

**CINEEUROPE 2021 — OCTOBER 4-7, 2021**  
**TENTATIVE SCHEDULE OF EVENTS – AS OF 9/16 - V1**

SUNDAY, 3 OCTOBER

08.00-18.00 Trade Show Registration (Booth Exhibitors Only)  
(Entrance B Foyer, Level 0)

14.00-18.00 Convention Registration  
(Entrance B Foyer, Level 0)

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 Coffee & Tea  
(Room 111 & Terrace, 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

Panelists:

Serena Gill, Head of Film, Everyman Media Group  
Daniela Elstner, Executive Director, UniFrance  
María Luisa Gutiérrez, Film Producer  
Anders Kjørhaug, 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  
(Room 111 & Terrace, Level 1)

Co-Sponsors:  
The Boxoffice Company  
STUDIOCANAL  
UniFrance

Hosts:  
Stanislas Ruzkowski, 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 and Distribution, STUDIOCANAL

12.45 Opening Ceremony  
(CCIB Auditorium)

Official Welcome Address  
Andrew Sunshine, Managing Director, CineEurope

Industry Address  
Phil Clapp, President, UNIC  
Laura Houlgatte, CEO, UNIC

Executive Keynote Address  
Charles Rivkin, CEO & Chairman, MPA

ComScore Courage Awards  
Santiago Segura & Maria Luisa Gutiérrez for *Padre no Hay Mas que Uno 2*

13.45 Europe Creative and UniFrance Product Presentation  
Presenter:  
Daniela Elstner, Executive Director, UniFrance

14.45 STUDIOCANAL Product Presentation  
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
- 18.30 Opening Night Dinner Reception  
(Room 111 & Terrace, Level 1)
- Co-Sponsors:  
Sony Pictures International  
Cinionic
- Host:  
Wim Buyens, CEO, Cinionic

## TUESDAY, 5 OCTOBER

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- 07.30-18.00 Convention Registration  
(Entrance B Foyer, Level O)
- 08.00-18.00 Trade Show Registration  
(Entrance B Foyer, Level O)
- 08.00-08.45 Breakfast  
(Room 111 & Terrace, Level 1)
- Co-Sponsors:  
RealD  
ICE Theaters
- Hosts:  
Travis Reid, CEO & President, Cinema, RealD  
Guillaume Thomine Desmazures, SVP Global Sales, ICE Theaters
- 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.
- Moderator:  
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, Eatly

10.30 Universal Pictures International Presentation & Screening  
(CCIB Auditorium)

Presenters:

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

11.00-17.00 Hospitality Lounge  
(Entrance Foyer, Level 0)

Sponsor:  
DTS/Xperi

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)

Co-Sponsors:  
Universal Pictures International  
DTS/Xperi

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  
Fritz 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

17.45 Warner Bros. Pictures International Presentation & Screening  
(CCIB Auditorium)

Presenters:

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

Toby Tennant SVP, EMEA Theatrical Distribution, Warner Bros.  
Charlie Coleman EVP, International Marketing, Warner Bros.

21.00 Dinner Reception  
(Room 111 & Terrace, Level 1)

Co-Sponsors:

Warner Bros. Pictures International  
Dolby Laboratories

Hosts:

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

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

Toby Tennant SVP, EMEA Theatrical Distribution, Warner Bros.  
Charlie Coleman EVP, International Marketing, Warner Bros.

## WEDNESDAY, 6 OCTOBER

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08.00-18.00 Convention Registration  
(Entrance B Foyer, Level O)

08.00-18.00 Trade Show Registration  
(Entrance B Foyer, Level O)

08.30-09.00 Breakfast  
(Room 111 & Terrace, Level 1)

Co-Sponsors:

RealD  
ICE Theaters

Hosts:

Travis Reid, CEO & President, Cinema, RealD

Guillaume Thomine Desmazures, SVP Global Sales, ICE Theaters

10.00-11.00 The Coca-Cola Company 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 businesses. 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.

Moderator:

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

Speakers:

Ana Gascon, World Without Waste Director, Coca-Cola Europe

Neil Whittall, Head of Sustainability, Fiber Foodservice EAO, Huhtamaki

Guneri Tugcu, Channel Partner, Digimarc

11.15 **Paramount Pictures International Product 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)**

Co-Sponsors:

Paramount Pictures International

Vista Group

Hosts:

Leon Newnham, Chief Executive Officer, Vista Group

Mary Daily, Co-President, Worldwide Marketing & Distribution, Paramount Pictures International

Mark Viane, President, International Theatrical Distribution, Paramount Pictures International

14.00 – 16.00 **CineEurope Focus Session 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 & Intl. Director, ICTA

Panelists:

Tammo Bühren, 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*

Moderator:

Till Cusmann, 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  
(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 25<sup>th</sup> 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

Olga Zinyakova, President and General Director

20.30 Dinner Reception – “From Russia with Love”  
(Room 111 & Terrace, Level 1)

Co-Sponsors:

Central Partnership

Karo International

Hosts:

Vadim Vereschagin, CEO, KARO Cinemas

Paul B. Heth, Executive Chairman & CEO, Central Partnership

Olga Zinyakova, President and General Director, Central Partnership

**THURSDAY, 7 OCTOBER**

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08.00-12.00 Trade Show Registration  
(Entrance B 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)

Sponsor:

ICE Theaters

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:  
Nathanael Karmitz, CEO, MK2  
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  
(CCIB Auditorium)

13.00 A Toast to the 2021 Honorees  
(Foyer 1, Level 1)

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

Sponsor:  
The Coca-Cola Company

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

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

### CINEEUROPE'S 2021 HONOREES

International Exhibitor of the Year  
ODEON Cinemas  
Accepted by: Mark Way and Juan Antonio Gomez

International Distributor of the Year  
Niels Swinkels, Universal Pictures International

ComScore Courage Awards

Lara Pérez-Caminha for *Druk*

Anna Limbach for *25 lat niewinności*.

Willem Pruijssers for *Alles is zoals het zou moeten zijn*



UNIC Award of Achievement  
Ivar Halstvedt

CineEurope Gold Awards

Ulf Jansson, CTO, Winberg Kino

Martin Waller, Group Food & Beverage Director, Odeon 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 30<sup>th</sup> Anniversary Celebration  
(Room 111 & Terrace, Level 1)

Sponsor:  
Comscore

Host:  
Arturo Guillen, EVP & Global Managing Director