



PRESS RELEASE

The Italian Agency for Development Cooperation (AICS) launched on Friday 30 November the TV drama “Mirage”, implemented by IOM and the National Theatre.

Addis Ababa, 3 December 2018. The launching of the TV drama “Mirage”, financed by the Italian Government through the Italian Agency for Development Cooperation (AICS) and implemented by the International Organization for Migration (IOM) and by the National Theatre, has taken place on Friday 30 November 2018 in Addis Ababa.

The event, held at the National Theatre, was attended by H.E. Amb. Arturo Luzzi, Italian Ambassador to Ethiopia, Mr. Tiberio Chiari, Head of AICS Addis Ababa, Mr. Malambo Moonga, Head of Migration Management Unit of IOM, Mr. Befekadu Kefelegn, National Theatre Public Relation Head and many invited guests and stakeholders involved in the initiative.

The TV programme entitled “Mirage” aims to increase awareness among potential migrants in Ethiopia on the risks of irregular migration by providing accurate information on the topic. The serial drama is based on different stories related to irregular migration which include youths from Jimma, Kombolcha, Addis Ababa, Shashemene, Hossaena, Moyale and South Africa. The TV programme brings together different scenarios and it showcases a variety of experiences which might occur during a migration journey.

The Government of Italy is strongly committed in addressing the challenges of irregular migration in Ethiopia, which is a country of origin, transit and destination for migrants in the Horn of Africa. As stated by Mr. Tiberio Chiari, Head of AICS Addis Ababa: “With a portfolio of more than 50 million Euros, AICS is working through different channels to implement initiatives with Governmental authorities, UN Agencies and NGOs, focusing on the most vulnerable part of the population, Internally Displaced People (IDPs), refugees, migrants and returnees. Italy is also working, with a budget of 20 million Euros funded by the European Union Trust Fund for Africa, on reducing the root causes of irregular migration by creating greater economic and employment opportunities, especially for youth and women, with a focus on vocational training, public private partnership, reinforcement and development of existing value chains and cluster of micro and small enterprises”.

The partnership with IOM in the “Mirage” project, as the leading migration agency, and with the National Theater, as cultural and creative hub, has been crucial for the implementation of awareness raising activities and for better communicating the risks on irregular migration. The event included also a question and answer session to the actors of the TV drama and a photographic exhibition of a migration initiative implemented by the Italian Agency for Development Cooperation.

According to the signed agreement between IOM and Fana Broadcasting Corporate, “Mirage” will be broadcasted in 13 TV episodes on Fana “Kelemat” every Saturday, starting from 8 December 2018, from 6.30 to 7.30 pm (European time).

For additional information please contact: Ms. Elisa Rossetto, Communication and Public Relations Officer, Embassy of Italy in Addis Ababa, email: addisabeba.pr@esteri.it; Tel: +251 11 1235684/5/6.