



LIBER 2023 PROGRAMME OF ACTIVITIES

Tuesday, 3 October

11:30

5th Conference on Religious Books
Major challenges and concerns of the religious book

11:45 Round table

Religious books in the media. The battle for visibility

Participants: Fernando Bonete, head of *El Debate's* book section
Víctor Lenore, *Vozpópuli* editor-in-chief
Cristina Sánchez Aguilar, director of *Alfa & Omega*

Moderator: Maica Rivera, director of *Literocio* and *Getafe Negro*

13:00 Round table

Piracy and copyright. Evangelism should not be an excuse

Participants: Ana María Cabanellas, director of Grupo Claridad and vice-president of CADRA (Gestión Colectiva de Derechos de Autor).
Lucía Pastor, Head of the Anti-Piracy Department of the Spanish Centre for Reprographic Rights (CEDRO).
José María Rodríguez Olaizola, writer

Moderator: María Pin, Deputy Director of Society and Culture, *Europa Press*

16:00 Colloquium

Communities that believe in you

Participants: Iñigo Ybarra, Head of Marketing, Loyola Communication Group.
Juan Carlos Manso, Director of SJDigital of the Loyola Communication Group

Organised by: Commission of Religious Book Publishers (CELR)

Venue: **Scale Model Room (S100-A), 1st Floor, Main Building (South Gate), IFEMA**

(registration required: <https://forms.gle/MFzfnPUSifrwsLXU6>)

- 19:00** **Official opening**
 Venue: **South Auditorium, IFEMA**
 (pass required)
- 20:00** **LIBER Party**
 Venue: **Hall 14.0, IFEMA**
 (pass required)
- 20:00** **Inauguration of the Polish stand, guest of honour country**
 Organised by: Polish Book Institute
 Location: **Stand 14E24. Pavilion 14.0, IFEMA**

Wednesday, 4 October

- 8:30** **Meeting** **with the participants of the US Librarians Mission**
 Participants: Cristina Abelenda, Head of the Publishing Sector of ICEX Spain Export and Investments
 Antonio M^a Ávila, Executive Director of the Spanish Federation of Publishers' Guilds (FGEE)
 Alina San Juan, Deputy Head of the Cultural Industries Department of the Spanish Economic and Commercial Office in Miami.
 Organised by: Federation of Spanish Publishers' Guilds (FGEE), ICEX España Exportación e Inversiones and the Spanish Economic and Commercial Office in Miami.
 Venue: **Model Room (S100-A), 1st Floor, Main Building (South Entrance), IFEMA**
 (on registration)
- 10:00** **Round table**
New business models in the Latin American publishing industry
 Participants: Ana Cabanellas, director of Grupo Claridad (Argentina)
 Boris Faingola director of Editorial Aletea (Uruguay)
 Philippe Hunziker, General Manager, Sophos (Guatemala)
 Moderator: José Ignacio Echeverría, Director General of SITESA (Mexico)
 Organised by: Grupo Iberoamericano de Editores (GIE)
 Venue: **Hall 1, Pavilion 14.0, IFEMA**
Synopsis: The Latin American publishing industry is being transformed by the emergence of new business models. These innovative approaches are challenging traditional ways of producing, distributing and consuming publishing content in some parts of the region. From the rise of digital platforms and self-publishing, to subscriptions and data-driven models, industry players are exploring cutting-edge strategies to adapt to an ever-changing market and providing new opportunities for authors, publishers and readers alike.
- 10:00** **Conference**
Visibility, diversity and racial representation in children's and young people's literature
 Participants: Jenny Lizarraga, founder and editor of Cinco Books (United States).
 Organised by: Federation of Publishers' Guilds of Spain (FGEE)
 Venue: **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: We will explore the reasons why racial visibility in literature is crucial for the development of a more inclusive and equitable society. We will examine the similarities and differences in the approaches of Latin America, the United States and Spain respectively to the representation of diversity in children's and young adult literature. And finally, we will analyse strategies and recommendations to encourage the creation and dissemination of more inclusive and representative children's and young adult literature.

10:00

Round table

How much do we pollute? Publishing Units and Publishing Centres of the General State Administration faced with the challenge of using environmental impact calculators

Participants: Ester Martín, Technical Adviser of the Publications Centre of the Undersecretariat of the Ministry for Ecological Transition and the Demographic Challenge.

