



CineEurope

Official Convention of the International Union of Cinemas

17-20 JUNE 2024

CENTRE CONVENCIONS INTERNACIONAL BARCELONA (CCIB)

CONVENTION & TRADE SHOW • CINEEUROPE.NET

ATTENDEE BROCHURE

OFFICIAL CORPORATE SPONSOR

Coca-Cola
Real Magic

2024

Network with Leading Industry Members in Europe.

Now in its 33rd year, CineEurope 2024 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 2024 that will be from 17-20 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 around the world.

We are delighted and grateful to welcome The Coca-Cola Company, returning for the 33rd consecutive year as the Official Corporate Sponsor of CineEurope.



#cineurope

Over 4,000 in Attendance



#cineeurope



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
- Kino Arena
- Kinopolis
- Helios SA
- Les Cinémas Pathé Gaumont
- Majid Al Futtaim Cinemas
- Multikino
- Multiplex Ukraine
- Nordisk Film Biografer
- Odeon Cinemas Group
- Omniplex Cinema Group
- Pathé Cinémas
- 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 2023

Now in our 33rd 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
- CZECH REPUBLIC
- DENMARK
- FINLAND
- FRANCE
- GERMANY
- INDIA
- IRELAND
- ITALY
- NETHERLANDS
- NORWAY
- POLAND
- PORTUGAL
- SPAIN
- SWEDEN
- SWITZERLAND
- TURKEY
- UKRAINE
- UNITED KINGDOM
- UNITED STATES

2023 Award Winners

INTERNATIONAL EXHIBITOR OF THE YEAR

Nordisk Film Cinemas

INTERNATIONAL DISTRIBUTOR OF THE YEAR

Tonis Kiis, Warner Bros. Pictures International

COMSCORE EUROPEAN BOX OFFICE ACHIEVEMENT AWARD

Universal Pictures International

UNIC AWARD OF ACHIEVEMENT

Hans-Joachim Flebbe, ASTOR Film Lounge

COCA-COLA & CINEEUROPE SUSTAINABILITY AWARD

Kinopolis Management Multiplex GmbH (Germany)

CINEEUROPE MILESTONE AWARD

Vue International

CINEEUROPE GOLD AWARDS

Ron Sterk, Vue Nederland

Javier Hoyos, Odeon

Cinemas Group

Jan Rasmussen, Nordisk

Film Cinemas

Kelly Drew, Cineworld Group

Kadri Kaldma, Apollo Cinema

Tõnis Kümnik, Cinamon Group

Max Bell, Bell Theatre Services

2023 SEMINAR HIGHLIGHTS

ENGAGING AUDIENCES & THE FUTURE OF THE THEATRE INDUSTRY

How to adapt, invest and innovate to provide the most engaging experiences for cinema-goers and remain responsive to emerging trends and shifts in consumer behaviours. What more cinemas can do to promote the full breadth of the film slate, and at the same time continue to offer cinema-goers an unparalleled big screen experience.

HOW CONSUMERS ARE EMBRACING SUSTAINABILITY

Explore opportunities for cinema operators to help consumers make the right choices through the insights on consumer behaviour around the use of reusable vessels and how this is shaping the design of solutions. How behavioural science can help us develop compelling strategies to enable more sustainable choices by consumers and how exhibition is benefiting by working collaboratively on sustainability.

ENGAGING THE YOUNG ADULT AUDIENCE

As the pandemic fades into the past, consumers are recalibrating their expectations of life, including how they enjoy their free time. Experts look at how consumers are embracing the concept of Everything in Moderation, in terms of Health, Spending and Social Media, and shining a light on the opinions of Gen Z'ers and young Millennials.

HOW TO LEVERAGE AUDIENCE DATA TO PROSPECT FOR NEW CUSTOMERS

Unlock the power of your digital audiences! Cinema websites hold valuable data, yet many miss the opportunity to leverage insights for informed decisions. Online ticketing will grow by \$7.5B by 2027, and digital audiences are 46% more likely to upgrade or purchase concessions. Transform your cinema's performance with actionable insights.

SUSTAINABLE CINEMA DESIGN

Developing net zero carbon neighbourhood cinemas through the use of offsite, modular, and low carbon technologies.

PIRACY GETS COMMERCIAL: ARE YOU READY FOR THE COMPETITION?

An exploration of the emerging commercial model, its scale, and what can be done to disrupt it.

QUICK FIRE SESSIONS

- What's Next? Trends and New Technologies Transforming the Cinema Experience
- Behind the Screens: Bridging Staff Shortages and Skills Gaps in Cinema
- How Can Cinemas Prepare For the Next Wave of Marketing Innovations: Social, AI and AR

Current & Past Studio Participation

#cineeurope



LIONSGATE



UNIFRANCE
All the accents of creativity



WALT DISNEY Studios
Motion Pictures



ANGEL
STUDIOS



entertainment One

“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

CLICK HERE

REGISTER

BOOK HOTEL

OFFICIAL CORPORATE SPONSOR



OFFICIAL CONVENTION OF



UNION INTERNATIONALE DES CINÉMASES
INTERNATIONAL UNION OF CINEMAS

OFFICIAL PROJECTION PARTNER



PRODUCED BY

FilmExpoGroup