topics: how to react to the economic downturn, innovation and integration, brand building...

More than 450 advertising professionals from 20 different countries in the region will attend the 5<sup>th</sup> edition of the MENA Cristal Festival.

## The MENA Cristal Festival:

**The MENA Cristal Festival** has been created in 2005 as a continuation of the Cristal Festival in Europe (previously called Meribel Ad Festival) with the aim of introducing a new and ambitious competition in advertising for all North African and Middle Eastern countries.

This first advertising festival for the Arabic countries rewards the best advertising creations with the famous « Cristal », made of uncontested prize list and judged by a unique jury made of Agencies and Clients.

Each year, the MENA Cristal Awards gathers keynote speakers to hold conferences, round tables and workshops. Since its creation, this event has been promoting exchanges and networking between the top-professionals of the advertising world in Arabic countries.

More than **400 communications professional leaders** from 20 different countries in the region are expected during the 5th edition of the MENA Cristal Festival.

**MENA Cristal entries are now open at [www.menacristal.com](http://www.menacristal.com)**

For further information and subscription: [www.menacristal.com](http://www.menacristal.com)

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CEO of the Festival - **Christian CAPPE**