Jordi Panyella, publisher of Pol.len Edicions and promoter of the Institut de l'Ecoedició de Catalunya

Adolfo Roquero, Deputy Director of the National Printing Office. State Agency Official State Gazette

Margarita Sierra, Technical Advisor of the Sub-Directorate General for Citizen Services, Documentation and Publications of the Ministry of Culture and Sport.

Moderator: Isabel Barrio, Deputy Director General for Publications, Documentation and Archives of the Ministry of the Presidency, Relations with the Courts and Democratic Memory

Organised by: Ministry of the Presidency, Relations with Parliament and Democratic Memory and Ministry for Ecological Transition and the Demographic Challenge.

Venue: **Hall 3, Pavilion 14.0, IFEMA**

Synopsis: The Interministerial Working Group on Eco-publishing and Green Public Procurement in the field of Publications elaborated, throughout the year 2022, a Manual on Eco-publishing, which was published by the Ministry for Ecological Transition and the Migratory Challenge and the Biodiversity Foundation, under the title *Ecoedición. A public guide to criteria and tools*. Part of the points raised in this manual and by the Working Group itself is the use of a carbon footprint calculator that allows the General State Administration to check the application of the measures and make this information available to the public. Three of the main publishing centres of the NSA presented the experience of the application of the BookDapper calculator of the Institut de l'Ecoedició de Catalunya at this round table.

10:00

Conference

Mobile libraries around the world

Participants: Luis Francisco Palomino, head of Te presto un libro gratis in Spain

Organise: I lend you a book for free

Venue: **Hall 4, Pavilion 14.0, IFEMA**

Synopsis: *Te presto un libro gratis* is a programme that promotes the habit of reading by installing mobile libraries in public spaces and popular neighbourhoods. It began in Peru and now has alliances with countries such as Mexico, Cuba, Argentina and Ecuador, where it is carried out simultaneously.

10:00

Dialogue

Polish authors in bookshops and libraries: suggestions for Spanish readers

Participants: Łucja Gawkowska, project manager of the Polish Book Institute

Lucía Moscoso, Babelio's Editorial Manager

Organised by: Polish Book Institute

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Polish literature, as exotic as it may seem to Spanish speakers, is gaining more and more interest both in Spain and in Latin America. Books by the great representatives of Polish literature continue to be published and, at the same time, new titles by Polish authors are appearing in bookshops in Spain. We will analyse in more detail how Polish literature is being received on the Spanish market and what value it brings.

- 10:30** **Meetings with publishers and literary agents from Denmark, Germany, Indonesia, Italy, Japan, Portugal, Taiwan, Turkey and the United Kingdom.**
Organised by: Federation of Spanish Publishers' Guilds (FGEE)
Venue: **Hall 6, Pavilion 14.0, IFEMA**
(on registration)
- 10:45** **Round table**
Correction and the problems it faces
Participants: Susana Sierra, proofreader, editor, translator and member of the Union of Proofreaders (UniCo)
 Álvaro Villa, proofreader, editor, translator and member of the Union of Proofreaders (UniCo)
Moderator: Fernando Valdés, proofreader, editor and president of the Union of Proofreaders (UniCo)
Organised by: Union of Correctors (UniCo)
Venue: **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: Proofreading is an essential step before the publication of a book. Why is it sometimes omitted? Why, when it is carried out, is it sometimes paid so little? What are its main problems? Can they be tackled to improve the situation of proofreaders in our country?
- 11:00** **Conference**
Digital files prior to printing
Participates: José Luis Bueren, Technical Director of the National Library of Spain
Organised by: National Library of Spain
Venue: **Hall 1, Pavilion 14.0, IFEMA**
Synopsis: On 2 January 2023, Law 8/2022, of 4 May, which amends Law 23/2011, of 29 July, on legal deposit, came into force. This amendment includes an important new feature: the deposit by publishers of the digital file prior to the printing of monographs or books, brochures and periodicals.
- 11:00** **Round table**
How to move towards a "Nature-positive" planet from the book value chain
Participants: Manuel Domínguez, General Manager of ASPAPEL
 Germán Granda, Director General of Forética
 Ramon Casals, managing director of Editorial Casals
Moderator: Ana Belén Noriega, General Manager - CEO of PEFC Spain
Organisers: Spanish Association for Sustainable Forestry (PEFC Spain)
Venue: **Hall 3, Pavilion 14.0, IFEMA**
Synopsis: Nature is "one of the most effective ways" to fight climate change and that is why it is necessary to move towards a 'Nature Positive' planet by 2030. This session will present the challenges and opportunities of integrating forest biodiversity into the business management of the publishing sector, which is key to risk management in the book value chain and to meeting climate goals.
- 11:00** **Round table**
Editorial translation tools beyond artificial intelligence
Participants: Judith de Diego, freelance translator, proofreader and editor.
 Rocío Serrano, freelance translator and proofreader
 Carmen Torrijos, translator, computational linguist and Head of Artificial Intelligence at Prodigioso Volcán
Moderator: Ana González Corcho, translator from English into Spanish, proofreader, editor and head of the Proofreading and revision section of the magazine La Linterna del Traductor.
Organised by: Spanish Association of Translators, Proofreaders and Interpreters (ASETRAD)
Venue: **Hall 4, Pavilion 14.0, IFEMA**
Synopsis: Ever since artificial intelligence and automatic translators burst into our lives, it seems that every tool used in the book translation process is based on these innovations, when in fact some programmes use them more as a complement than as a main driver, and others simply fulfil other functions that have nothing to do with them, but which are equally important to guarantee quality. During this colloquium, all these tools and the role they play in the translation process will be discussed.

