

SCHEDULE OF EVENTS

# CineEurope



convention & tradeshow

CCIB/BARCELONA

CELEBRATING

30

YEARS OF  
CINEEUROPE

OFFICIAL CORPORATE SPONSOR

*Coca-Cola*

OFFICIAL CONVENTION OF

UNIC

# WELCOME TO CINEEUROPE

This is your official schedule of events for CineEurope 2021.

**NOTE:** The schedule of events no longer grants access to events. The **Access Pass** replaces the passport and must be shown to gain entry to CineEurope events along with the Coca-Cola Wellness Bracelet. Lost or stolen Access Passes will not be replaced and are non-transferable.

## IMPORTANT NOTICE FOR TICKETED DELEGATES

Security continues to be a major initiative at all CineEurope screenings. In order to maintain and protect the integrity of all films and product reels screened, we kindly advise that the use of mobile phones or any other kind of photo or video recording equipment is strictly prohibited in the Auditorium.

To further protect product being shown we will also have security personnel at each event utilizing night-vision goggles. Anyone caught using any type of recording device will have their Access Pass confiscated and will be escorted out of the Auditorium.

Due to increased security at all screenings, large bags are subject to search upon arrival at the theatre.

We ask that none of the films screened or product featured are reviewed or commented on—regardless of good or bad. Please note, this includes speaking to members of the press, personal and professional blogs, social networking sites like Facebook, Snapchat, Instagram, LinkedIn, Twitter, or likewise. Also, please do not take photos of celebrities on the stage. We appreciate your cooperation and understanding of this matter.

## ENJOY THE SHOW!

## SCHEDULE OF EVENTS - 4-7 OCTOBER 2021



### Official Corporate Sponsor

\*Grab a complimentary beverage in the Auditorium Foyer prior to each studio presentation.

## MONDAY 4 OCTOBER

---

**07.30-18.00**

### Convention Registration

(Entrance B Foyer, Level 0)

---

**07.30-18.00**

### Trade Show Registration

(Booth Exhibitors Only)

(Entrance B Foyer, Level 0)

---

**08.15-08.45**

### Breakfast

(Room 116-117 Foyer, Level 1)

---

**09.00-11.30**

### CineEurope Business Sessions

(Room 116-117, Level 1)

## ***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

### **PRESENTER:**

Serena Gill, Head of Film, Everyman Media Group

Daniela Elstner, Executive Director, UniFrance

María Luisa Gutiérrez, Film Producer

Anders Kjærhauge, CEO, Zentropa

Olga Zinyakova, CEO, KARO

## ***CineEurope's Executive Roundtable in Association with The Boxoffice Company 2021: A Different Cinema Landscape?***

### **MODERATOR:**

Julien Marcel, CEO, The Boxoffice Company

### **SPEAKERS:**

Andrew Cripps, President, International Theatrical  
Distribution, Warner Bros. Pictures

Anna Marsh, CEO, STUDIOCANAL

Tim Richards, CEO, VUE International

Paul Higginson, EVP, EMEA, Universal Pictures International

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

## 11.30 Lunch

(CCIB Auditorium Foyer)



### HOSTS:

Stanislas Ruszkowski, Managing Director, The Boxoffice Company

Julien Marcel, CEO, The Boxoffice Company

Daniela Elstner, Executive Director, UniFrance

Anna Marsh, CEO, STUDIOCANAL

Hugh Spearing, EVP Global Marketing & Distribution, STUDIOCANAL

---

## 12.45

### Opening Ceremony

(CCIB Auditorium)

### Official Welcome Address

Robert Sunshine & Andrew Sunshine,

Co- Managing Directors, CineEurope

### Industry Address

Phil Clapp, President, UNIC

Laura Houlgatte, Chief Executive Officer, UNIC

### Executive Keynote Address

Charles Rivkin, CEO & Chairman, MPA

### Comscore Courage Award

Santiago Segura & María Luisa Gutiérrez for

*Padre no Hay Mas que Uno 2*

**NOTE: The Opening Ceremony, UniFrance and STUDIOCANAL presentations will run consecutively, without break.**

**13.45**

**Europe Creative and UniFrance  
Presentation**

(CCIB Auditorium)



