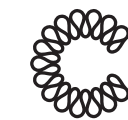


PROGRAM OF ACTIVITIES



IV CENTENARIO
CERVANTES



Fira Barcelona

PROFESSIONAL CONFERENCES

DIGITAL AREA

AUTHORS' ZONE

Tuesday, 11 October

19:00

Opening

Venue:

CC4, Room 4.1. Gran Via Exhibition Centre of Fira de Barcelona (invitation required)

20:00

LIBER Party

Venue:

Hall 1 – Gran Via Exhibition Centre, Fira de Barcelona (invitation required)

Wednesday, 12 October

08:30

Meeting with participants in the US Librarians' delegation

Participants:

Cristina Abelenda, Head of the Publishing Division of ICEX Spain Exports and Investments

Antonio M^a Ávila, Executive Director of the Spanish Publishers' Federation (FGEE)

Margot Gómez-Arnau, Head of the Department of Cultural Industries at ICEX Spain Exports and Investments

Alina San Juan, Head of Foreign Trade at the Spanish Economic and Trade Office in Miami

Organised by:

Spanish Publishers' Federation (FGEE), ICEX Spain Exports and Investments, and the Spanish Economic and Trade Office in Miami

Venue: CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona (prior registration required)

08:30

Meeting of the Ibero-American Publishers Group (GIE)

Chair:

Boris Faingola, President of the Ibero-American Publishers Group (GIE)

Organised by:

Ibero-American Publishers Group (GIE) and the Spanish Publishers' Federation (FGEE)

Venue: VIP and Protocol lounge. Gran Via Exhibition Centre of Fira de Barcelona (call now closed)

10:00

Round table

How to sell more Spanish-language books in the United States

Participants:

Alex Correa, President of Lectorum Publications

Teresa Mlawer, President of Teresa Mlawer Publishing Solutions

Edgardo Moctezuma, President of Latin American Book Source

Moderator:

Cristina Abelenda, Head of Publishing at ICEX Spain, Exports & Investments

Organised by: Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

10:00

Presentation

Latest news on ISBN and DILVE

Presented by:

Miguel Jiménez, Director of the ISBN Agency

Organised by:

Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

10:00

Round table

The free circulation of books in the Ibero-American area

Participants:

Carlos Anaya, President of the National Chamber of the Mexican Publishing Industry

Ana M^a Cabanellas, former President and Secretary of the Ibero-American Publishers Group (GIE) and former President of the International Publishers Union (UIE)

José Ignacio Echeverría, Vice-president of the Ibero-American Publishers Group (GIE)

Trinidad Vergara, President of the Argentine Book Chamber



Moderator:

Boris Faingola, President of the Ibero-American Publishers Group (GIE)

Organised by:

Ibero-American Publishers Group (GIE)

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

10:00

Discussions on the digital evolution in Spanish-speaking markets (1)

Round table

Key aspects of the e-book distribution strategies of independent publishers

Participants:

Nicole Etchevers, Digital Manager of Herder Editorial
Daniel Ortega, Deputy Director of Editorial Paidobribo
Álvaro Palau, Editor of Arpa Editores
Joan Eloi Roca, Editor of Grupo Ático

Moderator:

Margarita Guerrero, Director of Bookwire for Spain and Latin America

Organised by:

Dosdoce.com

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

10:45

Presentation

The Quality Mark of Bookshops: experiences and evolution

Participants:

Antonio M^a Ávila Álvarez, Executive Director of the Spanish Publishers' Association
Francisco Goyanes, Director of Librería Cálamo
José Pascual Marco Martínez, General Manager of Cultural Policies, Industries and Books of the Ministry of Education, Culture and Sport
Antonio Rivero, member of the Board of Directors of the Spanish Booksellers Federation (CEGAL), responsible for the Quality Mark

Organised by:

Deputy Director-General for the Promotion of Books, Reading and Spanish Literature at the Ministry of Education, Culture and Sport

