

Press release  
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**Appointment of General Commissioners**

On **20 May 2010** in **Brasília**, Europalia International AISBL and the Brazilian Ministry of Culture signed the framework agreement for the organisation of the festival **europalia.brasil 2011**.

Between **4 October 2011 and 15 January 2012**, europalia.brasil will present hundreds of events in different locations across Belgium and in bordering countries: exhibitions, concerts, theatre and dance performances, cinema, and literary encounters...

Two **General Commissioners** have been appointed for this new edition of the festival. For Belgium, the Board of Directors have appointed Mr **Pierre Alain De Smedt**. Pierre Alain De Smedt is the president of FEBIAC (the Belgian automobile federation), vice-president of FEB (Federation of Enterprises in Belgium) and president/member of various other Boards of Directors (Deceuninck, Belgacom, Avis Europe and Alcopa). For seven years he was president and CEO of the Volkswagen Group in Brazil (the largest private company in South America).

**Sérgio Mamberti** is the Brazilian General Commissioner. His career spans over 50 years in the cultural world, including as Secretary for Identity and Cultural Diversity at the Brazilian Ministry of Culture. As an actor and director of great renown, Sérgio Mamberti has won several prizes.

He has played in over 80 theatre productions, around 30 telenovellas and television series, and in more than 40 films including "*Toda Nudez Será Castigada*", "*Hans Staden*", "*O Bandido da Luz Vermelha*", "*A Menina do Lado*", "*A Dama do Cine Shanghai*", "*Castelo Rá-Tim-Bum*", "*Brava gente Brasileira*" ...

Sérgio Mamberti played an important role in the development of cinema novo and, together with President Lula da Silva, in the resistance of artists against the military regime.

Since 2008, he is president of the **National Arts Foundation, the FUNARTE**.

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