

at  
Cinema  
Expo  
International  
2003



### ***The MEDIA Salles Opening Seminar***

A panorama of cinema-going in Europe in 2002.  
Marketing strategies by exhibition companies for  
building communities through loyalty programs.

***on Monday, June 23<sup>th</sup> @ 10.30 am***

### ***Big screen presentation of the hit movie from France***

#### **Chouchou**

directed by Merzak Allouache

***on Wednesday, June 25<sup>th</sup>***

### ***Focus on Europe - European artists and professionals to receive awards during the Final Night Award Ceremony***

MEDIA Salles European Producer of the Year:  
**Stefan Arndt** - X Filme Creative Pool (D) -  
for the international hit and domestic blockbuster  
**Good Bye Lenin!** directed by Wolfgang Becker

#### **VISIT US TO**

Trade Fair  
Stand 123, 124, 125  
Pick up your European Cinema Yearbook  
and documentation on European films



DIREZIONE GENERALE  
PER IL CINEMA



Focus on Europe is an initiative of  
MEDIA Salles with the collaboration of  
The Hollywood Reporter and  
European Film Promotion  
[www.mediasalles.it](http://www.mediasalles.it)