


LIBER 2011

ACTIVITIES PROGRAMME

Tuesday, 4 October

- 7 pm Official Inauguration**
Place: **Auditorio Centro de Convenciones Sur**
Basement floor 2 - Edificio Sur (IFEMA-Feria de Madrid)
(by invitation only)
- 8 pm Liber Party**
Place: **Pavilion 6 (IFEMA-Feria de Madrid)**
(by invitation only)
- 8 pm Inauguration of the Spanish Centre for Reprographic Rights (CEDRO)**
Organised by: Spanish Centre for Reprographic Rights (CEDRO)
Place: **Stand 6G22 - Pavilion 6 (IFEMA-Feria de Madrid)**

Wednesday, 5 October

- 8.30 am Welcome to the Librarians of the Inverse Trade Mission of the United States to LIBER
Presentation of the commercial actions of the Latin American Book Source with ELE publishers
and of the experience with the use of DILVE as a source of bibliographical information on Spanish
Publishing houses for commercial action in the US market
ARS Librarian Award ceremony**
Organised by: Federation of Spanish Publishers' Associations (FGEE)
Spanish Institute of Foreign Trade (ICEX)
Spanish Economic and Commercial Office in Miami
Place: **Auditorio Centro de Convenciones Sur**
Basement floor 2 - Edificio Sur (IFEMA-Feria de Madrid)
- 9 am Meeting of the Ibero-American Publishers' Group (GIE)**
Presided by: Mr. Oswaldo Siciliano, Chairman of the Ibero-American Publishers' Group (GIE)
Organised by: Federation of Spanish Publishers' Associations (FGEE)
Ibero-American Publishers' Group (GIE)
Place: **Room S100E**
1st floor - Edificio Sur (IFEMA-Feria de Madrid)
(registration closed)
-  **10 am Round table**
Academic digital distribution: giving exposure to academic books
Participants: Ms. Victoire Chevalier, Director of e-Libro España
Mr. Álvaro Tébar, General Manager of Libromares (academic book distributor)
Mr. Pedro Rújula López, Publications Manager of Prensas Universitarias de Zaragoza
and Head of the New Technologies and Intellectual Property Division of the Board of
Directors of the Union of Spanish University Publishers (UNE)
Mr. Ramón Rodríguez, Head of Electronic Publishing of the Spanish National Research
Council (CSIC)
Moderated by: Mr. Miguel Ángel Puig-Samper, Director of Publications of the Spanish National
Research Council (CSIC)
Organised by: LIBER Digital
Place: **Room A6.1**
1st floor **Pavilion 6 (IFEMA-Feria de Madrid)**

10 am 10th Publishing and eLearning Sector Conference

- 10 am Presentation**
Business opportunities for the publishing and eLearning sector in Colombia
Presented by: Mr. José Lozano, Chairman of AEFOL
- 10.30 am Conference**
Publishing companies 3.0 and the value of teams
Participants: Mr. Ignacio Bernabé, Chairman of IVAFE and TALENT Great Team
- 11 am Paper**
Guarantees for online training
Participants: Mr. Adrián Bartolomé, Technician at the Spanish Centre for Reprographic Rights (CEDRO)
- 11.30 am Break**
- 11.45 am Paper**
From the university manual to digital content: evolution and future perspectives
Participants: Mr. Melchor Gómez, Coordinator of Networked Education and Educational Innovation of the Autonomous University of Madrid
- 12.20 pm Round table and debate**
New media for the distribution of educational digital content
Participants: Mr. Óscar Fajardo, Digital Market Manager of Grupo SM
Ms. Amaya García, Head of Digital Strategy of Pearson Spain & Portugal
Mr. Esteban Lorenzo, Director of Edebe Digital
Moderated by: Mr. José Lozano, Chairman of AEFOL
- 1.45 pm Closing ceremony**
Mr. Antoni Comas, Chairman of the Federation of Spanish Publishers' Associations (FGEE)

Organised by: AEFOL EXPOELEARNING
Place: Room S15+16+17
Basement floor 1 - **Centro de Convenciones Sur**
(IFEMA-Feria de Madrid)
(pre-registration at www.aefol.com or info@aefol.com)







- 10.30 am Presentation**
EPUB: the best way of reaching new markets and creating better revenue sources
Presented by: **Yuxi Pacific**, Ms. Karla Bolívar, Manager
Organised by: LIBER Digital
Place: **Digital Corner - Liber Digital space (Pavilion 6)**

- 11 am Workshop**
New business models in the digital age
Participants: Mr. Javier Celaya, Manager of Grupo Dosdoce de Comunicación Cultural
Organised by: Grupo Dosdoce de Comunicación Cultural
Place: **Room S21**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

