

TENTATIVE SCHEDULE OF EVENTS

*As of 15 May 2026
Please note: All times, locations and programming
are subject to change.*

SUNDAY 21 JUNE

08.00 – 18.00

Trade Fair & Meeting Room Registration (Exhibitors Only)

(Entrance C Foyer, Level P0)

14.00 – 18.00

Convention Registration

(Entrance C Foyer, Level P0)

MONDAY 22 JUNE

07.30 – 18.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

08.00 – 09.00

Breakfast

(Patio, Level P1)



comscore



E-Motion

09.00 – 12.00

Lounge

(CCIB Foyer)

09.00 – 12.00

CineEurope Business Sessions

Powered by Boxoffice

(Room 116-117, Level P1)



Presentation Trends in Cinema

INTRO:

Marine Suttle, EVP, Chief Product Officer, The Boxoffice Company

PRESENTER:

Cécile Lacoue, Director of Research and Insights, CNC (French Film Fund)

Best in Class: Lessons from Around the World

Across the world, cinema exhibition continues to evolve. This panel brings together diverse international markets to share what's working—and why. What innovations have made the biggest impact on audience engagement and growth? How do cultural differences shape cinema design, programming, and audience expectations?

PRESENTERS (TO DATE):

Cameron Mitchell, Executive Director, Cinema Association Australasia

Alejandro Ramirez, CEO, Cinapolis

Mojisola Oladapo, Chief Marketing Officer, Filmhouse Group

10.30 – 10.45

Coffee Break

(Room 116-117 Foyer, Level P1)

Focus on AI and Trends

INTRO:

Marine Suttle, The Boxoffice Company

PRESENTER:

Norma Garcia, CEO, NRJ Media Group | Media + AI Leader

35 years of CineEurope – Then and Now

As CineEurope marks its 35th anniversary, this session reflects on how cinema exhibition has evolved. From advances in projection and sound to AI and data-driven operations, technology has transformed cinema-going. As audiences expect greater comfort, choice, and more immersive, event-driven experiences, we will explore how exhibition has adapted, innovated, and endured—revealing the constants, the disruptions, and the enduring power of cinema.

PRESENTERS:

Eddy Duquenne, CEO, Kinopolis and GCF Chair

Javier Sotomayor, President of International, Regal Cineworld

Laure de Boissard, General Director, Pathé Cinemas France

Anna Marsh, CEO, StudioCanal

Cécilia Rouaud, Film director, screenwriter

12.00

Lunch

(Patio, Level P1)

13.00

Welcome to the 35th Anniversary of CineEurope!

(HDR by Barco Auditorium)

UNIC Achievement Award Presentation

HONOREE:

Phil Clapp, UNIC

13.30

Angel Presentation

(HDR by Barco Auditorium)

14.45

Lionsgate Presentation

(HDR by Barco Auditorium)

PRESENTERS:

Helen Lee Kim, President,
International Motion Picture Group

Francis Lawrence, Director,

The Hunger Games: Sunrise On The Reaping

Nina Jacobson, Producer,

The Hunger Games: Sunrise On The Reaping

16.00

Reception

(Auditorium Foyer)



17.00

Sony Pictures Releasing

International Presentation

(HDR by Barco Auditorium)



18.30 -20:00

CineEurope 2026 Cocktail Reception

on the Trade Fair Floor

(Exhibition Hall, Level P0)

Join vendors, exhibitors, distributors and everyone in between that do their part to make this industry what it is as we celebrate our 35th Anniversary!



TUESDAY 23 JUNE

07.30-18.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

08.00

Breakfast

(Patio, Level P1)



08.45

The Coca-Cola Retail Seminar

Presentation of the UNIC / Coca-Cola Retail Awards

(Award Program begins promptly at 08.45 with Seminar immediately following at 09.00)

(Room 116-117, Level P1)



Inside the Gen Z Mindset

Cracking this Generation's Consumer Code

Once written off as anti-cinema, Gen Z has flipped the script. They are now the driving force behind moviegoing – and the generation redefining what the big screen means. From 'Can Gen Z Save Hollywood', 'Can Gen Z Save Cinema', 'Gen Z Falling in Love with the Big Screen', the headlines say it all.

