

## Maputo International Advertising Festival postponed

The 11th Maputo International Advertising Festival, scheduled for 5-8 September 2016, has been postponed and the festival organisers AMEP, along with the Mozambican Association of Marketing, Advertising and Public Relations, hope to announce a new date soon.



Image by 123RF

The new date for the festival, to be held at the Montebelo Indy Congress Hotel & Spa, in Maputo, will be announced by AMEP within two weeks, following contacts and negotiations with public and private, national and foreign entities.

The postponement decision is due to the fact that the minimum and necessary financial conditions are not met for the Festival to take place successfully on those dates, and the organisers deeply regret the postponement, their press release read.

“National and international economic actual situation and the deep and growing disinvestment in the advertising industry, force agencies and advertising producers from many countries to reduce their investment in participations in international festivals and competitions.

“At the end of the registration deadline, 15 August 2016, the number of participating agencies was very low which makes the realisation of the festival unfeasible and unjustifiable, especially in what concerns the travel to our country of the international jury.”

AMEP has informed agencies and advertising producers that they will be reimbursed for payments already made through their respective applications. Sponsors who have made their payments will also be reimbursed.

AMEP reports that listed material may be considered as valid to the competition within the new dates of the festival and others are likely to be registered within the new registration deadlines to be fixed.

“AMEP regrets and asks immense apologies for all inconvenience that have been or may be caused by this decision and hopes that all agencies and advertising producers continue to join the Maputo Advertising

International Festival as an important reference in their work schedules.

“After a year of AMEP’s activity, considered to be fruitful and successful - in which we highlight the work done by the national government that allowed the reform of the Advertising Code - our Association regrets not achieving the established dates to hold the annual International Advertising Festival of Maputo.”

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