- 11 am Presentation**
Library statistical and management indicator system 2010
Presided by: Mr. Fernando Valverde, Chairman of the Spanish Confederation of Booksellers' Associations (CEGAL)
Presented by: Mr. Miquel Flamarich, Director of the Study done by BCF Consultores
Organised: Spanish Confederation of Booksellers' Associations (CEGAL)
Place: **Room S22**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



- 11 am Presentation**
The digital educational book market in Latin America: Current situation and growth perspectives
Presented by: **Panarea Digital**, Mr. Guido Kovalskys, CEO
Organised: LIBER Digital
Place: **Digital Corner - Liber Digital space (Pavilion 6)**

- 11.30 am** **Presentation**
Draft law for the promotion of reading, books and libraries
Presented by: Mr. Fernando Zapata, Director of the Regional Centre for the Promotion of Books in Latin America and the Caribbean (CERLALC)
Organised by: Regional Centre for the Promotion of Books in Latin America and the Caribbean (CERLALC)
Place: **Room S14**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
-  **11.30 am** **Presentation**
A new method for selling and reading books
Presented by: **Copia**, Ms. Sol Rosenberg, Vice-Chairman of Business Development of TheCopia.com
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)
-  **11.30 am** **Workshop**
How to be a freelancer 2.0 in the publishing industry
Participants: Ms. Celia Martín, Director of Cálamo & Cran
Organised by: LIBER Digital
Place: **Room A6.1**
1st floor **Pavilion 6** (IFEMA-Feria de Madrid)
- Noon** **Presentation**
Library Day
Participants: Mr. Pere Duch, Head of the Image Commission of the Spanish Confederation of Booksellers' Associations (CEGAL)
Mr. Fernando Valverde, Chairman of the Spanish Confederation of Booksellers' Associations (CEGAL)
Organised by: Spanish Confederation of Booksellers' Associations (CEGAL)
Place: **Room S22**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
- Noon** **Presentation**
The new ISBN Agency: Projects for the future
Presented by: Mr. Antonio M^a Ávila, Executive Director of the Federation of Spanish Publishers' Associations (FGEE)
Participants: Mr. Miguel Jiménez, Director of the ISBN Agency
Organised by: Federation of Spanish Publishers' Associations (FGEE)
Place: **Room S12**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
-  **Noon** **Presentation**
Book Cloud: a Cloud-based book service for students and families
Participants: Mr. Jonas Suassuna, Chairman of Gol Mobile
Organised by: **Gol Mobile**
Place: **Room S11**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
-  **Noon** **Presentation**
One-Click Reading
Presented by: **24symbols**, Mr. David Sánchez, Co-founder and Sales Manager
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



12.30 pm

Presentation

Digitisation and management of digital rights - Controlling value assets

Presented by: **AEL Data**, Mr. Lindsay MacLeod, Executive Director

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

12.30 pm

Presentation

Library marketing

Participants: Mr. Damián Jorner, Marketing Strategist

Organised by: Spanish Confederation of Booksellers' Associations (CEGAL)

Place: **Room S22**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

1 pm

Round table

Metadata for book marketing. BIC subject classification system

Participants: Ms. Susana Domingo, Catalogue Manager of Ediciones SM

Mr. Juan José Ginés, Central Book Purchasing Department of El Corte Inglés

Mr. Jordi Sánchez, Humanities-Arts Product Manager of Casa del Libro

Mr. Fernando Valverde, Chairman of the Spanish Confederation of Booksellers' Associations (CEGAL)

Mr. Carlos Yter Humedas, Digital Department, Bookshop Division of Editorial Planeta

Moderated by: Ms. Inés Miret, Director of Neturity

Organised by: Federation of Spanish Publishers' Associations (FGEE)

Place: **Room S21**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



1 pm

Presentation

Marketing fragmented contents. Edi-cat's experience

Presented by: **Edi.cat** - Mr. Enric Faura, Director of Edi.cat

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



1 pm

Paper

Key aspects to consider in Internet bookselling

Participants: Mr. Javier Celaya, Grupo Dosdoce de Comunicación Cultural

Ms. Arantxa Mellado, Ediciona

Organised by: LIBER Digital

Place: **Room A6.1**

Basement floor 1 - **Pavilion 6** (IFEMA-Feria de Madrid)



1.30 pm

Presentation

Print On Demand (POD) & eBook. One stop shop operating for booksellers and publishers in Spain, Mexico, Colombia, USA and Argentina

Presented by: **Publidisa**

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

2 pm

Opening of the Andalusia stand

Organised by: Association of Andalusian Publishers

Andalusian Regional Government

Place: **Stand 6E06** – Pavilion 6 (IFEMA-Feria de Madrid)



3.30 pm

Round table

New capitalisation methods for small and medium-sized publishing companies

Participants: Ms. Patricia Arancibia, Manager, International Content Acquisition - Digital Group at Barnes & Noble

