

# CineEurope

Official Convention of the International Union of Cinemas



CONVENTION & TRADE SHOW

**20-23 JUNE 2022 — SCHEDULE OF EVENTS**

CCIB BARCELONA

*Coca-Cola*

OFFICIAL  
CORPORATE  
SPONSOR

# WELCOME TO CINEEUROPE

This is your official Schedule of Events for CineEurope 2022.

**NOTE:** The schedule of events does not grant access to events. The **Access Pass** 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!



THANKS



**cinionic**  
EXPERIENCES. DELIVERED.

**OFFICIAL PROJECTION PARTNER**

**PLEASE ENJOY  
ALL PRESENTATIONS  
IN THE CCIB AUDITOIUM  
PRESENTED  
USING CINIONC**



**OFFICIAL  
CORPORATE  
SPONSOR**

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

## MONDAY 20 JUNE

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**07.30-18.00**

### **Convention Registration**

(Entrance B Foyer, Level P0)

**07.30-18.00**

### **Trade Show Registration**

(Booth Exhibitors Only)

(Entrance B Foyer, Level P0)

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**08.15-09.15**

### **Breakfast**

(Room 116-117 Foyer, Level P1)



#### **HOSTS:**

Loren Nielsen, Vice President, Content & Strategy, DTS

Hervé Roux, DTS Cinema Initiative EMEA

Guillaume Thomine-Desmazures, Senior Vice President,  
Sales & Strategy, ICE Theaters

Pascal Mabile, KCS Business Development

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**09.30-11.30**

### **CineEurope Business Sessions**

(Room 116-117, Level P1)

## **Re-Imagining the Big Screen Experience**

*Cinemas continue to make an unmatched economic, social, and cultural contribution to their communities, as well of course as offering the gold-standard for film-viewing experiences. There is, truly, nothing like watching a film on the Big Screen. That said, we all live in an ever-changing world—does it mean that cinemas need to re-think their offer? Is it evolution or revolution that's required? And how do cinemas continue to invest and innovate in a challenging financial environment? The session explores these questions and more.*

### **MODERATOR:**

Lucy Jones, Executive Director UK & Ireland, Comscore

### **PRESENTERS:**

Eddy Duquenne, CEO, Kinopolis

Christof Papousek, CFO & Co-Owner, Cineplexx Group

Oliver Meek, Executive Director, Rio Cinema

Géke Roelink, Managing Director, Filmhuis Den Haag

## **CineEurope's Executive Roundtable in Association with The Boxoffice Company: Looking to the Future**



### **MODERATOR:**

Julien Marcel, CEO, The Boxoffice Company

### **SPEAKERS:**

Jane Hastings, CEO, Event Hospitality

Tony Chambers, Head of Global Theatrical Distribution,

Walt Disney Company

Niels Swinkels, EVP & MD, Universal Pictures International

Rolando Rodríguez, Chairman, President & CEO, Marcus Theatres

Peter Fornstam, CEO, Svenska Bio &

Chairman, Swedish Exhibitors' Association

**12.00-16.00**  
**All-Access Hospitality Lounge**  
(VIP Room, Level M1)



**HOSTS:**

Don Savant, Chief Business Officer, ScreenX 4DX  
Frank Fu, Vice-Chairman & General Manager, China Film Group  
Jack Kline, Cinity Consultant

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**11.30**  
**Lunch**  
(CCIB Auditorium Foyer)



**HOSTS:**

Anna Marsh, CEO, STUDIOCANAL  
Hugh Spearing, Head of Global Marketing  
and Distribution, STUDIOCANAL  
Daniela Elstner, Executive Director, Unifrance  
Denny Tu, Chief Marketing Officer,  
IMAX Corporation  
Giovanni Dolci, Chief Sales Officer,  
IMAX Corporation  
Stan Ruzskowski, President & Managing Director,  
The Boxoffice Company  
Julien Marcel, CEO, The Boxoffice Company



**12.45**  
**Opening Ceremony**  
(CCIB Auditorium)

**Official Welcome Address**

Andrew Sunshine, Managing Director, CineEurope

## Industry Address

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

## Keynote Address

A fireside chat with Chris Meledandri, Producer, CEO, Illumination.  
Led by Mike Fleming, Co-Editor-in-Chief, Deadline

