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## UNIC announces new CEO, major changes

**(Amsterdam, June 28, 2011) - UNIC, the European grouping of cinema trade associations, has today announced major changes intended to strengthen its effectiveness and influence as the voice of European cinema exhibition.**

The organisation, which represents territories accounting for over one billion cinema admissions and 33,000 screens, has appointed Jan Runge as its new Chief Executive.

Runge, 34, will oversee the establishment of a new Brussels office, marking the relocation of the organisation from its previous Paris base.

Looking forward to his new role, he said:

*“It’s a very exciting point in time to join UNIC and to promote and defend the social, cultural and economic contributions of cinemas across Europe. I very much hope that UNIC’s new office will help ensure that policy-makers in Brussels and all over Europe recognize cinema operators’ capacity to fully embrace innovation and to attract audiences with an upgraded and diverse cinema offer.*

*The Commission is about to launch a range of new initiatives under the umbrella of the European strategy EU2020. UNIC stands ready to collaborate with the EU and relevant stakeholders on issues such as copyright enforcement, rights licensing, release windows and digitisation, which are all crucial to the future of cinema and the benefit of consumers and the wider film industry.”*

In announcing the appointment and relocation, UNIC also confirmed the establishment of a new streamlined Board structure and welcomed the following key European companies as operator members: Odeon/UCI/Cinesa, Nordisk Film Biografer, Yelmo Cines, Cineworld Cinemas, SF Bio and Svenska Bio.

Welcoming these changes, Ad Weststrate, re-elected as President of the organisation for a further term, commented:

*“The challenges faced by European cinema exhibitors have never been so great or varied. These changes, agreed with UNIC colleagues, are our response, and will result in a stronger collective voice on the issues which matter most.*

*The appointment of Jan Runge as our new CEO will bring a vital injection of dynamism and energy to the way we engage with our partners at the studios and distributors and the influence we have*

*with key policy-makers at the European level. The relocation of our operations to Brussels – the heart of European government – can only help in that.*

*The decision of a number of key European cinema companies to join UNIC, allied to those who are already operator members, is a huge vote of confidence in the ambitions we have for the organisation.”*

The changes were announced as UNIC members met at their annual convention at CineEurope in Amsterdam, part of a partnership with Prometheus Global Media.

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**NOTES FOR EDITORS:**

**Union Internationale des Cinémas/International Union of Cinemas (UNIC)**

Created in 1964, UNIC now represents exhibitors from 19 countries with more than 33,000 screens and over one billion admissions per year.

Association members include Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Israel, Italy, Netherlands, Norway, Russia, Spain, Sweden, Switzerland, Turkey and the UK.

Operator members now include Cinéma Gaumont Pathé, Cineworld, Kinopolis, Mars Entertainment, Movies@ Cinemas, Nordisk Film Biografer, Odeon/UCI/Cinesa, SF Bio, Svenska Bio, UGC, Utopia Group, Vue Entertainment and Yelmo Cines.

**Jan Runge**

Jan Runge, 34, was born in Winsen, Germany. After studying at Liverpool John Moores University and the London School of Economics, he worked for a number of organisations in the audiovisual sector, most recently for KEA European Affairs, before setting up his own Brussels-based consultancy SPECTRUM in 2010.

**UNIC Board of Directors**

At its Annual General Assembly meeting in Cannes in May 2011, UNIC members elected the following Board of Directors to oversee and direct the activities of the organisation:

President	Ad Weststrate (Netherlands)
Senior Vice President	Phil Clapp (UK)
Vice Presidents	Jean Labé (France)
	Lene Løken (Norway)
	Kim Pedersen (Denmark)
	Mario Mazzetti (Italy)
Treasurer	Andreas Kramer (Germany)

## **CineEurope**

CineEurope is the official convention of the International Union of Cinemas (UNIC) and organised in collaboration with Prometheus Global Media (PGM), hosts of CineEurope's predecessor Cinema Expo International. UNIC and PGM have joined forces to present the European theatrical industry important information on new technologies, trends in the industry, upcoming films and speakers from the European Union. The convention takes place from 27 – 30 June 2011 in Amsterdam's RAI convention centre.