

## CIRA Education Partners with The Centre for Entertainment Arts and Think Big Media Production to Launch Visual Arts Programs

*The trilateral agreement brings together a wealth of expertise to deliver practical, industry-relevant visual arts programs to students.*



**Cairo, 29 May 2023**

CIRA Education ("CIRA" or the "Group", CIRA.CA on the Egyptian Stock Exchange), the largest fully integrated education service provider in the Egyptian private sector, announced its partnership with The Centre for Entertainment Arts and Think Big Media Production, led by celebrity Rami Imam, to deliver accredited visual arts programs to students across a number of locations in both East and West Cairo.

Through this partnership, students in Cairo will have the opportunity to enroll in courses that are uniquely designed to equip them with the knowledge and skills to thrive in the rapidly evolving and competitive entertainment industry. These encompass a range of programs that include applied skill workshops, micro-credentials, and academically accredited courses in the fields of animation, performing arts, visual effects, game development, augmented reality, and virtual reality. Courses and programs will be available to students starting at 12 years old up to those acquiring university-level and post-graduate degrees.

As a world-class educational institution that offers programs and partnerships aimed at developing talent in the entertainment industry, The Centre for Entertainment Arts will provide comprehensive curricula, oversee the management and supervision of the

programs, and conduct training sessions for trainers. In parallel, Think Big Media Production will leverage its extensive know-how in media production to act as a bridge between the industry and the programs, enhancing graduates' employability and assisting in the hiring of trainees.

Commenting on the collaboration, Mohamed El Kalla, CIRA Education's Chief Executive Officer, stated, "We are thrilled to partner with The Centre for Entertainment Arts and Think Big Media Production to launch modern, engaging visual arts programs across Cairo. The Centre for Entertainment Arts brings decades of experience as a leading educational institution focused on the entertainment industry, while Think Big Media Production, with its strong connections to the industry, will provide our students with valuable real-world experiences and employment opportunities. Together with CIRA's reputation, network, and reach across Egypt, we believe that this partnership will offer our students a unique opportunity to develop their skills in a practical and inspired way, setting them up for success in the creative arts industry."

"We're thrilled to announce the launch of our new partnership with CIRA Education and Think Big Media Production. Together, we will launch world-class programs that will provide students with the skills and knowledge needed to succeed in the fast-paced and ever-evolving digital entertainment industry. These programs are designed to supply students with the latest tools and techniques to develop engaging content, produce high-quality videos, design immersive virtual worlds, and create innovative experiences that captivate audiences. With our expert faculty, cutting-edge curriculum, and state-of-the-art facilities, we are confident that the programs will be a game-changer for students who aspire to be leaders in this dynamic field," said Peter Walsh, Co-Founder and Co-CEO of The Centre for Entertainment Arts.

"In this collaboration, all three partners bring immense value from premium curriculum to industry expertise. Together, we offer students the best in education and training in the entertainment arts field and a bright future that will pave the way to successful careers. Our overall objective is to prepare students for their career paths in the creative arts and ensure that they become competitive players in the industry," added Diwakar Gandhi, Co-Founder and Co-CEO of The Centre for Entertainment Arts.

"We are excited to bring our passion for storytelling and expertise in media and film production to this new venture in collaboration with two industry leaders. Our team is dedicated to sharing our knowledge and experience to help students build the skills and confidence they need to succeed in visual arts, and with the support of CIRA Education and The Centre for Entertainment Arts, we are confident that we can create innovative and impactful programs," commented Rami Imam, Film Director and Founder of Think Big Media Production.

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### About CIRA Education

Founded in 1992, CIRA Education is the largest fully integrated education service provider in the Egyptian private sector. The company's vision emerged from the intent and desire to improve the quality of education in Egypt for the middle class in particular. With more than 45,000 students in 25 schools across 9 governorates and 2 universities, namely Badr University in Cairo and Badr University in Assiut, CIRA continues to offer high-quality education at affordable prices for the Egyptian mid-market segment. CIRA's K-12 schools offer multiple education tracks, including British, American, Canadian, French, German, and National curricula, and its students consistently place highly in national and district rankings; a testament to the quality of education our schools have to offer. We pride ourselves on owning all our institutes, with the exception of one school, and managing our operations and support services through the company's subsidiaries. These services include educational management, educational content development, technological solutions, construction, maintenance, and transportation. CIRA's higher education universities currently have 23 faculties with more than 16,000 enrolled students as of the first term of the 2022/2023 Academic Year.

### About The Centre for Entertainment Arts

Founded in 2019, The Centre for Entertainment Arts offers Diplomas in Advanced 3D Animation, Visual Effects, and Game Development as well as a Foundation in Entertainment Arts Certificate, in collaboration with public institutions in Canada. Through its partnerships with institutions across Canada and the UAE, its curriculum provides students with the critical skills and knowledge, both technical and professional, to enter the industry with confidence. The company brings together a team of instructors and faculty that have 500 plus years combined industry experience, with over 400 films, TV, and game credits that include blockbuster movies, world-renowned television, and fan-favorite video games.

### About Think Big Media Production

Think Big Media Production is an established company with a strong background in film and media production, creating high-quality content for a variety of platforms, including films, television shows, documentaries, online videos, commercials, and social media. The company is responsible for the entire production process, from ideation and script development to filming and editing the final product. Boasting a team of experienced professionals with expertise in all aspects of the film production process, including script development, casting, filming, and post-production, Think Big Media Production is committed to producing engaging and entertaining content that resonates with audiences. With a deep understanding of storytelling and the power of visual media, the company creates compelling narratives that leave a lasting impression.