

CINEEUROPE 2021 — OCTOBER 4-7, 2021
TENTATIVE SCHEDULE OF EVENTS – AS OF 9/1/2021

SUNDAY, 3 OCTOBER

08.00-18.00 Trade Show Registration

14.00-18.00 Convention Registration

MONDAY, 4 OCTOBER

07.30-18.00 Convention Registration

07.30-18.00 Trade Show Registration

08.15-08.45 Coffee & Tea

09.00-11.30 CineEurope Business Sessions**

BUSINESS SESSIONS

It's All About Content: The Role of Local Film

In 2020, 15 European territories registered a market share for national films of above 25% - a record- as audiences returned during the summer to enjoy the sorely-missed experience of enjoying a film together, on the Big Screen. With the support of local distributors and producers, national films' market share reached new heights, such as in Denmark (49.4%), Czech Republic (46.4%), France (44.9%), Italy (56.6%), Russia (46.9%) and Poland (50%). Can we expect this trend to last? Will we see a more diverse slate in future?

*Moderator - Arturo Guillen, EVP & Global Managing Director Comscore
María Luisa Gutiérrez, Film Producer
Santiago Segura, Film Director & Actor
Anders Kjørhaug, CEO, Zentropa
Daniela Elstner, Executive Director, Unifrance
Olga Zinyakova CEO, KARO*

CineEurope's Executive Roundtable
In Association with The Boxoffice Company
2021: A different Cinema Landscape?

Introductory Remarks - Charlie Rivkin, CEO & Chairman MPA

Moderator – Julien Marcel, CEO, The Boxoffice Company

Andrew Cripps, President Distribution, Warner Bros. Pictures International

Mooky Greidinger, CEO, CineWorld

Anna Marsh, CEO, Studiocanal

Tim Richards, CEO, VUE International

Veronika Kwan Vandenberg, President Distribution, Universal Pictures International

Mark Way, Managing Director, ODEON Cinemas Group and President of AMC Europe

- 11.30 **Lunch**
Sponsored By:
The Boxoffice Company
Studiocanal
Unifrance
- 12.45 **Opening Ceremony**
Official Welcome Address – Andrew Sunshine
Industry Address – Phil Clapp & Laura Houlgate
- 13.45 **Unifrance Presentation**
- 14.45 **Studiocanal Presentation**
- 15.45 Refreshment Break
- 16.30 **Sony Pictures International Presentation & Screening**
- 18.30 **Opening Night Dinner Reception**

TUESDAY, 5 OCTOBER

07.30-17.00 Convention Registration

08.00-17.00 Trade Show Registration

08.00-08.45 Continental Breakfast
Sponsored By: RealD

09.00-10.15 Coca-Cola Seminar –
“Ready, Set, Grow – Charting the Path for Growth”

As cinemas have re-opened this year, extremely strong retail revenues per guest are being reported. Is this simply that during quieter times it's easier for guests to buy their food and drinks, or are they looking for a treat after periods of lockdown, or is there something more to this trend? Join us at the 2021 Coca-Cola Retail Seminar 'Emerging Stronger: Charting the Path for Growth' as we share new research exploring the drivers behind these behaviours, and discuss the key opportunities to leverage these insights to drive sustained growth for the long-term.

Speakers

Oliver Delaney - European AFH Customers Director – Coca-Cola

Hendrik ten Napel - Manager of Content, Retail and B2B - Pathe

Monica Ciapponi - Client Services Director – Connecta

10.30 Universal Pictures International Presentation & Screening

11.00 -18.00 CineEurope's Opening Day on the Trade Show Floor

14.30-15.15 CineEurope Focus Sessions on the Trade Show Floor

Moderator - Patrick Von Sychowski Editor, Celluloid Junkie

Nicolas Chican COO, OMA

Mike Archer – Vice President Worldwide Sales, Dolby Labs

Don Savant – Vice President Sales, CJ 4Dplex

13.30 Buffet Lunch

17.45 Warner Bros. Pictures International Presentation & Screening

21.00 Dinner Reception
Sponsored By:

Warner Bros. Pictures International

Dolby Labs

WEDNESDAY, 6 OCTOBER

08.00-18.00 Convention Registration

08.00-18.00 Trade Show Registration

08.30-09.00 Continental Breakfast
Sponsored By: RealD

10.00-11.00 Coca-Cola Seminar
“Building Back Greener”

11.15 Paramount Pictures International Presentation

11.00-18.00 CineEurope Tradeshow & Luncheon
Sponsored By:
Paramount Pictures International
Vista

14.00 – 16.00 CineEurope Focus Session on the Trade Show Floor
Presented by ICTA

Diversify: streaming solutions in cinemas

Fast forward: customer touch points, behavior and experiences after the digital

surge Cinema technology topic placeholder

The elevator pitch: ICTA product presentations

16.00 Studio Program

18.30 Presentation & Program from Central Partnership & Karo

20.30 Dinner Reception – From Russia with Love
Sponsored By:
Central Partnership
Karo international

THURSDAY, 7 OCTOBER

08.00-12.00 Trade Show Registration

08.00-14.00 Convention Registration

08.30-12.00 Continental Breakfast on the Trade Show Floor

09.30-10.30 CineEurope Focus Sessions on the Trade Show Floor

The new cinema experience – what about audiences?

10.30 Walt Disney Motion Pictures International Program

13.00 Toast to the Honorees

13.30 Awards Ceremony

CINEEUROPE'S 2020 HONOREES

ComScore Courage Awards

*UNIC Award of Achievement
Kulturmeglerne AS: Ivar Halstvedt*

International Exhibitor of the Year

ODEON Cinemas Group

Accepted By: Mark Way and Juan Antonio Gomez

International Distributor of the Year

Niels Swinkels, Universal Pictures International

CineEurope Gold Awards

Ulf Jansson, CTO, Winberg Kino

Martin Waller, Group Food & Beverage Director, Odeon Cinemas

Jon Nutton, Marketing Director, Empire Cinemas

Dee Vassili, Executive Director, Group HR, VUE International

Hanna Dobslaw, Theatre Manager, Cineplex Alhambra

Alain Surmulet, Technical Director, Noe Cinemas

Alexander Kuznetsov, COO, KARO Cinema Chain

Angeles San Gabino, Former Managing Director, FECE

14.30 CineEurope's 30th Anniversary Celebration