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**13.45**

### STUDIOCANAL Presentation

(CCIB Auditorium)



#### PRESENTER:

Anna Marsh, CEO  
Hugh Spearing, Head of Global Marketing & Distribution

### International Distributor of the Year Award Presentation

Anna Marsh, CEO, STUDIOCANAL

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**14.45**

### Creative Europe and UniFrance Presentation

(CCIB Auditorium)

**UNIFRANCE**  
All the accents of creativity



#### PRESENTER:

Daniela Elstner, Executive Director

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**15.45**

### Pathé Films Special Presentation

(CCIB Auditorium)



#### PRESENTER:

Ardavan Safaee, President

**16.00**

**Refreshment Break**

(CCIB Auditorium Foyer)



**HOSTS:**

Roger Harris, CEO

Phil Morris, CCO

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**16.30**

**Sony Pictures International Presentation**

(CCIB Auditorium)



**PRESENTERS:**

Steven O'Dell, President, Sony Pictures Releasing International

Ivan Valverde, SVP, Sony Pictures Entertainment

Ann-Elizabeth Crotty, EVP, Promotional Marketing

& Global Distribution

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**18.00**

**Opening Night Dinner Reception**

(Room 111 & Terrace, Level P1)



**HOST:**

Wim Buyens, CEO, Cinionic



**19.30**

**Special Screening of the  
Winner of the 2022 Cannes  
Palme d'Or:**

***Triangle of Sadness***

(CCIB Auditorium)



# TUESDAY 21 JUNE

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**07.30-18.00**

## **Convention Registration**

(Entrance B Foyer, Level P0)

**07.30-18.00**

## **Trade Show Registration**

(Entrance B Foyer, Level P0)

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**08.00-08.45**

## **Breakfast**

(Room 116-117 Foyer, Level P1)



### **HOSTS:**

Loren Nielsen, Vice President, Content & Strategy, DTS

Hervé Roux, DTS Cinema Initiative EMEA

Guillaume Thomine-Desmazures, Senior Vice President,  
Sales & Strategy, ICE Theaters

Pascal Mabile, KCS Business Development

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**09.00-10.15**

## **Coca-Cola Retail Seminar**

(Room 116-117, Level P1)



### **Physical Fights Back**

*Just as we are set to fight back against the 2 years of Covid, along come the challenges of war in Europe, the rising cost of living and inflationary pressures. In 2022, the Coca-Cola Retail Seminar, introduced by Nick Gault, looks at understanding how consumers are likely to adapt their leisure spend and how physical retail can fight back.*

*Helen Hewlett, from Coca-Cola Europacific Partners, shares insights on how to win in the post Covid era using the 7Es. Toby Bradon, General Manager at Vue, engages in a conversation with Matt Grech-Smith, CEO of the Institute of Competitive Socialising. They discuss the business post pandemic and how a passion for customer experience engages guests and drives revenue. Shona Gold, Group Director of Brand, Marketing & Communications for Vue International, will share the importance of focusing on the right strategic levers to keep delighting and growing cinema audiences.*

*Join us to find out how balancing affordability with experience will ensure cinema continues to thrive.*

**FACILITATED BY:**

Nick Gault, Away From Home Customers Director,  
The Coca-Cola Company

**SPEAKERS:**

Helen Hewlett, Business Insights Manager Coca-Cola  
Europacific Partners  
Toby Bradon, General Manager UK & Ireland, Vue  
Matt Grech-Smith, Co-Founder and Co-CEO Institute  
of Competitive Socialising  
Shona Gold, Group Director of Brand Marketing  
& PR Vue International

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**10.30**

**Universal Pictures International  
Presentation**

(CCIB Auditorium)



**PRESENTERS:**

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

**11.00-17.00**  
**All-Access Hospitality Lounge**

(VIP Room, Level M1)

**SCREEN X**

**CINITY**  
TO INFINITY

**HOSTS:**

Jongryul Kim, CEO, CJ 4DPLEX

Frank Fu, Vice-Chairman & General Manager, China Film Group

Jack Kline, Cinity Consultant

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

(Exhibition Hall, Level P0)