11:00

Presentation

The publishing sector in Poland: current situation, data, trends

Presents: Agnieszka Urbanowska, head of international projects of the Book Institute

Organised by: Polish Book Institute

Venue: Hall 5, Pavilion 14.0, IFEMA

Synopsis: The book market in Poland is growing steadily. However, in 2022 and 2023 it could not avoid the problems faced by the whole sector in Europe. The fastest growing branches of the market will be discussed and the most important figures will be presented. The challenges facing the market players will also be discussed.

12:00

Round table

Authors' problems with publishing in different types of publishing houses or platforms

Participants: Manuel Gil, book sector consultant and former director of the Madrid Book Fair.

Moderator: Ricardo Fernández, member of the Collegiate Association of Writers of Catalonia (ACEC)

Organised by: Association of Writers of Catalonia (ACEC)

Venue: Hall 2, Pavilion 14.0, IFEMA

Synopsis: The author faces the publication of his work with doubts about its viability and about which would be the best channel to carry it out: a traditional publishing house, a small publishing house, a self-publishing house or direct self-publishing? Faced with this, they must assess what is possible and what is not, and, within what is possible, what is most convenient for their objectives.

12:00

Round table

The European Union Combating Deforestation Regulation (EUDR)

Participants: Marta Angoloti, Head of Area of the General Sub-Directorate for Forestry Policy and Combating Desertification of the Ministry for Ecological Transition and the Demographic Challenge.

José Causí, Director General of Forestry and Biodiversity of the Government of Cantabria.

Jordi Panyella, editor of Pol.ien Edicions

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

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

Venue: Hall 3, Pavilion 14.0, IFEMA

Synopsis: The Spanish Federation of Publishers' Guilds has been concerned about sustainability issues for many years and, following the publication of the European Regulation on Deforestation, has organised this round table with the participation of three well-known experts who have worked on the Regulation and on the elaboration of manuals on sustainability.

12:00

Round table

How does Artificial Intelligence affect the book chain?

Participants: Pilar Fraile, author, lecturer and member of the Spanish Writers' Association (ACE)

Rosa Llopis, translator, interpreter and member of the Spanish Association of Translators, Correctors and Interpreters (ASETRAD).

Rocío Serrano, proofreader, translator, social media manager and subvocal of Web and Networks of the Union of Proofreaders (UniCo).

Moderator: Núria Molines, translator, interpreter and partner of ACE Traductores

Organised by: Asociación Colegial de Escritores de España (ACE), ACE Traductores, Asociación Española de Traductores, Correctores e Intérpretes (ASETRAD) and Unión de Correctores (UniCo).

Venue: Hall 4, Pavilion 14.0, IFEMA

Synopsis: Round table in which we will try to determine how the advance of Artificial Intelligence is affecting and, above all, how it can affect, alter or modify the book production chain.

12:00

Round table

Public policies to support the sector: what government can do for publishers

Participants: Joaquim Bejarano, Director of the Book Department of the Catalan Institute of Cultural Enterprises of the Government of Catalonia

Jesús González, Deputy Director General for the Promotion of Books, Reading and Spanish Literature of the Ministry of Culture and Sport.