This year's Coca-Cola Retail Seminar dives inside the Gen Z mindset to uncover why cinema still matters in the TikTok era – and what today's most influential audience expects from the retail experience beyond the screen. What excites them? What turns them off? And where are the biggest opportunities for cinema operators to win their loyalty (and spend)?

Francisco Serrano from Conecta will reveal fresh insights from a new Coca-Cola-led consumer study spanning the UK, Germany, Spain, Poland and Romania – highlighting how Gen Z engage with cinema, food and beverage and the moments that truly make an experience memorable. Our very own Gen Z voice, Laila Kaid, will provide a first-hand look at what her generation think of the broader retailing environment today and the brand voices they are responding to. Social media is a crucial element of marketing to this audience and Sara Nieuwdorp, Cineplex Germany, will reveal how they use such platforms and what campaigns are delivering the best results.

Hosted by Stephanie Morgner, Senior Director, Away-from-Home Customers, this session brings together insight, inspiration and action – followed by a celebration of the very best in cinema retailing with the presentation of the 2026 UNIC/Coca-Cola Retail Awards.

HOST:

Stephanie Morgner, Senior Director,
Away-from-Home Customers, Coca-Cola

PRESENTERS (TO DATE):

Laila Kaid, Coca-Cola Europacific Partners
Francisco Serrano, Conecta
Sara Nieuwdorp, Cineplex Germany

10.00

LAIKA Presentation

(HDR by Barco Auditorium)



Distinguished Career Award Presentation

HONOREE:

Roger Harris, Unique X

10.30

MUBI Presentation

(HDR by Barco Auditorium)



11.00

Amazon MGM Studios Presentation

(HDR by Barco Auditorium)



International Exhibitor of the Year Award Presentation

HONOREE:

Multiplex Ukraine

Accepted by Roman Romanchuk, CEO

11.00-17.00

Lounge

(CCIB Foyer)

11.00-17.00

CineEurope's Opening Day on the Trade Fair Floor

(Exhibition Hall, Level P0)

12.30

Lunch

(Auditorium Foyer)

13.00

ICTA Focus Sessions on the Trade Fair Floor

(Exhibition Hall, Level P0)

13:05 - 13:45

**Live & Direct: How Event Cinema, Live Experiences
& Streaming Technology Are Set to Transform Cinema-Going**

PRODUCER:

Cathy Huis in 't Veld Esser, CTO, Gofilex (ICTA Board Member)

PRESENTERS (TO DATE):

Nathalie Kaiser, Manager, Statistics and Research, Comscore

Marc Allenby, CEO, Trafalgar Releasing

Johnny Carr, Head of Event Cinema, VUE International

Miguel Rivera, VP Global Film Programming and Content, Cinepolis Group

Paul Huis in 't Veld, CEO, Gofilex

13:45 - 13:50

Elevator Pitches

MODERATOR:

Jan Runge, International Direct, ICTA & Independent Advisor

13:50 - 14:30

The Invisible Usher: How Agentic AI Is Rewriting the Path to Purchase

From discovery to seat — is the cinema industry ready for customers who never visit your website?

PRODUCER:

Till Cusmann, VP Customer Success, VISTA Group (ICTA Board Member)

PRESENTERS (TO DATE):

Grant Smith, Chief Cinema Officer, Vista Group

Wim Willems, CIO, Kinopolis Group

Marine Suttle, EVP MD Boost, The Boxoffice Company

Mischa Kay, Founder, Hijink

16.00

STUDIOCANAL Presentation

(HDR by Barco Auditorium)

PRESENTERS:

Anna Marsh, CEO

Hugh Spearing, EVP Global Marketing & Distribution

Jane Carter, Head of Global Marketing

Antoine Grethen, Head of Global Distribution



A CANAL+ COMPANY

17.00 - 17.30

Refreshment Break

(Auditorium Foyer)

17.45

**Warner Bros. Pictures International
Presentation**

(HDR by Barco Auditorium)



**International Distributor of the Year
Award Presentation**

HONOREE:

Jeff Goldstein, Warner Bros.