Mr. Luis Collado, Director of Google Books for Spain & Portugal

Ms. Matilde Sanz, Head of Business Development of Movistar ebook

Moderated by: Ms. Blanca Rosa Roca, Director of Roca Editorial

Organised by: LIBER Digital

Place: **Room A6.1**

1st floor **Pavilion** (IFEMA-Feria de Madrid)



3.30 pm

Presentation

Training professionals: customised books

Presented by: **CEP, Grupo Publicep** - Mr. Javier Valero, Vice-Chairman and Publishing-Sales Manager

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



4 pm

Presentation

Klopotek, the best option for 350 publishers and information providers around the world

Presented by: **Klopotek** - Mr. George Logan, Vice-Chairman of Marketing & Sales for Klopotek North America

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

4.30 pm

Presentation

Repositioning children's and young adult literature at school: books, authors and web resources

Presented by: Ms. Margarita Eggers, Director of the Argentine National Reading Plan

Participants: Ms. Graciela Bialek, Region 1 Coordinator (Central and Cuyo Region of Argentina)

Ms. Mayra Botta, Web Content Coordinator, Educ.ar S.E.

Ms. Silvia Cotín, Region 3 Coordinator (Argentine Patagonia)

Organised by: Argentine Ministry of Education

Place: **Room S12**

Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



4.30 pm

Round Table

Digital distribution in Latin America and the United States

Participants: Mr. Leslie Lee, Vice-Chairman of ebrary contents

Mr. Felipe Varela, Chairman of e-Libro

Moderated by: Ms. Victoire Chevalier, Director of e-Libro España

Organised by: e-Libro

Place: **Room S21**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



4.30 pm

Presentation

Micro-stories, micro-screens, macro-readers

Presented by: **Editorial Intangible**. Mr. Aharon Quincoces Lorén, Publisher

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

4.30 pm

Book presentation

Dictionary of medical terms of the Royal National Academy of Medicine

Presented by: Dr. Fernando Pardos

Organised by: Editorial Médica Panamericana

Place: **Room S15+16+17**

1st floor **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

5 pm **Round Table**
Children's and young adult literature: combating vice with novelty, the virtue of selection
Participants: D. Óscar García, Director Comercial de Enlaces Editoriales
 D^a Ana Garralón, Experta en literatura infantil, Blog Anatarambana
 D. Daniel Goldin, Editor de Océano
 D. Javier Soler, Librería Entre Libros, Premio Librero Cultural 2010
Moderated by: D^a Raquel López, A Mano Cultura
Organised by: Club Kirico - Spanish Confederation of Booksellers' Associations (CEGAL)
Place: **Room S22**
 Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



5 pm **Presentation**
Bubok, new solutions for publishers
Presented by: **Bubok**, D. Ángel María Herrera, Founder
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

5.30 pm **Round Table**
Distribution of books by publishers of the Publishers Association of Andalusia in the U.S. of books from publishers Editors Guild of Andalusia in the U.S.
Participants: D^a Nerissa Morán (Brodart),
 D^a Diana Calice (IPG),
 D^a Miriam Fabiancic (Club Mosaico),
 D. Lluís Claret (Digitalia),
 Mr. Larry Bennett (Bookmasters)
Organised by: Federación de Gremios de Editores de España (FGEE)
Place: **S14**
 Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



5.30 pm **Presentation**
The urgency of changing the current education model
Presented by: **Santillana**, Mr. Miguel Barrero, General Manager of Santillana Negocios Digitales
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



6 pm **Presentation**
Virtusbooks: A successful model of coexistence of formats
Presented by: **Virtusbooks**, Joan Puebla, Luis Mulero
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

Thursday, 6 October

8.30 am **Round table**
Evaluation of the first months of activity in the distribution of ELE materials in the United States. Presentation of new developments
Participants: Editores ELE and Latin American Book Source
Organised by: Federation of Spanish Publishers' Associations (FGEE)
Place: **Room S12**
 Basement floor 1 - **Centro de Convenciones Sur**
 (IFEMA-Feria de Madrid)
 (registration closed)



10 am

Round table

Digital distribution, generation of value in the intermediation between publishers and book stores

Participants: Mr. Enric Faura, Edi.cat
Ms. Arantza Larrauri, Libranda
Mr. Àlex Samaranch, Koomik. Esdecomic
Mr. Josep M. Terré, 36L/Leqtor
Moderated by: Mr. Silvano Gozzer, Anatomía de la edición
Organised by: LIBER Digital
Place: **Room A6.1**
Basement floor 1 - **Pavilion 6** (IFEMA-Feria de Madrid)



10.30 am

Presentation

Torrossa.it: an academic publications portal in digital format for libraries

Presented by: **Casalini Libri**. Ms. Antonella Fabbrini, Head of the Publishing Division of Casalini Libri
Organised by: LIBER Digital
Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