Dariusz Jaworski, director of the Polish Book Institute

Moderator: Isabel Moyano, Deputy Director General for Books of the Community of Madrid

Organised by: Consejería de Cultura, Turismo y Deporte de la Comunidad de Madrid
(Regional Ministry of Culture, Tourism and Sport of the Community of Madrid)

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Support for the book sector in general, and publishing in particular, is vital for the realisation of many publishing projects and to strengthen the presence of the sector. Administrations articulate these support policies through very different channels: subsidies, events, book purchases, etc. However, many publishers are unaware of the possibilities available to them. At the same time, the pooling of representatives from different public spheres can serve to improve these policies.

13:00

Conference

Risks in the International Economy: the role of Cesce

Participants: Fernando Salazar, Executive President of Cesce

Organised by: Cesce

Venue: **Hall 1, Pavilion 14.0, IFEMA**

Synopsis: We live in an environment of almost permanent crisis. Identifying the global risks, the keys to recovery and the geopolitical challenges that will mark the international agenda in the coming years is essential in order to establish our best hedging strategy and successfully tackle our business projects.

13:00

Presentation of the UNE scientific journals portal and the comparative study of UNE-FECYT journals.

Participants: María Isabel Cabrera, President of the Spanish University Publishers' Union (UNE)

M^a Ángeles Coslado, technician responsible for the evaluation process of scientific journals at the Spanish Foundation for Science and Technology (FECYT).

Cristina González-Copeiro, Director of Scientific Information, Spanish Foundation for Science and Technology (FECYT)

Pilar Paneque, Director of the National Agency for Quality Assessment and Accreditation (ANECA)

Organised by: Union of Spanish University Publishers (UNE)

Venue: **Hall 3, Pavilion 14.0, IFEMA**

Synopsis: The Unión de Editoriales Universitarias presents its own portal of scientific journals where you can find nearly 1,000 titles published by the 72 publishers associated to the UNE. This group of journals represents about two thirds of the total production of scientific journals in the country. Moreover, almost 90% of them comply with the so-called diamond route within the Open Science ecosystem, i.e. they are journals that do not charge a fee for publication and are fully openly disseminated. The portal and a comparative study carried out by FECYT and UNE will be presented at this event.

- 13:00** **Round table**
Why is Polish literature worth translating and publishing? News, authors and inspirations
Participants: Xavier Farré, translator
Amelia Serraller, translator
Moderator: Krzysztof Koehler, Polish Book Institute
Organised by: Polish Book Institute
Venue: **Hall 5, Pavilion 14.0, IFEMA**
Synopsis: Why is it worth publishing literature from a distant country? What is it about Polish literature that makes it stand out? Why are more and more books from Poland being published in Spain and Latin America? Which young Polish writers have the greatest potential for an international career? These and many more questions will be answered by two Spaniards who have become stalwarts and spokespersons for Polish literature: Amelia Serraller Calvo and Xavier Farré Vidal, teachers and translators from Polish into Spanish.
- 13:15** **Colloquium**
Book sustainability and translation: what's behind the book you read
Participants: Juan Miguel Salvador, bookseller
Marta Sánchez-Nieves, president of ACE Traductores
Organised by: ACE Traductores
Place **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: Based on the proposals for improvement put forward by Juan Miguel Salvador in his study presented at the XXV Bookshop Congress, this paper will analyse how the current book publishing system affects translation (and, therefore, other book professions).
- 13:15** **Round table**
The irruption of Artificial Intelligence in the audiobook world
Participants: Roberto Carreras, Voikers
Laura Guilera, Grupo Planeta
Maribel Ríaza, Storytel
Juliana Rueda, E.A.R.S.
Moderator: Javier Celaya, partner-founder of Dosdoce.com
Organised by: Dosdoce.com
Venue: **Hall 4, Pavilion 14.0, IFEMA**
Synopsis: Participants in this session will discuss the benefits derived and the impact, risks and key issues to consider (rights, costs, implications, etc.), in relation to the emergence of intelligent and synthetic voices in the production of audiobooks, podcasts and other audio content in the sector (educational, children's, academic, etc.).
- 14:00** **China-Spain Publishing Cultural Exchange Forum**

Symposium on bidirectional translation of classical literature from China and Spain

Exchange meeting of copyright managers between China and Spain
Organised by: China Educational Publications Import & Export Corporation Ltd. (CEPIEC)
Venue: **Hall 5, Pavilion 14.0, IFEMA**
- 15:00** **Digital illustration workshop**
Taught by: Albertoyos
Organised by: Association of Illustration Professionals of Madrid (APIM)
Sponsor: Huion
Venue: **Hall 1, Pavilion 14.0, IFEMA**
(registration required: exposiciones@apimadrid.net)
Synopsis: Workshop in which illustration techniques and tricks using digital techniques (drawing software and graphic tablets) will be demonstrated.