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

11:00 - 11:20

Presentation

Management software. Comprehensive solution for publishers, distributors and bookstores

Organised by: AGC Editoriales y desarrollos actuales

Speaker: Daniel Pita Marín, General Manager

Venue: Digital Zone

11:00-12:00

Presentation

Crowdfunded publishing as an alternative to self-publication

Speaker: Julián Amorrich

Organised by: Libros.com

Venue: Authors' Zone

11:30

Round table

The evolution of digital business models: which models work and where we are heading

Participants:

Laura Ceballos, Head of Business Development at the Spanish Reprographic Rights Centre (CEDRO)
Margarita Guerrero, Director of Bookwire for Spain and Latin America
Ignacio Latasa, founding partner of Metaforic
Carmen Ospina, Director of the Digital Division of Penguin Random House

Moderator:

Javier Celaya, founding partner of Dosdoce.com

Organised by:

Spanish Reprographic Rights Centre (CEDRO)

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

11:30

Round table

Why are information skills important?

Participants:

Felicidad Campal, Assistant at the State Public Library of Salamanca and coordinator of the Information Literacy Group of the Library Cooperation Council.
Cristina Novoa, Advisor on School Libraries at the Department of Culture, Education and Universities of the Regional Government of Galicia
Martha Villabona, Technical Advisor at the National Centre for Educational Research and Innovation of the Ministry of Education, Culture and Sport

Moderator:

Concha Vilariño, Deputy General Manager of Library Coordination at the Ministry of Education, Culture and Sport

Organised by:

Deputy General Manager of Library Coordination at the Ministry of Education, Culture and Sport

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona



11:30

Round Table

The publishing sector and new educational challenges

Participants: Miguel Barrero, General Manager of R&D&I at Grupo Santillana

Esteban Lorenzo, Manager of Educational Content at Edebé

Enric Masllorens, General Manager of the Jesuites Educació Foundation

Moderator:

Antonio Garrido, General Manager of Edebé and Vice-president of the Spanish Association of Publishers of Books and Teaching Materials (ANELE)

Organized by: Spanish Association of Publishers of Books and Teaching Materials (ANELE)

Venue: CC1, Room 1.3. Gran Via Exhibition Centre

11:30

Discussions on the digital evolution in Spanish-speaking markets (2)

Round table

Digital trends in Latin America

Participants: Emilia Franco, Manager of Siglo del Hombre Editores (Colombia)

Ana María Pavez, co-founder of Amanuta Editorial (Chile)

Francisco Ruiz Barbosa, General Manager of the Economic Culture Fund (Mexico)

Moderator: Mariana Eguaras, Editorial Consultant

Organised by: Dosdoce.com

Venue: CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

11:30 - 11:50

Presentation

Onixsuite. The visibility and sale of books begins with good metadata management

Speaker: Silvia Mas, Onixsuite agent for Spain and Latin America

Organised by: Onixsuite

Venue: Digital Zone

12:00 - 12:20

Presentation

Kindle: the advantages of digital business

Speaker: Victoria Lucea, Kindle Vendor Manager

Organised by: Amazon

Venue: Digital Zone

12:30 - 12:50

Presentation

Would you like to sell more ebooks? Find out with Bookwire which types of ebooks sell the most and in which countries

Speaker: Patricia Escuredo, Account Manager for Spain and Latin America

Organised by: Bookwire

Venue: Digital Zone

12:30-14:00

Presentation

The keys to crowdfunded publishing, or how to publish with the input of your readers

Speaker: Jonàs Sala

Organised by: Verkami

Venue: Authors' Zone

13:00 - 13:20

Presentation

New pirating methods in the publishing sector. Causes, consequences and solutions

Speaker: Joaquin Coll, Country Manager, Spain

Organised by: Red Points

Venue: Digital Zone

13:00

Presentation

Infographic. Academic publishing in Spain based on DILVE metadata

Participants:

Elea Giménez, Associate Scientist at the Human and Social Sciences Centre (CCHS) of the Spanish National Research Council (CSIC)

Miguel Jiménez, Director of the ISBN Agency

Alberto Vicente, Editor of Punto de Vista Editores and Director of Anatomía de Red

Organised by: Research Group on Scholarly Books (ILIA) of the Higher Board of Scientific Research

Venue: CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

13:00

Introduction and discussion

Postgraduate course of the Booksellers School of the Booksellers Guild of Catalonia and the University of Barcelona

Where is the book trade heading? The past, present and future of a cultural business

Presenter:

Lluís Agustí, Director of the University of Barcelona's School on Bookselling

Antoni Daura, President of the Catalan Booksellers' Association

Participants:

Patrícia Prósper, Book Officer at Librerías Laïe

Pedro Rueda, Professor at the Faculty of Library Science and Documentation at the University of Barcelona

Bernat Ruiz-Domènec, Product Manager at Pändø Technologies

Moderator: Antoni Daura, President of the Catalan Booksellers' Association

Organised by: UB University School on Bookselling and the Catalan Booksellers' Guide

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona



13:00

Round table

The keys to distributing and promoting children's and teenagers' literature

Participants:

Berta Inés Concha, Director of Liberalia Ediciones
Pilar Cuéllar, Coordinator of Fundalectura Bookshops
Noemí Ramos, Export Director of Grupo Edebé
Jordi Sierra i Fabra, writer
Luis Zenderera, Manager of Editorial Juventud

Moderator:

Reina Duarte, President of the Spanish Organisation for Children's and Teenagers' Books (OEPLI)

Organised by:

Spanish Organisation for Children's and Teenagers' Books (OEPLI)

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

13:00

Discussions on the digital evolution in Spanish-speaking markets (3)

Round table

Smart algorithms for recommending books (printed and e-books) on the internet

Participants:

Javier Calvo, founding partner of Komilibro
Gabriel Pena-Ballesté, founding partner of El Placer de la Lectura
José Luis Ramírez, founding partner of Quelibroleo
Marc Santandreu, founding partner of Tekstum Solutions

Moderator:

Rebecca Beltrán, expert in digital marketing at Bookwire

Organised by:

Dosdoce.com

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

15:30 - 15:40

Presentation

Literature 3.0: immersive books.

Speaker: Efrén García Artero, Co-Founder and CEO of iClassics Productions, S.L.

Organised by: iClassics Collection

Venue: Digital Zone

15:45 - 15:55

Presentation

Between Books and Video Games. New reading experiences

Speaker: Quim Garreta, Co-Founder.

Organised by: Cubus Games

Venue: Digital Zone

16:00 - 16:20

Presentation

Globalbook: the first data and services manager for bookstores of the 21st century

Speaker: Anna Ardid, General Manager.

Organised by: Globalbook

Venue: Digital Zone

16:00

Round Table

Barcelona, City of Literature: the second life of "La Noria", by Luis Romero

Participants: Author of Gira Barcelona

Javier Romero, son of the author

Joan Sala, Editor of Comanegra

Moderator: Marina Espasa, Curator of Barcelona, UNESCO City of Literature

Organized by: Barcelona City Council

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

16:00

Presentation

The circulation of culture in Spanish in the United States

Presented by:

Ángel Badillo, Senior Researcher in the Department of Language and Culture at the Elcano Royal Institute
Jéssica Retis, Researcher at California State University Northridge

Organised by: Elcano Royal Institute

Venue: CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

16:00

Conference

Reading and inclusion: the challenges of the Chilean Reading Plan in the context of educational reform

Participant:

Karla Eliessetch Foncillas, National Coordinator of the Chilean National Reading Plan

Organized by: Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.3. Gran Via Exhibition Centre

16:00

Conference

Eight digital tricks and tactics to promote your book that you may never have thought of

Presented by:

Fernando Fominaya, founder of Mylibreto

Organised by: Spanish Publishers' Association (FGEE)