10.30 am

Presentation

The world of books and sustainability: New market demands

Participants: Ms. Ana Belén Noriega, Secretary-General of PEFC España
Organised by: PEFC España
Place: **Room S13**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



10.30 am

Paper

Hybrid bookshops. Success stories related to the integration of IBD and eBooks in the book supply chain

Organised by: Publidisa
Place: **Room S11**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

11 am

Round Table

Distribution of books published by publishers of the Euskadi Publishers' Association in the United States

Participants: Ms. Laura Bejarano and Queta Fernández, Baker&Taylor
Mr. Larry Bennett, BookMasters
Mr. Alfredo Marroquín, Chulainn
Ms. Teresa Mlawer, Lectorum
Organised by: Federation of Spanish Publishers' Associations (FGEE)
Place: **Room S15**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

11 am

Round Table

Collective management of CEDRO: Content reuse-driven revenue channels

Presented by: Mr. Pedro de Andrés, Chairman of the Spanish Centre for Reprographic Rights (CEDRO)
Ms. Susana Checa, Licence Manager of the Spanish Centre for Reprographic Rights (CEDRO)
Ms. Magdalena Vinent, General Manager of the Spanish Centre for Reprographic Rights (CEDRO)
Organised by: Spanish Centre for Reprographic Rights (CEDRO)
Place: **Room S14**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

11 am

Round Table

The Romanian book market: an enigma with different variables

Participants: Mr. Carlos Pardo, Writer and Director of Librería Antonio Machado, Madrid
Mr. Bogdan A. Stanescu, Publishing Manager of Editorial Polirom, Rumanía

Moderated by: Ms. Luminita Marcu, Assistant Manager of the Romanian Cultural Institute, Madrid

Organised by: Romanian Cultural Institute

Place: **Room S21**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



11 am

Presentation

Services and tools for e-Libro digital platform readers

Presented by: **e-Libro**, Mr. Felipe Varela, Chairman of e-Libro

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

11 am

Presentation

16th Profile Study of the Book and Periodic Publication Distribution Sector

Presented by: Mr. Carlos Simó, Chairman of the Federation of National Associations of Distributors of Editions (FANDE)
Ms. Juana Vidal (Conecta Research & Consulting), Study Coordinator

Organised by: Federation of National Associations of Distributors of Editions (FANDE)

Place: **Room S17**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



11.30 am

Presentation

Strategies for digitisation and adaptation to pre-production processes in publishing companies

Presented by: **Produccioneditorial.com**. Mr. Juan Triviño, CEO of www.produccioneditorial.com and Ediciones Noufront

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

11.30 am

Presentation

Eco-edition: an international sight to the Eco-Innovation and editorial sustainability.

Presented by: Regional Ministry of Environment of the Autonomous Government of Andalusia

Participants: Mr. Shannon Binn, GreenPressInitiative, USA
Mr. Ronald Blunden, Communications Manager of Grupo Hachette Livre
Mr. Benoît Moreau, Head of Environment and Security of L'Union Nationale de l'Imprimerie et de la Communication, France
Mr. Gilles Perrin, Iberia Marketing Manager of Arjowiggins Graphic

Organised by: Regional Ministry of Environment of the Autonomous Government of Andalusia

Collaborators: Arjowiggins Graphic

Place: **Room S22**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)
(pre-registration at liber2011@ecoedicion.eu)



11.45 am

Workshop

New global digital platforms - contracting terms and conditions

Participants: Mr. Marià Capella, lawyer specialised in intellectual property - Capella Advocats

Organised by: LIBER Digital

Place: **Room A6.1**
1st floor **Pavilion** (IFEMA-Feria de Madrid)



Noon

Presentation

The solution for publishing companies and bookshops to participate in the digital book business

Presented by: **36L BOOKS**. Mr. Josep María Terré

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

Noon

Presentation

Project for the use of Print On Demand (POD) in the Spanish book sector

Participants: Mr. Ramon Alba, Coordinator of the Small Publishers Association of Editors of Madrid.
Mr. Antonio M^a Ávila, Executive Director of the Federation of Publishers' Guilds of Spain (FGEE)

Mr. Jesus Nunez, Publicep Group
Mr. Daniel Oropesa, President of UDNE Books
Mr. Otaola Jesus, Prometheus, Proteus Library
Mr. Javier Rigal, Service Point
Mr. Luis Francisco Rodriguez, Publidisa

Moderators: D. José Manuel Anta, Director General of the Federation of National Associations of Distributors of Publications (FANDE)

Ms. Michèle Chevallier, Project Coordinator of the Spanish Confederation of Unions and Associations Booksellers (CEGAL)

Organised by: Spanish Confederation of Booksellers' Associations (CEGAL)
Federation of National Associations of Distributors of Editions (FANDE)
Federation of Spanish Publishers' Associations (FGEE)