- 16:00 Meeting of the Ibero-American Publishers Group (GIE)**
 Chair: José Ignacio Echeverría, President of the Grupo Iberoamericano de Editores (GIE)
 Organised by: Federación de Gremios de Editores de España (FGEE) and Grupo Iberoamericano de Editores (GIE).
 Venue: **Hall S100B, Main Building (South Gate), IFEMA**
 (closed call)
- 16:00 Intersectoral Day**
Proposals to address 3 imminent digital/analogue challenges in the book sector
- 16:00 Dialogue**
Reinventing the classics?
 Presented by: M^a Isabel Molina, President of the General Council for Children's and Young People's Books.
 Participants: Jaime García Padrino, Professor of Language and Literature Didactics
 María Victoria Sotomayor, Lecturer in Spanish and Children's Literature
Synopsis: An opportunity to review the implications that the controversy generated around the original versions of certain classic stories and some current narratives and the currents of opinion that criticise their connection with imaginaries, social stereotypes or uses of language considered "politically incorrect" may have for the different strata of the chain.
- 16:55 Presentation of the V General Book Council Award for the promotion of the LIJ**
- 17:00 Panel of experts**
Artificial Intelligence - ally or threat to industry professionals?
 Presented by: Teresa Corchete, specialist in training and promotion of reading.
 Participants: Maite Carranza, writer, scriptwriter and teacher
 Julio Covacho, co-founder of *quantinbrains.com*, an AI application for storyboard in the audiovisual industry.
 José Luis Herranz, CEO of Sonidos 2 / Vocality project (cloned voices)
 Susana Peix, writer and librarian
Synopsis: Focuses on analysing the opportunities and risks posed by computer-assisted translation systems for translators, proofreaders and editors. It is one of the most current topics of debate—due to the recent emergence of advanced utilities (such as ChatGPT) that are revolutionising work models.
- 18:00 Debate**
Audience building as a core activity for survival
 Presented by: Javier Fierro, Programme Coordinator of the Germán Sánchez Ruipérez Foundation.
 Participants: Antonio Bazán, director of Factoría de Industrias Creativas
 Eva Montero, expert marketing consultant
 Lorenzo Soto, expert on young audiences at the Fundación Germán Sánchez Ruipérez
Synopsis: The need to capture attention and build loyalty should place communication actions and marketing strategies at the centre of the business model of each of the agents in the chain, from the author to the point of sale, and with special affectation in the case of publishers and booksellers.
- Organised by: General Council for Children's and Young People's Books
 Venue: **Hall 2, Pavilion 14.0, IFEMA**

