

# CineEurope

Official Convention of the International Union of Cinemas

**19-22 JUNE 2023**

**ATTENDEE BROCHURE**

**CENTRE CONVENCIONS INTERNACIONAL BARCELONA (CCIB)**

**CONVENTION & TRADE SHOW • CINEEUROPE.NET**

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2023

# Network with Leading Industry Members in Europe.



Now in its 32nd year, CineEurope 2023 promises to bring you another edition filled with the very best presentations and screenings from our studio partners both in Hollywood and across Europe. Additionally, visit Europe's largest cinema trade show and expo, showcasing the very latest and best in cinema technologies and concessions.

Attend educational programming with panel discussions and seminars from industry professionals that focus on current trends and what to expect as we continue to push ahead into the future.

The opportunity to network and engage with over 4,000 industry associates only happens once a year in Europe and in 2023 that will be from 19-22 June at the CCIB in Barcelona.

Produced by The Film Expo Group, CineEurope is the official convention of the International Union of Cinemas (UNIC), the international trade association representing cinema exhibitors and their national associations across 39 European territories whose focus is to better promote the social, cultural and economic value of cinemas in Europe and internationally.

We are delighted and grateful to say that The Coca-Cola Company is returning for the 32nd consecutive year as the Official Corporate Sponsor of CineEurope.



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# Over 4,000 in Attendance



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## JOIN EXHIBITORS FROM 85+ TERRITORIES AROUND THE GLOBE INCLUDING:

- Apollo Kino
- Blitz-CineStar
- Cavea Cinemas
- Cinamon
- Cinema City
- Cinemas NOS
- Cinemax
- Cineplex
- Cineplexx
- Cineworld Group
- Kinopolis Group
- Kinopolis
- Helios SA
- Les Cinémas Pathé Gaumont
- Majid Al Futtaim Cinemas
- Multikino
- Multiplex Ukraine
- Nordisk Film Biografer
- Odeon Cinemas Group
- Omniplex Cinema Group
- Svenska Bio
- UGC
- Vue International
- Yelmo Cines

*“Whether it be exhibitors or distributors, CineEurope brings everyone together. That makes CineEurope absolutely unique.”*

*—Kinopolis Group*





# A Look Back at CineEurope 2022

Now in our 32nd year, CineEurope continues to be at the forefront of efforts to explore and showcase the ever-changing world of cinema.

## Top Countries in Attendance

- AUSTRIA
- BELGIUM
- CANADA
- DENMARK
- FINLAND
- FRANCE
- GERMANY
- INDIA
- IRELAND
- ITALY
- NETHERLANDS
- NORWAY
- POLAND
- PORTUGAL
- SPAIN
- SWEDEN
- SWITZERLAND
- TURKEY
- UKRAINE
- UNITED KINGDOM
- UNITED STATES

## 2022 Award Winners

### INTERNATIONAL DISTRIBUTOR OF THE YEAR

Anna Marsh, Studiocanal

### INTERNATIONAL EXHIBITOR OF THE YEAR

Steve Knibbs, Vue International

### COMSCORE AWARD OF COURAGE

UNIC—Recognizing The Courage And Resilience Of European Exhibitors

### UNIC AWARD OF ACHIEVEMENT

Géke Roelink, Filmhuis Den Haag

### TECHNICAL AWARD OF ACHIEVEMENT

Cinity and Frank Fu, China Film Group

### 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

## 2022 SEMINAR HIGHLIGHTS

### RE-IMAGINING THE BIG SCREEN EXPERIENCE

Cinemas continue to make an unmatched economic, social, and cultural contribution to their communities while 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 rethink their offerings? This session asked whether evolution or revolution is required and how do cinemas continue to invest and innovate in a challenging financial environment?

### INNOVATE TO ENGAGE: ADAPTING YOUR MARKETING STRATEGY TO YOUNG AUDIENCES' TRENDS AND PLATFORMS

Now is the time to traverse creative paths to cultivate younger 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.

### PLUS—SHORT SPOTLIGHT SESSIONS:

This series explored a diversity of topics on inclusion, film theft, film awards & more!

- How might cinemas benefit from inclusion from an audience perspective?
- Fighting Piracy: Aces and Jokers
- The Month of European Film: A brand new award season in Europe
- Digital First, A New Reality—What does this really mean for Exhibition?

### THE COCA-COLA COMPANY SEMINARS: PHYSICAL FIGHTS BACK

This Retail Seminar, introduced by Nick Gault, looked at understanding how consumers are likely to adapt their leisure spending and how physical retail can fight back. Insights included: winning in the post-Covid era using the 7Es; how a passion for customer experience engages guests and drives revenue; and the importance of focusing on the right strategic levers to keep delighting and growing cinema audiences. Also, how balancing affordability with experience could ensure the thriving of cinemas.

### GROWING BACK GREENER

The Coca-Cola Company continued to focus on building a more sustainable future for the business and our planet. Sustainability continued undiminished with increased investment and further challenging targets, thus 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. This session covered how cinemas could become leaders in sustainability initiatives and help bring consumers along on the journey towards lower-impact lifestyles.



# Current & Past Studio Participation

#cineeurope



LIONSGATE



UNIFRANCE  
All the accents of creativity



WALT DISNEY Studios  
Motion Pictures



*“CineEurope has done an amazing job of bringing people from all over the cinema industry together. The partnership and support we’ve gained as a studio has been invaluable.”*

— Paramount Pictures International

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INTERNATIONAL UNION OF CINEMAS

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