Place: **Room S17**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

Noon

Presentation

New edition of the Catalogue of Spanish Cultural Magazines

Presented by: Mr. Manuel Ortuño, Chairman of the Association of Spanish Cultural Magazines (ARCE)

Organised by: Association of Spanish Cultural Magazines (ARCE)

Place: **Room S12**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

Noon

Presentation

25 years of Edición Universitaria: Committed to the future

Presented by: Mr. Francisco Fernández Beltrán, Chairman of the Union of Spanish University Publishers (UNE)

Participants: Mr. Rogelio Blanco, General Director of Book, Archives and Libraries
Vice-Chairman and Head of Quality of the Union of Spanish University Publishers (UNE)
Ms. Belén Recio Godoy, Head of Marketing and Internationalisation of the Union of Spanish University Publishers (UNE)
Mr. Antonio Pérez Laheras, Former Chairman of the Union of Spanish University Publishers (UNE)

Organised by: Union of Spanish University Publishers (UNE)

Place: **Room S13**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



Noon

Paper

Creation, management and distribution of digital content for eBooks and digital magazines using Adobe Solutions

Digital Publishing Suite Workflow Overview

Participants: Mr. José Luis Hidalgo, Business Development Manager of PDI
Mr. Jordi Masfarné, Territory Account Manager of Adobe Ibérica
Ms. Ana Mesas, Senior Systems Engineer of Adobe Ibérica

Organised by: Adobe Ibérica and PDI Consultores

Place: **Room S11**
1st floor **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



12.30 pm

Presentation

Publication services and software providers

Presented by: **codeMantra & Publicon.** Mr. Michael Gordon, Technical Manager of codeMantra and Mr. Pablo Martínez, Director of Publicon - Grupo Ulzama

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

12.30 pm

Presentation

Subsidy programmes for literary translation in different European Union countries

Participants: Ms. Maruxa Monteserín, Library of the Goethe-Institut Madrid
Ms. Luisa Gutierrez, American Institute of Finland
Ms Sophie Garcin, Department of the Book of the French Embassy in Madrid
Ms. Kirsti Baggethun, Norwegian Embassy in Madrid
Mr. Tomasz Pindel, Instituto del Libro, Krakow
Ms Iveta Gonzálezová, Czech Centre in Madrid
Mr. Bogdan Kilkus, National Book Center, Romanian Cultural Institute

Moderated by: Mr. Alberto Santamaria, Editorial Desvelo

Organised by: European Union National Institutes for Culture (EUNIC)

Place: **Room S21**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



1 pm

Presentation

The future is here

Presented by: **Santillana**, Ms. Iria Álvarez, Trade Manager at Santillana Negocios Digitales

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



1.15 pm

Round table

Conciliation between design and reading, a new challenge for digital books

Participants: Mr. Joaquín Rodríguez, Los futuros del libro
Mr. Álvaro Sobrino, Director and Editor of Visual magazine. Chairman of the Association of Art Directors and Graphic Designers (ADG-FAD)

Organised by: LIBER Digital

Place: **Room A6.1**

1st floor **Pavilion 6** (IFEMA-Feria de Madrid)

1.30 pm

Boixareu Ginesta Bookseller of the Year Award to Librería Estudio de Santander and special mention to Librería El Dragón in Madrid

Place: **Vestíbulo Auditorio Sur**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



1.30 pm

Presentation

A new method for selling and reading books

Presented by: **Copia** – Mr. Sol Rosenberg, Vice-Chairman of Business Development of TheCopia.com

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



3.30 pm

Workshop

Metadata, an essential element for book sales

Participants: Ms. Arantza Larrauri, Director of Libranda

Mr. Jesús Peraita, Director of DILVE

Organised by: LIBER Digital

Place: **Room A6.1**

Basement floor 1 - **Pavilion 6** (IFEMA-Feria de Madrid)



3.30 pm

Presentation

Versus platform, new technologies applied to traditional books

Presented by: **Versus, Grupo Publicep** - Mr. Jesús Núñez, CEO of Grupo Publicep

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



4 pm

Presentation

Create your own online bookshop and join the global network

Presented by: **Digibooks4all** - Mr. Panayiotis Paschalakis, Chairman

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



4.30 pm

Presentation

How to combat piracy and maximise your revenues

Presented by: **Attributor** - Mr. Yuri Burka, Business Developer Europe

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



5 pm

Conference

Drive profitability: control and distribute your digital publications

Participants: Mr. Michael Gordon, Technical Manager of codeMantra

Mr. Pablo Martínez, Director of Publicon - Grupo Ulzama

Organised by: CodeMantra

Place: **Room S11**

Basement floor 1 **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

5 pm

Book Launch:

Lovely animals

The use of music and musical dramatization of complementary activities to encourage reading.