16:00	<i>Hellenic literary landscapes: exploring contemporary Greek letters and festivals</i>
16:00	Greeting by Christos Dimas, Deputy Minister of Culture of the Hellenic Republic
16:00	Presentation of books Antología I del Premio Estatal de Poesía y Antología II del Premio Estatal de Cuento-Novela, translated into Spanish and published by the Centro de Estudios Griegos Bizantinos Bizantinos y Modernos of the University of Granada, 2023. Antonis Samarakis, <i>A Journey in the 20th Century</i> / Iakovos Kampanellis 1921-2011, <i>The Renovator of Modern Greek Drama I</i>. Tribute Volumes - Literary Anniversary Years, Publications of the Ministry of Culture of the Hellenic Republic. Presentation of the editorial programme: Alki Zei, <i>The great march of Alki 1923-2020/Hellenic world 15th-19th centuries. Ideas, events, letters</i> / Antonis Samarakis, English edition / enriched reprint of Anthologies I and II Participants: Dimitris Angelís, poet Vangelis Hadjivassiliou, literary critic Elias Kafaoglou, writer and literary critic Christos Kythreotis, writer Francisco Javier Moral Arévalo, translator José Antonio Moreno Jurado, translator Sissy Papathanasiou, Historian and Head of the Department of Literature at the Ministry of Culture of the Hellenic Republic
17:00	Round table <i>Organisations, festivals and cultural institutions. Greece, Spain, Latin America</i> Participants: Marjia Dejanovic, Thessaly Poetry Festival Juan García Cerrada, Instituto Quevedo de las Artes del Humor de Alcalá de Henares Adriana Martínez Guerrero, LEA Festival (Literature in Athens) Claudia Neira, Central America Counts Festival Pep Olona, Poets Festival Sissy Papathanasiou, GreekLit Manolis Pimblis, Chania Book Festival Moderator: Pilar Tena, Director of the Instituto Cervantes in Athens Organised by: Ministry of Culture of the Hellenic Republic With the collaboration of: Embassy of the Hellenic Republic in Madrid, Centre for Byzantine and Modern Greek Studies of the University of Granada, Instituto Cervantes of Athens, Instituto Quevedo de las Artes del Humor of the University of Alcalá de Henares, Thraka-Poetry Festival of Thessaly, LEA Festival and Poets Festival. Venue: Hall 3, Pavilion 14.0, IFEMA
18:00	Wine of honour <i>Greek letters and flavours</i> Organisers: Ministry of Culture of the Hellenic Republic Location: Stand 14E01. GREECE. Hall 14.0, IFEMA

19:30

Music and literature recital

Organised by: Polish Institute of Culture of Madrid

Venue: **Auditorium of the Museum of Romanticism (access via Beneficencia, 14)**
(Free entrance until full capacity is reached)

Synopsis: The musical-literary recital will transport the audience for an hour to the reality of an artistic salon in the first half of the 19th century, where the compositions of Fryderyk Chopin will reign supreme. The atmosphere of the event will be enhanced by the space in which it will be held: the intimate auditorium of the Museo del Romanticismo in Madrid. The Polish composer's works will be interwoven with readings of excerpts from Kazimierz Wierzyński's biography of Fryderyk Chopin, the Spanish translation of which has recently been published.

Thursday, 5 October

8:30

Meeting with the participants in the Priority Interest Prescribers Programme

Participants: Antonio M^a Ávila, Executive Director of the Federation of Publishers' Guilds of Spain (FGEE)

Gabriel Planella, Director of Programming of Acción Cultural Española AC/E
Ainhoa Sánchez, head of the Literature Department of Acción Cultural Española AC/E

Organised by: Acción Cultural Española AC/E and Federación de Gremios de Editores de España (FGEE)

Venue: **Model Room (S100-A), 1st Floor, Main Building (South Entrance), IFEMA**
(on registration)

10:00

Meetings with Polish publishers

Organised by: Polish Book Institute

Location: **Stand 14E24. Hall 14.0, IFEMA.**
(on registration)

10:00

Round table

One and triune: the miracle of the sustainable multi-format book

Participants: Óscar Herrera, CTO of Vicens Vives Digital

Daniel Perera, Director of QSystems

Moderator: Antonio Martín, partner of Cálamo&Cran

Organised by: Cálamo&Cran

Venue: **Hall 1, Pavilion 14.0, IFEMA**

Synopsis: Does publishing in print, web and digital still involve triple effort? We will talk about a practical case: a production model based on semantics and metadata to eliminate these triple costs, latencies and times. And which opens up - incidentally - new opportunities for publishers, such as integrating AIs into their core business. A giant step towards sustainability and reinvention of the sector.

10:00

Round table

Artificial Intelligence, writers' and translators' rights and their protection in Europe

Participants: Jorge Corrales, Director General of the Spanish Centre for Reprographic Rights (CEDRO)

Luisa Etxenike, writer

Miguel Ángel Serrano, President of the European Writers' Council-EWC

Moderator: Elia Maqueda, translator and member of International Relations of the Spanish Writers' Association (ACE)

Organised by: Asociación Colegial de Escritores de España (ACE) and Centro Español de Derechos Reprográficos (CEDRO)

Venue: **Hall 2, Pavilion 14.0, IFEMA**

Synopsis: Artificial Intelligence (AI) affects a large part of creative activities, raising big questions about copyright and the role of writers in the new technological and digital reality.