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**12.15**  
**Buffet Lunch**

(Auditorium Foyer)



**HOSTS:**

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

Julien Noble, President, International Marketing, Universal Pictures

Niels Swinkels, EVP & MD, International Distribution,  
Universal Pictures

Loren Nielsen, Vice President, Content & Strategy, DTS

Hervé Roux, DTS Cinema Initiative EMEA

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**dts X**

**14.30-15.30**  
**CineEurope Focus Sessions on the Trade Show Floor**

(Exhibition Hall, Level P0)

***We Love the Big Screen:***  
***A Cinema Experience for All Audiences***

*With some audience segments still showing a greater reluctance than*

*others to return to the Big Screen, this session will look into what more the sector can do to attract a broader, more diverse audience. How do we make sure that cinemas have something to offer to all audiences? Is it mainly about content or is it about the overall experience? Our speakers will answer these questions and more.*

**MODERATOR:**

Sharon Reid, Director of Marketing and Partnerships, Cinema First

**PANELISTS:**

Dorothy Smith, Managing Director, Zeffirellis

Guillaume Thomine Desmazures, Senior Vice President  
of Global Sales, ICE Theaters

Ieva Sipola, Director of Splendid Palace Cinema

Monica Törnblom, Event Cinema Manager, Folkets Hus och Parker

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**16.30-17.30**

**Happy Hour on the Trade Show Floor**

(Exhibition Hall, Level P0)



**HOSTS:**

Merrick Edwards, Channel Director,  
Apex Order Pickup Solutions

Nat Garfield, Solutions Specialist,  
Apex Order Pickup Solutions

Dale Miller, Chief Commercial Officer,  
Arts Alliance Media

Ray F. Boegner, President, Strong|MDI Screen Systems

François Barrette, Senior Vice President & General Manager,  
Strong|MDI Screen Systems

Bernard Collard, Director of Sales & Business Development EMEA,  
Strong|MDI Screen Systems



**17.30**

**Warner Bros. Pictures International  
Presentation**

(CCIB Auditorium)



**PRESENTERS:**

Andrew Cripps, President, International Theatrical Distribution

Toby Tennant, SVP, EMEA Theatrical Distribution

Danielle Bekas, EVP, International Marketing

Charlie Coleman, EVP, International Marketing

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**19.00**

**Dinner Reception**

(Auditorium Foyer)



**HOSTS:**

Andrew Cripps, President, International

Theatrical Distribution, Warner Bros. Pictures

Michael Archer, Vice President, WW Cinema Sales

& Partner Management, Dolby Laboratories

Friedrich Deininger, Sr. Dir., Cinema Sales

& Partner Management, EMEA, Dolby Laboratories

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**20.00**

**Elvis**

**Warner Bros. Pictures International**

(CCIB Auditorium)



# WEDNESDAY 22 JUNE

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**08.00-18.00**

## **Convention Registration**

(Entrance B Foyer, Level P0)

**08.00-18.00**

## **Trade Show Registration**

(Entrance B Foyer, Level P0)

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**08.30-09.30**

## **Breakfast**

(Room 116-117 Foyer, Level P1)



### **HOSTS:**

Loren Nielsen, Vice President, Content & Strategy, DTS

Hervé Roux, DTS Cinema Initiative EMEA

Guillaume Thomine-Desmazures, Senior Vice President,  
Sales & Strategy, ICE Theaters

Pascal Mabile, KCS Business Development

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**09.45-11.00**

## **Coca-Cola Sustainability Seminar**

(Room 116-117, Level P1)

### **Restoration Retail**

*The Coca-Cola Company continues to focus on building a more sustainable future for the business and our planet. Post pandemic, sustainability continues undiminished with increased investment and further challenging targets. As Coca-Cola Customer Sustainability Strategy &*



*Stewardship Director – Europe, Koen Saels will speak as to how Coca-Cola's sustainability ambitions are interdependent and connected across all areas of the business.*

*Creating a plan towards achieving Net Zero targets is a top strategic priority for retailers. The route to getting there differs hugely from one industry to the next. Simon Heppner from NetZeroNow joins us to talk about how business sectors are collaborating to calculate, mitigate, compensate and communicate targets.*