Participant: Ms. Susa Herrera, author

Organizers: Primerapersona

Place: **Room S14**

Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



5 pm

Presentation

42 Links & Yudu Media: Bringing illustrated books, catalogues and magazines into the digital age

Presented by: **42 Links Ediciones Digitales**, Mr. Gabriel Portell, CEO of 42 Links Ediciones Digitales

Organised by: LIBER Digital

Place: **Corner Digital** - Liber Digital space (**Pavilion 6**)



5.30 pm

Round table

Focus on all things digital. Independent digital publishers

Participants: Mr. Pablo B. Aller, Director of Editorial Ganso y Pulpo

Ms. Noemí Pes Escofet, Director of Editorial Tortuga Casiopea

Mr. Aharon Quincoces Lorén, Director of Editorial Intangible

Ms. Beatriz Rodríguez Delgado, Director of Editorial Musa a las 9

Moderated by: Mr. José Antonio Millán, Libros y Bitios

Organised by: LIBER Digital

Place: **Room A6.1**

1st floor **Pavilion** (IFEMA-Feria de Madrid)

5.30 pm

Presentation

Book Cloud: a Cloud-based book service for students and families

Presented by: Mr. Jonas Suassuna, Chairman of Gol Mobile

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

5.30 pm

Round Table

Distribution of books published by publishers of the Association of Publishers of Madrid in the United States

Participants: Ms. Laura Bejarano y Queta Fernández, Baker&Taylor
Mr. Larry Bennett, BookMasters
Mr. Edgardo Moctezuma, LatinAmerican BookSource
Ms. Teresa Mlawer, Lectorum

Organised by: Federation of Spanish Publishers' Associations

Place: **Room S15**

Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

8 pm

LIBER tribute to Ms. Flora Morata, Chairwoman of Ediciones Morata

Reading Promotion Prizes to the media awards ceremony

Written press: *Territories Supplement*, *El Correo de Bilbao* daily newspaper

Radio: "Readers' day, recreational territory" space of the radio programme *Julia en la Onda*, *Onda Cero* Barcelona

Television: *Encounters* programme, Televisión Valenciana

Award ceremony for the Prize to the best Reading Promotion initiative for public libraries to the Public and Municipal Library of the Verín Municipal District

Place: Real Casa de Postas - - Plaza de Pontejos, 1-

(by invitation only, which can be acquired at the stand of the Federation of Spanish Publishers' Associations)

Friday, 7 October

9 am

Presentation

Religious books in the United States: distribution opportunities

Presented by: Mr. Edgardo Moctezuma, Latin American Book Source

Organised by: Federation of Spanish Publishers' Associations (FGEE)

Place: **Room S17**

Basement floor 1 - **Centro de Convenciones Sur**

(IFEMA-Feria de Madrid)

10 am

Round table

Digital collections in libraries

The collections of the Libraries of the City Council of Madrid - facing the digitisation challenge

Ms. Inmaculada Zaragoza, Head of the Information Division of the Newspaper Library of the City Council of Madrid

From paper to the screen: Memoriademadrid (History of Madrid)

Mr. Juan Ramón Sanz, Head of the Dissemination Department of the "Memoriademadrid" Digital Library

Liburuklik: The Basque digital library

Ms. Francisca Pulgar, Head of the Library Service, Basque Government

Valencian Digital Library

Ms. Núria Martínez, Technical responsible for the Biblioteca Valenciana Digital Bivaldi

Hispanic Digital Library

Ms. Elena Sánchez Nogales, Digital Library Service of the Spanish National Library

Moderated by: Ms. M^a Luisa Martínez-Conde, Head of the Library Projects Division, Subdirectorato-General for Library Coordination of the Ministry of Culture

Organised by: Directorate-General for Archives, Museums and Libraries of the City Council of Madrid
Subdirectorato-General for Library Coordination of the Ministry of Culture

Place: **Room S21**

Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



10 am

Workshop

Digital marketing for publishers

Participants: Mr. Silvano Gozzer, Anatomía de la edición
Mr. Alberto Vicente, Anatomía de la edición

Organised by: LIBER Digital

Place: **Room A6.1**
1st floor - **Pavilion 6** (IFEMA-Feria de Madrid)

10.30 am

Presentation

New anthology of Argentine narrators 2010 and 2011
Buenos Aires World Book Capital 2011

Presented by: Ms. Josefina Delgado, Sub-Secretary for Culture of Buenos Aires

Organised by: City Council of Buenos Aires

Place: **Room S12**
Basement floor 1 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



10.30 am

Presentation

Walking the digital path with Libranda

Presented by: **Libranda** - Ms. Arantza Larrauri, General Manager

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



11 am

Presentation

Distribution models for publishing companies in the e-Libro and e-libro.net

Presented by: **e-Libro** - Ms. Victoire Chevalier, Director of e-Libro España

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



11.30 am

Presentation

Klopotek, the best option for 350 publishers and information providers around the world

Presented by: **Klopotek** - Mr. George Logan, Vice-Chairman of Marketing & Sales for Klopotek North America