19.30

Dinner Reception

(Auditorium Foyer)



WEDNESDAY 24 JUNE

07.30-18.00

Convention, Trade Fair & Meeting Room Registration
(Entrance C Foyer, Level P0)

08.00

Breakfast

(Patio, Level P1)



08.45 -10.45

**CineEurope 2026 Gold Awards and Comscore European
Box Office Achievement Award Presentations
Coca-Cola Innovation Seminar to follow**

(Room 116-117, Level P1)



**Award Program begins promptly at 08.45
with Seminar to immediately follow at 09.30**

COMSCORE EUROPEAN BOX OFFICE ACHIEVEMENT AWARD HONOREE:

The Walt Disney Studios' *Avatar: Fire & Ash*

Accepted by Nick Rush, Head of Walt Disney Studio Theatrical Distribution EMEA

GOLD HONOREES:

Andres Jasper, Apollo Cinemas Baltics, Estonia

Marianne Hoff, Friberg Kino, Norway

Martin McCubbin, ODEON Cinemas Group, United Kingdom

Natalie Mulinowa, Regal Cineworld, Czechia

Nick Davey, Everyman Cinema, United Kingdom

Tomaso Quilleri, Regno del Cinema, Italy

Anne-Marie Otter, Bygdekinoen, Norway

Tony Dilley, Harkness Screens, United Kingdom

Experience Innovators — Frictionless and Beyond

How technology powers seamless, standout consumer experiences

Levy sets the pace in sports, entertainment, and hospitality catering—crafting bespoke food and beverage experiences for Europe's most iconic venues. As part of Compass Group PLC, they deliver standout moments in 60+ venues including the Johann Crujff Arena, Uber Arena Berlin, The O2 Arena, and Twickenham Stadium.

At this year's Coca-Cola Inspiration Seminar, Harry Ridley, Head of Technology at Levy, shares an unfiltered look at their experience-led technology toolkit—what's worked, what hasn't, and how to turn insight into impact. The focus: follow the data, then layer the right solutions in the right environments to create truly unforgettable guest experiences.

Hosted by Stephanie Morgner, Senior Director, Away-from-Home Customers, join us to explore why football stadiums and cinemas are more alike than you think—and what might be learnt from the parallels.

HOST:

Stephanie Morgner, Senior Director,

Away-from-Home Customers, Coca-Cola

PRESENTERS (TO DATE):

Harry Ridley, Head of Technology, Levy

11.00

Paramount Pictures International Presentation

(HDR by Barco Auditorium)



11.00-17.00

Lounge

(CCIB Foyer)

11.00-17.00

CineEurope Trade Fair & Luncheon

(Exhibition Hall, Level P0)

Lunch served 12.30



13.30-15.00

UNIC Focus Sessions on the Trade Fair Floor

(Exhibition Hall, Level P0)

Audience Engagement Across Europe: What Really Works?

UNIC People Programme - Diversity and Inclusion

The most successful cinema businesses are those that reflect their audiences, think differently, and move faster as a result. This requires an engaged, agile workforce that delivers fresh ideas fast—and that only happens when diverse voices are not just present but empowered. By attracting, retaining, and valuing a broad range of talent, businesses unlock stronger performance, sharper innovation, and real competitive advantage.

As the exhibition sector evolves, building a more representative industry—both on screen and behind the scenes—is not just the right move, it's a commercial imperative. This session will look at how inclusive practices are driving measurable business success.

MODERATOR:

Patricia Cüppers, Yorck-Kino GmbH

PRESENTERS:

Dee Vassili, Chief People Officer - Vue International

Zarah Doyle, European Director of People and Transformation,
ODEON Cinemas Group

Diana Stratan, Senior Specialist, DE&I, Toyota Europe

16.30

The Walt Disney Studios Presentation

(HDR by Barco Auditorium)



18.30

Dinner Reception

(Auditorium Foyer)



THURSDAY 25 JUNE

08.00-12.00

Convention, Trade Fair & Meeting Room Registration

(Entrance C Foyer, Level P0)

09.00-12.00

Breakfast on the Trade Fair Floor

(Exhibition Hall, Level P0)

Breakfast served 09.00-10.00



comscore



E-Motion

10.00

Universal Day!

Universal Pictures invites you to a Special Presentation & Screening that you won't want to miss!

(HDR by Barco Auditorium)

PRESENTERS:

Veronika Kwan Vandenberg, President International Distribution

Julien Noble, President, International Marketing

Niels Swinkels, EVP & MD UPI & President International Distribution,
Focus Features



13.30

Join Universal Pictures for the CineEurope 2026

Closing Reception

(Banquet Hall Terrace, Level P2)