Venue: CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona



16:00-17:00

Presentation

How to plan a successful crowdfunded publishing campaign

Speaker:

Roberto Pérez

Organised by:

Libros.com

Venue: Authors' Zone

16:30 - 16:50

Presentation

How to bring audiobooks to bookstores

Speaker:

Rosa Sala Rose, CEO of Digital Tangible SL (Seebook)

Organised by:

Seebook

Venue: Digital Zone

17:00 - 17:20

Presentation

How to monetize copies of your books

Speaker:

Laura Ceballos, Head of Business Development at CEDRO.

Organised by:

Centro Español de Derechos Reprográficos (CEDRO)

Venue: Digital Zone

17:30 - 17:40

Presentation

Development of educational apps for publishers

Speaker:

Arturo Puig Ontiveros, Project Manager

Organised by:

Itbook

Venue: Digital Zone

17:30-19:00

Presentation

The keys to crowdfunded publishing, or how to publish with the input of your readers

Speaker:

Jonàs Sala

Organised by:

Verkami

Venue: Authors' Zone

17:45 - 17:55

Presentation

Drawfolio and the web portfolio for graphic artists

Speaker:

Luis Roig, Founder.

Organised by:

Drawfolio

Venue: Digital Zone

Dijous 13 d'octubre

09:00

Presentation of the DILVE Platform to participants in the Buyers' Programme

Presented by:

Miguel Jiménez, Director of the ISBN Agency

Organised by: Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona
(call now closed)

10:00

Session on scientific, technical and academic books (1)

Round table

Diagnosis of scientific publishing in Spanish

Participants:

Carlos Ortega, General Secretary of the Madrid Book Chamber

Enrique Pascual, Coordinator of the Scientific, Technical and Academic Books Committee of the Madrid Publishers' Association

Lluís Pastor, President of the Spanish University Publishers' Association (UNE)

Moderator:

Elea Giménez, Associate Scientist at the Human and Social Sciences Centre (CCHS) of the Spanish National Research Council (CSIC)

Organised by:

Committee of Scientific, Technical and Academic Books of the Madrid Publishers' Association and the Research Group on Academic Books (ILIA) of the CSIC

Venue: CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

10:00

Round table

Consequences and implications for the book world of the European Digital Single Market and the Transatlantic Trade and Investment Partnership (TTIP)

Participants:

José Javier Avilés, Professor of Civil Rights at the University of Oviedo

Luis Elías, General Secretary of Grupo Planeta

Javier Gutiérrez, Vice-president of the Board of the International Confederation of Societies of Authors and Composers (CISAC) and Manager of the Visual Management Entity for the Plastic Arts (VEGAP)

Moderator:

Antonio Mª Ávila, Executive Director of the Spanish Publishers' Federation (FGEE)

Organised by:

Spanish Publishers' Federation (FGEE) and Visual Management Entity for the Plastic Arts (VEGAP)

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona



10:00

Session on bookselling

Presentation

Technology as a support for bookselling: projects and experiences of sector-wide collaboration

Moderators:

José Manuel Anta, Director of the Federation of National Distributors' Associations (FANDE)
Javier López, Technical Manager of the Spanish Booksellers' Federation (CEGAL)

Organised by:

Spanish Association of Book Chambers

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

10:00

Round table (1)

New protocols on the Book Supply Chain (Book Deposit) + Situation of the protocol on the Notification of New Publications (form and deadline metadata)

Participants:

Francisco Martínez, President of the Group of Distributors of Books and Publications (ADILE)
Daniel Oropesa, President of the Book Division of the National Association of Distributors of Publications (UDNE)
Antonio Rivero, member of the Board of Directors of the Spanish Booksellers' Federation (CEGAL)

10:30

Round table (2)

Collaboration between bookshops and distributors to supply books in POD: the case of CEGAL and Podiprint

Participants:

Eva Cosculluela, Vice-president of the Spanish Booksellers' Association (CEGAL)
Miguel Ángel Sánchez, Director of Podiprint

11:00

Round table (3)

Technological projects that help book sales (printed and/or digital): the case of Aer.io

Participants:

Ron Martínez, founder of Aer.io-Ingram
Juancho Pons, President of the Spanish Booksellers' Federation (CEGAL)

10:00-11:00

Presentation

Graphispag

Venue: Authors' Zone

10:00

Discussions on the digital evolution in Spanish-speaking markets (4)

Round table

How to sell more books (printed and e-books) on the Internet

Participants:

Silvia Clemares, Manager of Kobo for Spain and Latin America
Alejo Cuervo, founder of Lektu.com
Maribel Riaza, Manager of the bookstores Relatosrevueltos.com and Cosasdelibros.com
Rosa Sala, founding partner of Seebook

Moderator: Julieta Lionetti, founding partner of Content.os – Content Strategies

Organised by: Dosdoce.com

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

10:30 - 10:55

Presentation

The Digital Library - apps for young readers

Speaker:

Lars Gehrmann, CEO of Sami Apps, Ester Franquesa Bonet, General Manager of Language Policy at the Ministry of Culture of the Catalan Government, María Badia Cutchet, General Manager of Foreign Relations at the Ministry of Foreign Affairs, Institutional Relations and Transparency of the Catalan Government.

Organised by: Sami Apps

Venue: Digital Zone

11:00 - 11:20

Presentation

Training editors in digital publishing

Speaker: Teresa Iribarren, Director of the Master's Degree in Digital Publishing at the Open University of Catalonia (UOC)

Organised by: Open University of Catalonia (UOC)

Venue: Digital Zone

11:10-12:30

Presentation

Digital tools for authors: efficient management of your website, blog and social networks

Speaker: Ana Nieto

Organised by: Triunfa con tu libro

Venue: Authors' Zone

11:30 - 11:50

Presentation

Globalbook: Economic intelligence applied to the book sector: from the value chain to the value network

Speaker: Anna Ardid, General Manager

Organised by: Globalbook

Venue: Digital Zone



11:30

Session on scientific, technical and academic books (2)

Round table

Endorsing Scientific, Technical and Academic Publishing: the CEA-APQ Quality Stamp

Participants:

Ana Isabel González, Vice-president and Manager of the Quality Division of the Spanish University Publishers' Association (UNE)

Lluís Pastor, President of the Spanish University Publishers' Association (UNE)

Moderator:

Enrique Pascual, Coordinator of the Scientific, Technical and Academic Books Committee of the Madrid Publishers' Association

Organised by:

Scientific, Technical and Academic Books Committee of the Madrid Publishers' Association and the Spanish University Publications Association (UNE)

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

11:30

Round table

The future of books and creation

Participants: Rodrigo Fresán, writer

Manuel Rico, writer

Care Santos, writer

Moderator:

Pepa Fernández, Director and presenter of No es un día cualquiera, on Spanish National Radio

Organised by:

Spanish Reprographic Rights Centre (CEDRO)

Venue: CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

11:30

Presentation

Libelista. The Mr Jekyll reader (in actual bookstores) and the Mr Hyde reader (online)

Presenters:

Gerard Altés, Coordinator of Libelista

Bernat Puigtobella, Head of Communications at Libelista

Organised by:

Catalan Booksellers' Association and Libelista

Venue: CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

11:30

Discussions on the digital evolution in Spanish-speaking markets (5)

Round table

Evolution of digital loans in libraries: the challenges of fostering a greater demand for this service

Participants:

Carme Fenoll, Head of the digital loans platform, eBiblio Catalunya

Ana Cristina Gonzalo, Head of the digital loans platform of the Cervantes Institute

Isabel Moyano, Deputy General Manager of Books in the Community of Madrid

Francisca Pulgar, Head of the digital loans platform eLiburutegia de Euskadi

Moderator:

Bernat Ruiz Domènech, Product Manager at Pändø Technologies

Organised by:

Dosdoce.com

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

11:30

Andalusian breakfast

Organized by: Andalusian Publishers' Association

Venue:

Stand D419. Hall 1, Gran Via Exhibition Centre

12:00 - 12:20

Presentation

New pirating methods in the publishing sector. Causes, consequences and solutions

Speaker:

Joaquin Coll, Country Manager, Spain

Organised by: Red Points

Venue: Digital Zone

12:15

Round table

Promoting reading through the classics

Participants:

David Cervera, Deputy General Manager of Innovation Programmes for the Community of Madrid

Paloma Jover, Executive Editor of Children's and Teenagers' Literature at Ediciones SM

Moderator:

Lines Carretero, Director of Children's and Teenagers' Literature at Ediciones SM

Organised by: Madrid Publishers' Association

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

12:30 - 12:50

Presentation

Would you like to sell more ebooks? Find out with Bookwire which types of ebooks sell the most and in which countries

Speaker:

Patricia Escuredo, Account Manager for Spain and Latin America.

Organised by: Bookwire

Venue: Digital Zone



12:40-14:00

Presentation

Mistakes you need to avoid when writing: through the eyes of the table editor

Speaker: Rosa María Prats

Organised by:

Ateneu Barcelonès Writing School

Venue: Authors' Zone

13:00 - 13:20

Presentation

How Ulzama's technological growth can make your publishing business profitable

Speaker: Pedro Alamo, expert in rhetoric, communication and consultative selling, Sales Manager at Ulzama Digital.

Organised by: Ulzama Digital

Venue: Digital Zone

13:00

Conference and discussion

The 12 trends that are changing the publishing world internationally

Speaker:

Edward Nawotka, international analyst and journalist

Presented by:

Javier Celaya, founding partner of Dosdoce.com

Organised by: Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

13:00

Presentation

The White Paper on Editorial Translation in Spain: authors' rights in the digital sphere

Presented by:

Ana Herrera, Vice-president of ACE Traductores

Mario Sepúlveda, lawyer specializing in copyright and legal advisor to ACE Traductores

Ramón Soria, sociologist and market researcher

Organised by: ACE Traductores

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

13:00

Round table

How can print and digital publications be mutually supportive?

Participants:

Ramiro Domínguez, Director of Sílex Ediciones

Diego Moreno, Director of Editorial Nórdica

Blanca Rosa Roca, Director of Roca Editorial

Moderator: Mariana Eguaras, editorial consultant

Organised by: Deputy General Manager of Books in the Community of Madrid

Venue: CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

13:00

Workshop

Self-published authors (or not) and small and medium-sized publishers

Participants:

Beatriz Celaya, founding partner of Biografías Personales

Antonio de Marco, founding partner of AM Consultores Editoriales

Organised by:

Biografías Personales and AM Consultores Editoriales

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

14:00-15:00

Round table

Round Table with the Writers of the Czech Republic

Organised by: Writers of the Czech Republic

Venue: Authors' Zone

15:30 - 15:50

Presentation

ReadSpeaker gives your content a competitive advantage: Universal Design for Learning

Speaker: Antonino Sistac, Director for Spain and Latin America.

Organised by: Readspeaker

Venue: Digital Zone

16:00 - 16:20

Presentation

How to sell on Amazon

Speaker: Álvaro Prieto, Director of Amazon Books Spain.