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



Noon

Round table

New business models in the digital age

Participants: Ms. Silvia Clemares, Representative of Kobo España
Mr. Santiago Eximeno, Author specialised in crowdfunding
Mr. Pablo Gavilán, Director of Entrelectores
Mr. Tommaso Prenushi, Partner at Gol Mobile Europa
Mr. David Sánchez, CEO of 24symbols

Moderated by: Mr. Rodolfo Carpintier, Chairman of DaD

Organised by: LIBER Digital

Place: **Room A6.1**
1st floor **Pavilion 6** (IFEMA-Feria de Madrid)



Noon

Presentation

Libraries lend eBooks

Presented by: **Odilo TK**, Ms Santi Marín

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

Noon

Round Table
eBook access outlook

Participants: Mr. Aitor Grandes, Co-founder & CEO of 24symbols
Ms. Francisca Pulgar, Head of the Library Service of the Basque Government and Coordinator of the eBook Work Group of the Board for Library Coordination
Mr. Antonio Quirós, CEO of Luarna Ediciones
Mr. Jordi Sánchez i Sanjuán, Product Manager of Casa del Libro

Moderated by: Mr. Antonio Espadas, Secretary of the Spanish Federation of Societies of Archivist, Librarians, Documentalist and Museology (FESABID) and Director of the Technological Environment of the Library of the Universitat Oberta de Catalunya

Organised by: Spanish Federation of Societies of Archivists, Librarians, Documentalists and Museology (FESABID)

Place: **Room S22**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)

12.30 pm

Round Table
Anticipating conflict: presentation of the joint committee of translators and publishers

Participants: Mr. Carlos Fortea, Translator
Mr. Miguel Ángel Gimeno, Publisher
Mr. Miguel Sáenz, Translator
Mr. Julián Viñuales, Publisher

Organised by: Autonomous Translators Section of the Writers' Association (ACE-Traductores)

Place: **Room S21**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



12.30 pm

Presentación
Creativity in education

Presented by: **Santillana**, Ms Angélica Suárez, Product Manager of Inevery Crea

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)



1 pm

Presentation
BookGenie: Your reference partner for the editorial production of digital content

Presented by: **BookGenie**. Mr. Pranat Chowrari

Organised by: LIBER Digital

Place: **Digital Corner** - Liber Digital space (**Pavilion 6**)

1.30 pm

Signature of the Agreements between Iberia Carga and Iberia Pasaje

Participants: Mr. Antoni Comas, Chairman of the Spanish Federation of Book Chambers (FEDECALI)
Mr. Ramón García-Consuegra, Sales Manager Central Region of Iberia Pasaje
Mr. Javier Giménez, Head of the Sales Services Unit of Iberia Pasaje
Mr. Fernando Terol, Deputy Sales Manager of Iberia Cargo

Organised by: Spanish Federation of Book Chambers (FEDECALI)

Place: **Room S21**
Basement floor 2 - **Centro de Convenciones Sur** (IFEMA-Feria de Madrid)



ACTIVITIES

ROMANIA, GUEST OF HONOUR COUNTRY

MONDAY, 26 SEPTEMBER

5.30 pm

Sefarad House-Israel
C/Mayor, 69, ground floor

Echoes of Jewish tradition in modern Romanian culture

- Conference on the literary works of Mihail Sebastian and Max Blecher (given by Eugenia Popeangă Chelaru).
- Conference on Paul Celan (given by Arnau Pons).
- Presentation of the film **Duo for Paoloncello and Petrónomo** (given by Alexandru Solomon).
- Screening of the film **Duo for Paoloncello and Petrónomo** by Alexandru Solomon

Invited guests: Ms. Eugenia Popeangă Chelaru (Chair at the Computense University of Madrid),
Mr. Alexandru Solomon (film director)
Mr. Arnau Pons (author and translator of the works of Paul Celan).

TUESDAY, 27 SEPTEMBER

7 pm

Romanian Cultural Institute
C/ Marqués de Urquijo No. 47, 1º dcha

- Inauguration of the exhibition **Stories about history**: illustrations of classic and contemporary Romanian children's books by young Romanian artists.
- Presentation of the exhibition **History of Romanian comic books**, displayed along the outer barrier of the Spanish National Library.
- Drawing workshop – **Drawn texts: comics and contemporary illustration** (pre-registration at icrMadrid@icr.ro).