*Celia lordache from Costa Coffee shares their packaging strategy responding to the need for differing approaches across Europe whilst Andreas Hufer, Member of the Board of Kinopolis in Germany, will take us through their journey pioneering the introduction of refillables. Join us to find out how cinema can become leaders on sustainability initiatives and help bring consumers along on the journey towards lower impact lifestyles.*

**FACILITATED BY:**

Nick Gault, Away From Home Customers Director,  
The Coca-Cola Company

**SPEAKERS:**

Koen Saels, Customer Sustainability Strategy & Stewardship Director,  
Coca-Cola Europe  
Simon Heppner, Founder and Executive Director, NetZeroNow  
Celia lordache, Global Sustainability Brand Manager, Costa Coffee  
Andreas Hufer, Member of the Board, Kinopolis

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**11.00-17.00**

**All-Access Hospitality Lounge**

(VIP Room, Level M1)

**HOSTS:**

Jongryul Kim, CEO, CJ 4DPLEX  
Frank Fu, Vice-Chairman & General Manager,  
China Film Group  
Jack Kline, Cinity Consultant



**11.15**  
**Paramount Pictures International  
Presentation**

(CCIB Auditorium)



**PRESENTER:**

Mark Viane, President, International Distribution

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**11.00-18.00**  
**CineEurope Tradeshow & Luncheon**

(Exhibition Hall, Level P0)  
(Lunch served from 13.00-14.00)



**HOSTS:**

Mark Viane, President, International Distribution,  
Paramount Pictures  
Simon Burton, CEO, Numero & Maccs

**numero**

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**13.30**  
**Special Demonstration**  
**Cinionic Presents—Go Green on the Big Screen:**  
**Why Sustainability Matters**

(CCIB Auditorium)



**cinionic**  
EXPERIENCES. DELIVERED.



14.00-16.00



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

(Exhibition Hall, Level P0)

***Opening Remarks: Jan Runge, Vice President, ICTA***

***Innovate to Engage: Adapting Your Marketing Strategy to Young Audiences' Trends and Platforms***

*Now is the time to explore creative ways to engage with young audiences. How innovation across our marketing, partnerships, data usage and creative technologies can be used to engage, encourage, and retain the audience of the future.*

**MODERATOR:**

Michelle Stevens, Commercial Director, Powster

**SPEAKERS:**

Andaç Bağcıoğlu, CEO, Cinamon Group

Derren Sequeira, Entertainment Lead UK, META

Martin Berg, CEO, DX

Susan Iping, National Marketing Manager, Kinopolis  
Netherlands

***The Role of Premium Experiences in Cinema***

*Premium offers—from immersive seating to Premium Large Formats or exclusive boutique concepts, to name but a few—have created significant upside in recent times. But not every location can be turned into a premium cinema? Or can it? Explore how to upgrade your cinema going offer and how your audiences might benefit from it.*

**MODERATOR:**

Grainne Clarke, MD, Event Cinema Association

**SPEAKERS:**

Claire Beswick, Founder, The Living Room Cinema

David Hancock, Chief Analyst, Media and Entertainment, OMDIA

Julien Bollee, VP, Premium Solutions, CinemaNext

Oliver Pasch, Vice President Sales and Business Development  
Premium Cinema, Cinionic

Youry Bredewold, Head of Dolby Cinema Relations EMEA,  
Dolby Laboratories

***Exhibitor Q&A: Cinema 2030: Trends in Technology,  
Design and the Overall Guest Experience***

**MODERATOR:**

Jan Runge, Vice-President, ICTA

**SPEAKER:**

Steve Knibbs, Group MD and Deputy CEO, VUE International

Edna Epelbaum, CEO, Cinevital AG, Cinepel SA,  
Cinemont SA, Quinnie Ltd.