**PRESENTER:**

Daniela Elstner, Executive Director, UniFrance



**14.45**

**STUDIOCANAL Presentation**

(CCIB Auditorium)



**PRESENTERS:**

Anna Marsh, CEO, STUDIOCANAL

Hugh Spearing, EVP Global Marketing and Distribution, STUDIOCANAL

**15.45**

**Refreshment Break**

(CCIB Auditorium Foyer)

**16.30**

**Sony Pictures International Presentation  
& Screening**

(CCIB Auditorium)



**18.30**

**Opening Night Dinner Reception**

(Room 111 & Terrace 1, Level 1)



**HOST:**

Wim Buyens, CEO, Cinionic



# TUESDAY 5 OCTOBER

---

**07.30-18.00**

## **Convention Registration**

(Entrance B Foyer, Level 0)

**08.00-18.00**

## **Trade Show Registration**

(Entrance B Foyer, Level 0)

---

**08.00-08.45**

## **Breakfast**

(Room 116-117 Foyer, Level 1)

### **HOSTS:**

Travis Reid, CEO & President, Cinema, RealD

Guillaume Thomine Desmazures, SVP

Global Sales, ICE Theaters

**REALD**



**09:00-10:15**

## **Coca-Cola Seminar**

(Room 116-117, Level 1)

### **Emerging Stronger – 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.*

**FACILITATED BY:**

Oliver Delaney, Director European AFH Customers,  
The Coca-Cola Company

**SPEAKERS:**

Monica Ciapponi, Client Services Director, Conecta Research  
Hendrik ten Napel, Manager, Content and  
Product Management, Pathé Netherlands  
Dino Borri, Eataly

---

**10.30****Universal Pictures International  
Presentation & Screening  
*Sing 2***

(CCIB Auditorium)

**PRESENTERS:**

Veronika Kwan Vandenberg, President International Distribution  
Julien Noble, President, International Marketing  
Niels Swinkels, EVP & MD International Distribution

---

**11.00-17.00****Hospitality Lounge**

(Entrance Foyer, Level 0)

**HOSTS:**

Hervé Roux, EMEA Cinema Head, DTS/Xperi  
Gérard Loupias, EMEA Cinema Marketing, DTS/Xperi

---

**11.00-18.00****CineEurope's Opening Day on the Trade Show Floor**  
(Exhibition Hall, Level 0)

**13.30**

**Buffet Lunch**

(Room 111 & Terrace, Level 1)



**HOSTS:**

Paul Higginson, EVP, EMEA, International  
Distribution, Universal Pictures

Julien Noble, President International Marketing,  
Universal Pictures

Niels Swinkels, EVP & MD International Distribution,  
Universal Pictures

Hervé Roux, EMEA Cinema Head, DTS/Xperi

Gérard Loupias, EMEA Cinema Marketing, DTS/Xperi



---

**14.30-15.15**

**CineEurope Focus Sessions on the Trade Show Floor**

(Exhibition Hall, Level 0)

***Cinemas of the Future – Future Designs***

**MODERATOR:**

Patrick Von Sychowski, Editor, Celluloid Junkie

**PANELISTS:**

Nicolas Chican, COO, Ōma Cinema

Friedrich Deininger, Sr. Director of Sales, EMEA/India, Dolby Labs

Kassandra Dommissie-Reebergen, Country Manager Operations,  
Kinopolis The Netherlands

Don Savant, CEO & President, CJ 4DPlex Americas

Guillaume Thomine Desmazures, SVP Global Sales, ICE Theaters

**17.45**

**Warner Bros. Pictures International  
Presentation & Screening**

***King Richard***

(CCIB Auditorium)



**PRESENTERS:**

Andrew Cripps, President, International Theatrical Distribution

Toby Tennant, SVP, EMEA Theatrical Distribution

Charlie Coleman, EVP, International Marketing

---

**21.00**

**Dinner Reception**

(Room 111 & Terrace, Level 1)



**HOSTS:**

Andrew Cripps, President, International

Theatrical Distribution, Warner Bros. Pictures

Toby Tennant, SVP, EMEA Theatrical Distribution,  
Warner Bros.

