

## Digital Future of the European Cinemas Enhancing Regional Competitiveness

Brussels, 15 September 2010, 12 p.m.  
European Parliament  
Room ASP 3E2

### PROGRAMME

- 12.00**      **Registration**
- 12.30-13.00**   **Lunch**
- 13.00-13.30**   Opening speech:  
**Róża Thun** - Member of the European Parliament  
**Marek Nawara** - Marshal of the Małopolska Region  
**prof. Krzysztof Zieliński** - Modern information technologies,  
Małopolska Information Technologies Cluster, AGH University of Science  
and Technology in Kraków
- 13.30-14.00**   European challenges of digitisation  
**Michael Gubbins** - Journalist, presentation of the: 'Digital Revolution Report'  
**Ryszard Rutkowski** - Małopolska d-cinema network  
**Łukasz Poniński** - Alvernia Studios
- 14.00-15.00**   Panel debate, moderator **Michael Gubbins**  
**Aviva Silver** - Head of MEDIA Unit, DG Education and Culture, European  
Commission  
**Anna Sienkiewicz-Rogowska** - Polish Film Institute  
**Jan Runge** - KEA European Affairs  
**Charlotte Appelgren** - Cine Regio, European Network of Regional Film Funds
- 15.00**      Presentation of the 'Małopolska Investment and Innovation Tree' in front of the  
European Parliament, ASP Building, Place du Luxembourg Entrance.  
Closing speech:  
**Marek Nawara** - Marshal of the Małopolska Region  
**Róża Thun** - Member of the European Parliament