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A CAHNERS BUSINESS NEWSPAPER USPS 656-960 02371 NEW YORK, MAY 9, 1990 THE INTERNATIONAL ENTERTAINMENT WEEKLY \$2.75 Canada £2.25 UK

## Dounia: A woman of substance

Casablanca Very few Maghreb women have made it in the entertainment field, but more have fashioned showbiz careers in Morocco than in Tunisia or Algeria.

The only high-ranking female homevideo executive is Majda Bakkali of Cieme in Rabat. In Tunisia, Salma Abdelkeffi holds the post of acquisitions chief for state television network RTT and attends all major tube markets.

But perhaps the most enterprising woman in all of Maghreb showbiz is Morocco's Dounia Benjelloun, president of Dounia Prods. Ltd. The company prez attended American U. in Washington, D.C. and spent an intensive apprenticeship at Columbia Pictures Intl. before striking out on her own.

She feeds her seven cinemas with Columbia/Tri-Star product, has established Dounia Prods. as a prime service banner for foreign film and tv producers, and, together with the company's director general Bernard Rerat, is about to market a system of spot monitors to reach close to 3-million foreign tourists and businessmen.

"We can help foreign companies simplify customs clearance and get quick action on administrative formalities," she emphasizes. Ditto for transportation, private aircraft and helicopters.

"We don't have a permanent backup production unit," the prez admits, "but we can sign on experienced cinematographers, designers and set constructors, and provide production offices."