



MEDIA RELEASE

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TITLE: Advenio eAcademy enters into strategic collaboration agreement with Malta Institute of Professional Photographers (MIPP) to provide on-line certified and non certified courses in Photography and Videography

Earlier today, Mr. Stephen P. D'Alessandro, Executive Director on behalf of Advenio eAcademy and Mr. Kevin Casha, President of the Malta Institute of Professional Photographers (MIPP) entered into a strategic collaboration agreement for the provision of quality online and blended learning programmes in photography and videography. This collaboration will enable the MIPP to supplement its current range of on-site courses in photography for the local community of photography enthusiasts. This collaboration will now enable MIPP to provide a wider range of courses in photography and videography which can also be followed by an international audience.

The MIPP officially came into being during a meeting held on the 2nd of October 1996 and its first General Meeting was held on the 29th of April 1997. Since then, the MIPP has grown from strength to strength, becoming an authoritative voice for the local professional photographic community as well as being the official Government-recognized body where legislation and regulation of the local Photographic Industry is concerned. The Institute is committed to upgrading and regulating the Industry, getting Photographers to network with each other as well as teaching and formulating guidelines on various important issues that the working Photographer faces. The MIPP has its own Code of Ethics as well as a yearly revisable Statute, voted in by its members at an Annual General Meeting. Currently, a democratically elected President and four Committee Members run the Institute.

Mr. Casha confirmed that MIPP was keen to embark on the project as it provided them with an excellent platform to deliver quality programmes to an international audience. He confirmed that the MIPP already had a well established international network of photography associations and clubs through which the programmes will be promoted. The online programmes in photography are to be developed in collaboration with Advenio eAcademy and would be supplemented with a series of on-site week-end Master Class workshop/tutorial sessions. He confirmed that development of coursework was already underway, with production to commence in the coming weeks.

Mr. D'Alessandro expressed his satisfaction with the agreement reached between the parties and commented on the enthusiasm and professionalism of the committee in the negotiations leading up the drafting of the strategic collaboration agreement. This project fitted in nicely with Advenio eAcademy's goal of providing top quality online courses in



Entrepreneurship and related matters to aspiring and established entrepreneurs. He confirmed that Advenio eAcademy currently offered programmes at levels 4, 5 and 7. The photography courses to be launched would eventually be set at level 4, providing a sound basis for those who were seeking a career in photography or for those who wanted to develop their photographic skills further.



Photo caption: Mr. Stephen P. D'Alessandro as Executive Director of Advenio eAcademy and Mr. Kevin Casha as President of the Malta Institute of Professional Photographers signing the collaboration agreement at the Ta'Xbiex offices of Advenio eAcademy.

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