Charlie Coleman, EVP, International Marketing,  
Warner Bros.

Friedrich Deininger, Sr. Director Cinema Sales  
EMEA and India, Dolby Laboratories



# WEDNESDAY 6 OCTOBER

---

**08.00-18.00**

## **Convention Registration**

(Entrance B Foyer, Level 0)

**08.00-18.00**

## **Trade Show Registration**

(Entrance B Foyer, Level 0)

---

**08.30-09.00**

## **Breakfast**

(Room 116-117 Foyer, Level 1)

### **HOSTS:**

Travis Reid, CEO & President, Cinema, RealD

Guillaume Thomine Desmazures, SVP

Global Sales, ICE Theaters

**REAL D**



**09.45-11.00**

## **Coca-Cola Seminar**

(Room 116-117, Level 1)

### **Growing Back Greener**

*The world has a packaging problem. As the world's biggest beverage company, we have a responsibility to help solve it. We will share how Coca-Cola aims to create a systemic change for our packaging through a focus on three fundamental areas: design, collect and partner. With many types of disposable packaging being used across the industry, we'll explain about The Single Use Plastic directive, the implications on the choices retailers can make and what we can do to work together to do the right thing for the planet and our busi-*

nesses. We will also share how technology is playing its role in supporting sustainability through the power of digital watermarking and how this can assist in improving recycling and engaging consumers and further drive towards a World Without Waste.

**FACILITATED BY:**

Oliver Delaney, Director, European AFH Customers,  
The Coca-Cola Company

**IN CONVERSATION WITH:**

Ana Gascon, World Without Waste Director, Coca-Cola Europe  
Neil Whittall, Head of Sustainability, Fiber Foodservice EAO, Huhtamaki  
Guner Tugcu, Channel Partner, Digimarc

---

**11.15**

**Paramount Pictures International  
Presentation**

(CCIB Auditorium)



**PRESENTERS:**

Mary Daily, Co-President, Worldwide Marketing & Distribution  
Mark Viane, President, International Theatrical Distribution

---

**11.00-18.00**

**CineEurope Tradeshow & Luncheon**

(Exhibition Hall, Level 0)

(Lunch served from 13.00-14.00)



**HOSTS:**

Mary Daily, Co-President, Worldwide Marketing  
& Distribution, Paramount Pictures International  
Mark Viane, President, International Theatrical  
Distribution, Paramount Pictures International  
Leon Newnham, Chief Executive Officer, Vista Group



**14.00–16.00**

**CineEurope Focus Sessions  
on the Trade Show Floor Presented by ICTA**

(Exhibition Hall, Level 0)



***Diversify: Streaming Solutions in Cinemas***

**MODERATOR:**

Cathy Huis in 't veld-Esser, CTO, Gofilex Netherlands  
& International Director, ICTA

**PANELISTS:**

Tammo Buhren, CEO, zweiB, Germany  
Grainne Peat, Managing Director, Event Cinema Association, UK  
Anyssa Tlili, Programming and Planning Manager, Pathé Theatres  
Netherlands

***Fast Forward: Customer Touch Points, Behavior  
and Experiences After the Digital Surge***

**SPEAKER:**

Till Cussmann, Managing Director, Vista Entertainment Solutions  
& International Director, ICTA

***The Elevator Pitch: ICTA Product Presentations***

**MODERATOR:**

Jan Runge, International Representative, ICTA

---

**16.00**

**Walt Disney Motion Pictures  
International Program  
and Screening  
*Ron's Gone Wrong***

(CCIB Auditorium)



**18.00**

**Refreshment Break**

(CCIB Auditorium Foyer)

---

**18.30**

**Presentation & Program from Central Partnership  
& Karo Cinemas**

(CCIB Auditorium)

***Central Partnership:  
25 Years Young  
and shooting for the Moon;  
Getting our most Ambitious  
Project Ready to Launch***



*As we celebrate our 25th Anniversary we are tackling our most ambitious project ever. Our program will highlight our upcoming slate for the international market.*