- 10:00** **Conference**
Future changes in DILVE
 Participants: Miguel Jiménez, Director of the ISBN Agency and DILVE
 Organised by: Federation of Publishers' Guilds of Spain (FGEE)
 Venue: **Hall 3, Pavilion 14.0, IFEMA**
Synopsis: The Federation of Spanish Publishers' Guilds has launched a project to rewrite the Dilve programme, which is now almost twenty years old. The main aspects of the project and other developments over the last year will be reported.
- 10:00** **Conference**
Why read and the thrill of reading. Keys to encourage reading in young people and adolescents.
 Participant: Paulo Cosín, editorial director of Ediciones Morata
 Organised by: Federation of Publishers' Guilds of Spain (FGEE)
 Venue: **Hall 4, Pavilion 14.0, IFEMA**
Synopsis: WHY READ? What is it that encourages us, drives us, excites us, moves us, mobilises us, shakes us to open a book, any book? Reading is an exclusive capacity of human beings, it is a good, a virtue that opens us to entertainment and evasion, to knowledge and reflection, but, above all, and beyond pleasure or erudition, to a dialogue with which we will find the reason for our existence, which we will only understand if we enter the complex emotional world. The speaker will provide us with reflections, yes, but also proposals and references to provoke in young people an interest in reading through multiple ways in which they can easily develop. Let's show them WHY TO READ!
- 10:00** **Presentation**
Different print qualities - which one should I choose?
 Presented by: Pablo Martínez Irurzu
 Organised by: Ulzama Digital
 Venue: **Hall 5, Pavilion 14.0, IFEMA**
- 10:30** **Presentation**
What is a green book?
 Presented by: Roberto de la Fuente, Commercial Director, Estugraf
 Organised by: Estugraf
 Venue: **Hall 5, Pavilion 14.0, IFEMA**
Synopsis: We will talk about the different options and printing techniques for books, both in traditional offset and digital, their finishes, raw materials such as paper, toner ink and alternatives to eliminate plastic on the cover and how all this influences the environment, what the graphic market offers and, more specifically, Estugraf to obtain the most ecological book possible.
- 11:00** **Questions and information**
Grants for translation and publishing in foreign languages offered by the Polish Book Institute
 Speakers: Maria Rutkowska, Head of International Relations at the Polish Book Institute
 Organised by: Polish Book Institute
 Location: **Stand 14E24. Pavilion 14.0, IFEMA**
Synopsis: Consultations on programmes offered by the Polish Book Institute such as Sample Translations ©POLAND, Translators' College Programme, awards for translators, workshops and others.
- 11:00** **Meeting with contemporary Greek writers**
Zoom in and Focus on Contemporary Greek Writers
 Organised by: Ministry of Culture of the Hellenic Republic
 Location: **Stand 14E01.GREECE. Hall 14.0, IFEMA**

- 11:00** **VIII Conference on book marketing**
International trends in book marketing and the need for professional adaptation in this field
Speakers: José Manuel Anta, Director General of the Federation of Associations of Publishing Distributors (FANDE)
Luis González, General Director of the Fundación Germán Sánchez Ruipérez (FGSR)
Organised by: Association of Spanish Chambers of Books
Venue: **Hall 1, Pavilion 14.0, IFEMA**
Synopsis: Different international trends in book marketing processes will be analysed, reflecting how they are conditioning the professional profiles of people working in the sector and showing how an initiative such as *PARIX: A School for the Spanish Book* tries to meet this need.
- 11:00** **Round table**
Artificial Intelligence and Intellectual Property: walking into the future
Participants: Nicolás Antequera, PhD in Cryptology and Automatic Systems, PhD in Computer Engineering and professor at the Faculties of Physical Sciences and Mathematics at the Complutense University of Madrid.
Jorge Corrales, Director General of the Spanish Centre for Reprographic Rights (CEDRO)
Moderator: Carme Riera, President of the Spanish Centre for Reprographic Rights (CEDRO)
Organised by: Spanish Centre for Reprographic Rights (CEDRO)
Venue: **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: Artificial Intelligence (AI) poses a challenge for authors and publishers in the publishing sector from different aspects. CEDRO is developing various AI-based solutions to guarantee the full protection and management of intellectual property rights derived from the reuse of books, newspapers, magazines and sheet music.
- 11:00** **Round table**
Audiobooks, a challenge for all publishers: investment, copyright, production, AI and other challenges
Participants: Ángela Álvarez, Director of PRHGE Audio
Javier Portugués, director and audiobook narrator
Jorge Reyes, product manager for Spanish audiobooks in the United States at PRHGE
Moderator: Carlota del Amo, Director of Corporate Communications, PRHGE
Organised by: Federation of Publishers' Guilds of Spain (FGEE)
Venue: **Hall 3, Pavilion 14.0, IFEMA**
Synopsis: Discussion of the benefits derived, as well as the risks and key aspects to be taken into account, in relation to the irruption of intelligent voices in the audio world (rights, costs, implications, etc.).