Organised by: Amazon

Venue: Digital Zone

16:00

Round table

Books that save forests: environmental responsibility in the publishing world

Participants:

Gonzalo Anguita, Executive Director of FSC España

César Javier Palacios, Head of Communications at FSC España

Ángel Pérez, Director of Editorial Production at Penguin Random House Publishing Group

Moderator:

Carlota del Amo, Director of Corporate Communication at Penguin Random House Publishing Group

Organised by:

Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona



16:00

Conference

Metadata for independent publishers

Presented by:

Arantxa Mellado, founding partner of DataLibri

Organised by:

Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

16:00

Presentation

How Big Data and Artificial Intelligence can help the publishing sector

Presented by:

Lauren Romeo, Scientific Director of Tekstum Solutions and Doctor of Linguistics

Marc Santandreu, founder and CEO of Tekstum Solutions

Organised by:

Catalan Publishers' Association

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

16:00-17:20

Presentation

The ten key requirements to make your book a success on Amazon

Speaker: Ana Nieto

Organised by: Triunfa con tu libro

Venue: Authors' Zone

16:30 - 16:50

Presentation

Podiprint. On-demand printing and distribution in Spain and Latin America

Speaker: Ismael Gálvez, Marketing Manager

Organised by: Podiprint

Venue: Digital Zone

17:00 - 17:10

Presentation

Poetry 2.0: Apps for viewing and touching poetry

Speaker: Mar Gómiz, Director
Ángel Salguero, Creative Director

Organised by: Poética 2.0

Venue: Digital Zone

17:30-19:00

Presentation

Beyond the keyboard: skills, tools and writing techniques

Speaker: Ferran Viladevall

Organised by: Ateneu Barcelonès Writing School

Venue: Authors' Zone

18:00 - 19:00

Presentation

Sponsored by Red Points, the experts in anti-piracy solutions

Open networking event for publishers and digital firms

Organised by: COPAS & NETWORKING

Venue: Digital Zone

20:00

Prise-giving ceremony of the LIBER Awards

- Outstanding Hispano-American Author: **Juan Marsé**
- Boixareu Ginesta Award for Bookseller of the Year: **Cálamo bookstore in Zaragoza**
- Best initiative to promote reading in public libraries: **Network of Municipal Libraries of the Barcelona Provincial Council**
- Promotion of Reading in the Media: **Pepa Fernández**
- Best Audio-Visual Adaptation: **Un día perfecto** (A Perfect Day)
- LIBER Homage: **Beatriz de Moura**

Organised by: LIBER

Venue: Dome of the National Museum of Art of Catalonia (MNAC)

(invitation required)

Friday, 14 October

08:30

Meeting with the participants in the Programme for the Internationalisation of Spanish Culture (PICE)

Participants:

Antonio M^a Ávila, Executive Director of the Spanish Publishers' Federation (FGEE)

Ainhoa Sánchez, Programming Department of Acción Cultural Española AC/E

Organised by: Acción Cultural Española AC/E

Venue: CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

(call now closed)

09:45

Conference

New horizons in the sale of international rights in Spanish

Participants:

María Alasia, publisher and Head of Foreign Rights at Plataforma Editorial

Pilar Lafuente, Department of Foreign Rights at Grupo Planeta

María Lynch, Director of Casanovas Lynch Literary Agency

Moderator: The Spanish Bookstage

Organised by: Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona



09:45

Round Table

Small and medium-sized independent publishers in Spain and biodiversity in the language of Cervantes

Participants:

Concepción Cuesta, Director of Editorial Funambulista
Ramiro Domínguez, Director of Sílex Ediciones
Delia López, Director of Ediciones Idampa

Moderator:

Luis Rafael Hernández, Coordinator of the Committee of Small Publishers of the Madrid Publishers' Association

Organised by:

Committee of Small Publishers of the Madrid Publishers' Association

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

09:45

Conference

The European Union and the new exceptions that affect the book world

Presented by:

Enrico Turrin, Economist and Vice-director of the European Publishers' Federation

Organised by:

Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

09:45

Conference

The information consumer

Presented by:

Víctor Moyano, Project Manager at Creafutur

Organised by:

Spanish Federation of Archives, Library Science, Documentation and Museum Associations (FESABID)

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

11:15

Session on comic books (1)

Conference

The importance of the comic book industry in Spain and Latin America

Presented by:

Carles Santamaría, General Secretary of Ficomic

Organised by:

Spanish Publishers' Federation (FGEE)

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

11:15

Round table

Looking after your words means looking after your image

Participants:

Sofía Acebo, Publisher at Larousse
Judith de Diego, translator and copy editor

Moderator:

Beatriz Benítez, President of the Union of Copy Editors (UniCo)

Organised by:

Union of Copy Editors (UniCo)

Venue:

CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

11:15

Round table

The legal deposit of online publications: state of play, challenges, perspectives and opportunities

Participants:

Arantza Larrauri, General Manager of Librandia
Patricia Riera, Head of the Spanish Reprographic Rights Centre Delegation (CEDRO) in Catalonia
Eugènia Serra, Director of the Library of Catalonia
Francisco José Valentín, Head of Digital Conservation at ODILO

Moderator:

Mar Pérez Morillo, Head of the Book Deposit Management of Online Publications department at the National Library of Spain (BNE)

Organised by:

National Library of Spain (BNE)

Venue:

CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

11:15

Round table

Libraries in literary Barcelona

Participants:

Juan José Arranz, Director of Programmes and Cooperation at the Library Consortium of Barcelona
Marina Espasa, Curator of Barcelona, UNESCO City of Literature
Isabel Miguillón, Director of the Guinardó-Mercè Rodoreda library

Moderator:

Eduard Vicente Gómez, Manager of the Horta-Guinardó district

Organised by:

Libraries of Barcelona

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona



12:15

Session on comic books (2)

Conference

The boom in South American comic books

Presented by:

Antoni Guiral, journalist and comic book critic

Organised by:

Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

12:45

Round table

Leisure vs. Business: The use of technical e-books in professional practice. Reading, working or both at the same time?

Participants:

Eric González, Head of Proview Development at Thomson Reuters International

Íñigo Moscoso, Head of Publishing at Aranzadi, Civitas and Lex Nova

Francisco José Peláez, Doctor in Law and Director of the Procedural Law department of the Faculty of Law at ESADE

Moderator:

José Ramón Morales, Head of the Technology & Outsourcing Industry in the Department of Commercial Law of Garrigues

Organised by: Spanish Publishers' Federation (FGEE)

Venue: CC1, Room 1.2. Gran Via Exhibition Centre of Fira de Barcelona

12:45

Round table

Lifecycle of the descriptive metadata of publications: the benefits of cooperation in sharing and reusing metadata

Participants:

Miguel Jiménez, Director of the ISBN Agency

Fernando Martín, Director of the University of Burgos Library

Francisca Navarro, Head of the Digitalisation Unit at the Library of Catalonia

Lidia Teira, Director of Technology, Innovation and Accessibility at Madrid City Council

Moderator:

María Jesús Morillo, Head of the Technical Process Department at the National Library of Spain (BNE)

Organised by: National Library of Spain (BNE)

Venue: CC1, Room 1.3. Gran Via Exhibition Centre of Fira de Barcelona

12:45

Presentation

Sector committee of information and cultural heritage managers

Participants:

José María Nogales, President of the Spanish Federation of Archive, Library, Archaeology, Museum and Documentation Associations (ANABAD)

Glòria Pérez-Salmerón, President of the Spanish Federation of Archives, Library Science, Documentation and Museum Associations (FESABID)

Organised by:

Spanish Federation of Archive, Library, Archaeology, Museum and Documentation Associations (ANABAD) and Spanish Federation of Archives, Library Science, Documentation and Museum Associations (FESABID)

Venue:

CC1, Room 1.4. Gran Via Exhibition Centre of Fira de Barcelona

13:15

Presentation of the Comprehensive Plan to Promote Books and Reading

Presenter:

Daniel Fernández, President of the Spanish Association of Book Chambers

Participants:

Representatives of parliamentary parties

Organised by:

Spanish Association of Book Chambers

Venue:

CC1, Room 1.1. Gran Via Exhibition Centre of Fira de Barcelona

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