

# CineEurope

Official Convention of the International Union of Cinemas



# CONVENTION + TRADE FAIR

CENTRE CONVENCIONS INTERNACIONAL BARCELONA (CCIB)  
ATTENDEE BROCHURE • FILMEXPOS.COM

**CONVENTION**  
**16-19 JUNE 2025**

**TRADE FAIR**  
**17-19 JUNE 2025**



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# THE BIGGEST CINEMA CONVENTION IN EUROPE

Produced by The Film Expo Group, CineEurope is the official convention of the International Union of Cinemas (UNIC), the International Trade Association representing cinema operators 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.



## Why CineEurope

CineEurope 2025 promises another fantastic edition filled with the best presentations and screenings from our studio partners both in Hollywood and across Europe.

4,000+ delegates attend relevant programmes and seminars from industry professionals and visit Europe's largest cinema Trade Fair which showcases the latest trends in technologies and concessions.

We are delighted and grateful to welcome The Coca-Cola Company, returning for the 34th consecutive year as the Official Corporate Sponsor of CineEurope.

## Who Attends

Join Exhibitors from 85+ Territories Around the Globe including:

- APOLLO KINO
- BLITZ-CINESTAR
- CAVEA CINEMAS
- CINAMON
- CINEMA CITY
- CINEMAS NOS
- CINEMAX
- CINEPLEX
- CINEPLEXX
- CINÉPOLIS
- CINESA
- CINEWORLD GROUP
- KINEPOLIS GROUP
- KINO ARENA
- KINOPOLIS
- HELIOS SA
- MAJID AL FUTTAIM CINEMAS
- MULTIKINO
- MULTIPLEX UKRAINE
- NORDISK FILM BIOGRAFER
- ODEON CINEMAS GROUP
- OMNIPLEX CINEMA GROUP
- PATHÉ CINÉMAS
- SVENSKA BIO
- UGC
- VUE
- YELMO CINES



# A LOOK BACK AT CINEEUROPE 2024

## top countries by attendance

- |                |                |
|----------------|----------------|
| Austria        | Netherlands    |
| Belgium        | Norway         |
| Canada         | Poland         |
| Czech Republic | Portugal       |
| Denmark        | Spain          |
| Finland        | Sweden         |
| France         | Switzerland    |
| Germany        | Turkey         |
| India          | Ukraine        |
| Ireland        | United Kingdom |
| Italy          | United States  |



## 2024 Award Winners

**CineEurope Guest Country of Honour Award**  
MOROCCO

**International Exhibitor of the Year**  
APOLLO CINEMA BALTICS

**International Distributor of the Year**  
JEFFREY FORMAN  
THE WALT DISNEY STUDIOS

**Comscore European Box Office Achievement Award**  
WARNER BROS. PICTURES  
INTERNATIONAL FOR  
DUNE: PART TWO

**UNIC Award of Achievement**  
CLARE BINNS  
PICTUREHOUSE CINEMAS

**CineEurope Milestone Award**  
KINEPOLIS

**Coca-Cola & CineEurope Retail Award**  
VUE

**CineEurope Icon Award Presented in Association with Boxoffice Pro**  
NICOLAS SEYDOUX, GAUMONT

**CineEurope Gold Awards**  
CHRISTIN BERG, NORDISK  
FILM CINEMAS  
GREG HAYKO, CINEWORLD  
STEPHAN HERZOG,  
PATHÉ SUISSE  
GIANLUCA PANTANO,  
UCI ITALY, ODEON CINEMAS GROUP  
GRÉGOIRE SCHNEGG,  
BLUE CINEMA  
ANDREA STRATTA,  
NOTORIOUS CINEMAS  
JURGITA VAIŠIENĖ,  
CINAMON GROUP  
KINGA ZABOROWSKA,  
HELIOS

## past programme highlights

CineEurope's Executive Roundtable

Designing the Next Generation of Cinemas to Create Additional Revenue Streams and Footfall

The Art of Box Office Conversion Presented by Gruvi

Audience Building, Insights & Targeting—How Exhibition and Distribution Can Work Together More Effectively in 2024

New Cinema Concepts

Marketing Workshop: Optimise Your Digital Presence

The Coca-Cola Seminars:  
◆ Humans vs. Technology— Exploring the World of Unattended Retail  
◆ The Power of Partnership

# Current + Past Studio Participation



LIONSGATE



UNIFRANCE  
All the accents of creativity



The  
WALT DISNEY  
Studios



ANGEL  
STUDIOS



# Thank You!

#filmexpogroup  