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**16.30**

**Walt Disney Motion Pictures  
International Product Presentation**

(CCIB Auditorium)

The  
**WALT DISNEY**  
Studios

**PRESENTERS:**

Tony Chambers, Head of Global Theatrical Distribution

Nick Rush, Head of Theatrical Distribution – EMEA

Lee Jury, Head of Studio Marketing – EMEA

**18.00**

**Cocktails & Hors d'oeuvres**

(CCIB Auditorium Foyer)

**CHRISTIE®**



**HOSTS:**

Brian Claypool, EVP Cinema, Christie Digital

Adil Zerouali, Sr. Sales Director, Cinema EMEA, Christie Digital

Dr. Man-Nang Chong, Founder, Chairman & CEO,

GDC Technology Ltd.

Sachin Shetty, Executive Director, EMEA, GDC Technology

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**19.00**

***The Black Phone***

**Universal Pictures International**

(CCIB Auditorium)



# THURSDAY 23 JUNE

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**08.00-14.00**

## **Convention Registration**

(Entrance B Foyer, Level P0)

**08.00-12.00**

## **Trade Show Registration**

(Entrance C Foyer, Level P0)

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**08.30-12.00**

## **Breakfast on the Trade Show Floor**

(Exhibition Hall, Level P0)

(Breakfast served from 08.30-10.30)



### **HOST:**

Loren Nielsen, Vice President, Content & Strategy, DTS

Hervé Roux, DTS Cinema Initiative EMEA

Guillaume Thomine-Desmazures, Senior Vice President,  
Sales & Strategy, ICE Theaters

Pascal Mabile, KCS Business Development

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**09.30-10.30**

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

(Exhibition Hall, Level P0)

***A Series of Short Spotlight Sessions:***

***Come and join us to explore a diversity of topics:  
inclusion, film theft, film awards & more!***

**MODERATOR:**

Sarah Lewthwaite, Chief Client Officer, Movio

- *How might cinemas benefit from inclusion from an audience perspective?* — Seneit Debesse, CEO & Founder, Greta and Starks Apps
  - *Fighting Piracy: Aces and Jokers* — Stan McCoy, President and Managing Director, MPA EMEA
  - *The Month of European Film: A brand new award season in Europe* — Matthijs Wouter Knol, CEO and Director, European Film Academy
  - *Digital First, A New Reality – What does this really mean for Exhibition?* — Malcolm MacMillan, Managing Director, UK, EVP Global Exhibitor Relations, The Boxoffice Company
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**11.00**

***Mrs. Harris Goes to Paris***  
**Universal Pictures International**

(CCIB Auditorium)



**13.15**

**A Toast to the 2022 CineEurope Honorees**

(Foyer 1, Level P1)

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**13.45**

**CineEurope Awards Ceremony**

(Room 116-117, Level P1)



**HOST:**

Nick Gault, Away from Home Customers Director,  
The Coca-Cola Company

**EMCEES:**

Helen Moss, Paramount Pictures International  
Suzie Welch, ODEON Cinemas Group

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**14.30**

**CineEurope 2022 Closing Party**

(Room 111 & Terrace, Level P1)



**comscore**

**HOST:**

Arturo Guillen, EVP & Global Managing Director, Comscore

# CINEEUROPE'S 2022 HONOREES

INTERNATIONAL DISTRIBUTOR OF THE YEAR

**Anna Marsh, STUDIOCANAL  
(Honored Monday)**

INTERNATIONAL EXHIBITOR OF THE YEAR

**Steve Knibbs, Vue International**

COMSCORE AWARD OF COURAGE

**Recognizing the courage and resilience of European exhibitors.  
Accepted by Phil Clapp, President, UNIC**

UNIC AWARD OF ACHIEVEMENT

**Géke Roelink, Filmhuis Den Haag**

TECHNICAL AWARD OF ACHIEVEMENT

**Cinity and Frank Fu, Vice-Chairman and  
General Manager, China Film Group  
Accepted by Jack Kline, Cinity Consultant**

## CINEEUROPE GOLD AWARDS

**Sylviane Amata, UGC**

**Mike Bradbury, ODEON Cinemas Group**

**Kiril Enikov, Cineworld**

**Thomas Erler, Kinopolis**

**Suzanna Holmqvist, Svenska Bio**

**Jon Nutton, Empire Cinemas**

**Eric Meyniel, Kinopolis**

**Eva Rekettyei, Yelmo Cines**