**PRESENTER:**

Vadim Vereschagin, CEO, Central Partnership

***Innovation at KARO: It is Never  
About Movies and Popcorn Alone***



**PRESENTERS:**

Paul B. Heth, Executive Chairman & CEO, KARO Cinemas

Olga Zinyakova, President and General Director, KARO Cinemas

**20.30**

**Dinner Reception**

***From Russia with Love***

(Room 111 & Terrace 1, Level 1)

**HOSTS:**

Vadim Vereschagin, Executive Chairman  
& CEO, Central Partnership

Paul B. Heth, CEO, KARO Cinemas

Olga Zinyakova, President and General  
Director, KARO Cinemas



# THURSDAY 7 OCTOBER

---

**08.00-12.00**

**Trade Show Registration**

(Entrance C Foyer, Level 0)

**08.00-14.00**

**Convention Registration**

(Entrance B Foyer, Level 0)

---

**08.30-12.00**

**Breakfast on the Trade Show Floor**

(Exhibition Hall, Level 0)

(Breakfast served from 08.30-10.30)



**HOST:**

Guillaume Thomine Desmazures, SVP Global Sales,  
ICE Theaters

---

**09.30-10.30**

**CineEurope Focus Sessions on the Trade Show Floor**

(Exhibition Hall, Level 0)

***The New Cinema Experience – What About Audiences?***

**MODERATOR:**

Derren Sequeira, Client Partner, Entertainment, Facebook

**PANELISTS:**

Clarissa Bergh, Cinema Director, Lillehammer Cinema

Sarah Lewthwaite, Chief Client Officer, Movio

Grainne Peat, Managing Director, Event Cinema Association

Florian Vorraber, Head of Marketing and Sales, Cineplexx Austria

**11.00**  
**Walt Disney Studios**  
**Motion Pictures International**  
**Screening**  
***The Last Duel***  
(CCIB Auditorium)

---



**13.00**  
**A Toast to the 2019 CineEurope Honorees**  
(Foyer 1, Level 1)

---

**13.30**  
**CineEurope Awards Ceremony**  
(Room 116-117, Level 1)



**SPONSOR:**

Oliver Delaney, Director, European AFH Customers,  
The Coca-Cola Company

**EMCEES:**

Eric Meyniel, International Content Director, Kinopolis  
Suzanna Holmqvist, CMO, Svenska Bio

---

**14.30**  
**CineEurope Closing Day Event**  
(Room 111 & Terrace, Level 1)



**HOST:**

Arturo Guillen, EVP & Global Managing Director, Comscore

# CINEEUROPE'S 2021 HONOREES

## **INTERNATIONAL EXHIBITOR OF THE YEAR**

ODEON Cinemas

Accepted by Mark Way & Juan Antonio Gomez

## **INTERNATIONAL DISTRIBUTOR OF THE YEAR**

Niels Swinkels

Universal Pictures International

## **UNIC AWARD OF ACHIEVEMENT**

Ivar Halstvedt

## **CINEEUROPE TECHNICAL AWARD OF ACHIEVEMENT**

Klim Shipenko

Julia Peresild

## **COMSCORE AWARDS OF COURAGE**

Lara Pérez-Caminha for *Druk*

Anna Limbach for *25 lat niewinności.*

Willem Pruijssers

for *Alles is zoals het zou moeten zijn*

## CINEEUROPE'S GOLD AWARDS

---

**Hanna Dobslaw**

Cineplex Alhambra

**Ulf Jansson**

Winberg Kino

**Alexander Kuznetsov**

KARO Cinema Chain

**Angeles San Gabino**

FECE

**Alain Surmulet**

Noé Cinemas

**Dee Vassili**

VUE International

**Martin Waller**

ODEON Cinemas

**CineEurope**  
Official Convention of the International Union of Cinemas

# SAVE THE DATE

20 - 23 JUNE 2022

CENTRE CONVENCIONS  
INTERNACIONAL BARCELONA

CINEEUROPE.NET

OFFICIAL CORPORATE SPONSOR

*Coca-Cola®*

SEE YOU NEXT YEAR!