Invited guests: Ms. Patricia Suliman
Mr. Ignasi Blanch
Mr. Alexandru Ciubotariu

WEDNESDAY, 28 SEPTEMBER

7.30 pm

Goethe-Institut Madrid
C/ Zurbarán, 21

German-language authors within the Romanian context

- Presentations on Romanian literature in German (given by Nicole Hennenberg and Catrinel Pleșu).
- Talk moderated by Catrinel Pleșu

Invited guests: Mr. Eginald Schlattner, author
Ms. Nicole Henneberg, literary critique
Ms. Catrinel Pleșu, translator and Director of the Romanian National Book Centre
Ms. Cecilia Drey Müller, literary critique

THURSDAY, 29 SEPTEMBER

7 pm

Goethe-Institut Madrid
C/ Zurbarán, 21

German language authors within the Romanian context

- Presentation of the book **Red Gloves** (author Eginald Schlattner, published by Editorial Acantilado).
- Screening of the film **Red Gloves** by Radu Gabrea,.

Invited guests: Eginald Schlattner, author
Catrinel Pleșu, translator and Director of the Romanian National Book Centre
Ms. Cecilia Drey Müller, literary critique
Radu Gabrea, film director

SATURDAY, 1 OCTOBER

11 am

Romanian Cultural Institute
C/ Marqués de Urquijo No. 47, 1º dcha

Inauguration of the bookshop Temporaria at the Romanian Cultural Institute of Madrid

Opening hours: 1 to 7 October, from 11:00 a.m. to 8:00 p.m.

The bookshop Temporaria will sell books in Romanian (literature, dictionaries, children's books, manuals, etc.) and Spanish (translated Romanian authors).

MONDAY, 3 OCTOBER

7 pm

Spanish National Library
Pº de Recoletos 20-22

The Cantemire saga. Romania in the 18th century

Conference given by historian Ștefan Lemny, within the cycle **European plots: meeting with European authors at the Spanish National Library**, organised by the Spanish National Library.

Invited guests: Ștefan Lemny, historian.

TUESDAY, 4 OCTOBER

7 pm IFEMA. Feria de Madrid
Official inauguration of LIBER and the Romania stand.

WEDNESDAY, 5 OCTOBER

10 am-7pm Pavilion 6 of IFEMA. Feria de Madrid - Romania stand – 6C06
Meetings between the participating professionals.

8 pm CaixaForum Madrid
Concert of Jordi Savall and the band Hespèrion XXI
Dimitrie Cantemir « The Book of the Science of Music » bringing together Ottoman, Romanian, Armenian and Sephardic musical streams
(By invitation only)

THURSDAY, 6 OCTOBER

10 am-7 pm Pavilion 6 of IFEMA. Feria de Madrid -Romania stand 6C06
Meetings between the participating professionals.

11 am IFEMA. Feria de Madrid - Room S21, Basement floor 2, Centro de Convenciones Sur
Round Table
The Romanian book market: an enigma with different variables

Participants: Bogdan Stănescu, Editorial Director of the publishing house Polirom, Romania
Carlos Pardo, author and Manager of the bookshop Antonio Machado, Madrid
Moderator: Luminița Marcu, Assistant Director of the Romanian Cultural Institute of Madrid and event moderator.

12.30 pm IFEMA. Feria de Madrid - Room S21, Basement floor 2, Centro de Convenciones Sur
Presentation
Subsidy programmes for literary translation in different European Union countries
Organised by EUNIC España (European Union National Institutes for Culture).

7 pm Círculo de Bellas Artes
C/ Alcalá 42
Round table and readings of literary fragments.
Translating Romanian authors
Participants: Ms. Adriana Babeți, author and essayist
Mr. Adrian Oțoiu, author and essayist
Mr. Cezar Paul Bădescu, author and journalist
Moderator: Ms. Simona Sora, literary critique.

FRIDAY, 7 OCTOBER

10 am-7 pm Pavilion 6 of IFEMA. Feria de Madrid - Romania stand 6C06

Meetings between the participating professionals.

7 pm **Círculo de Bellas Artes**
C/ Alcalá 42

Round table and readings from the literary works
Romanian voices in Spanish

Participants: Ms. Ana Blandiana, author
Mr. Dan Lungu (author)
Mr. Filip Florian (author)

Moderator: Ms. Simona Sora, literary critique.

E.M. Cioran Essay Writing Contest award ceremony, organised by the Romanian Cultural Institute

Delivered by Eugenia Popeangă Chelaru, Chairwoman of the Contest Jury.

Exhibitions

History of Romanian comic books

Commissioner: Alexandru Ciubotariu

26 September – 9 October

Spanish National Library, outer barrier, Jorge Juan and Paseo de Recoletos

Stories about history

Romanian Cultural Institute (C/ Marqués de Urquijo nº 47, 1º dcha.)

Opening hours: Monday to Friday, from 11:00 a.m. to 8:00 p.m.

Other activities

Temporary bookshop

Opening hours: 1-7 October, from 11:00 a.m. to 8:00 p.m.

Place: **ROMANIAN CULTURAL INSTITUTE**

For further information:

ROMANIAN CULTURAL INSTITUTE

Press office

26 September – 9 October

Opening hours: Monday to Friday, from 10:00 a.m. to 5:00 p.m.

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