11:00

Round table

Reading is a right!

Participants: Cristina García Pascual, Professor of Philosophy of Law at the Universitat de València

Ana Valero, Lecturer in Constitutional Law at the University of Castilla-La Mancha

Víctor Vázquez, Lecturer in Constitutional Law at the University of Seville

Moderator: Almudena Flecha, Head of Area, Subdirección General de Promoción del Libro, la Lectura y las Letras Españolas (Subdirector General for the Promotion of Books, Reading and Spanish Letters)

Organised by: Dirección General del Libro, del Cómic y de la Lectura del Ministerio de Cultura y Deporte (General Directorate for Books, Comics and Reading of the Ministry of Culture and Sport).

Venue: **Hall 4, Pavilion 14.0, IFEMA**

Synopsis: This roundtable proposes to address the configuration of the right to read from a legal, rigorous and plural approach with experts from the world of reading, its management and practice. It proposes to invite reflection on the idea of developing a right to read in all its breadth and depth.

11:00

Presentation

How to eliminate returns: create your own virtual warehouse for paper books

Presents: Gustavo Vorobechik, CEO of Bibliomanager

Organised by: IC Group

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Reaching an annual balance of 60 million copies returned by the entire book value chain in Spain alone is neither effective nor economically and environmentally sustainable. Faced with this major problem, we propose the creation of an international virtual warehouse for paper books printed on demand, capable of directly meeting the multi-country requests of traditional distributors, bookshops and end readers.

11:30

Presentation

Protecting intellectual property in the digital context: benefits of DRM for publishers and libraries

Presented by: José Luis Hidalgo, Director of Sales and Commercial Relations, PDI Comunicación - Producción Diseño e Informática

Organised by: PDI Consultores - Producción Diseño e Informática

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: In today's digital age, intellectual property protection has taken on a critical role for publishers and libraries. This presentation will address the growing need for copyright protection in the digital realm. Special emphasis will be placed on how DRM can protect the rights to works, while allowing controlled and fair access to information. In addition, it will discuss the vital role that libraries play in this digital ecosystem, ensuring access to knowledge, and how they can leverage DRM to fulfil their mission without violating intellectual property rights. This presentation promises not only an analysis of intellectual property protection in the digital age, but also an insight into how DRM can be an effective tool.

12:00

Conference

This is working with POD, not what you've been hearing about.

Participant: Arantxa Mellado, Director of LiberExpress

Organised by: LiberExpress

Venue: **Hall 1, Pavilion 14.0, IFEMA**

Synopsis: There are many preconceived and negative ideas about print on demand (POD), inherited from a distant and outdated past. Today, POD stands for efficiency, quality, profitability of titles and cost savings. It is one of the production and distribution models that will be imposed on the publishing industry, and this talk will explain why.

- 12:00** **Round table**
Transparency and traceability in the book circuit: a service to authors
Participants: Miguel Iglesias, president of the Spanish Confederation of Booksellers' Guilds and Associations (CEGAL)
Elvira Navarro, writer
Cristina Pineda, editorial director of Tres Hermanas Libros
Manuel Rico, President of the Spanish Writers' Association (ACE)
Moderator: Carlos Fortea, Member of the Institutional Relations Department of the Spanish Writers' Association (ACE)
Organised by: Spanish Writers' Association (ACE)
Venue: **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: In a society where new technologies contribute to a better understanding of business processes, authors must benefit from the tools offered by digitisation for transparency in the traceability of their books. The ACE-CEGAL agreement.
- 12:00** **Conference**
Spanish-language literature in the United States
Participants: Adriana Pacheco, founder of Let's Talk, Women Writers
Organised by: Federation of Publishers' Guilds of Spain (FGEE)
Venue: **Hall 3, Pavilion 14.0, IFEMA**
Synopsis: This conference presents some of the results found, as well as questions that remain to be answered and challenges to be faced when talking about the efforts to achieve greater penetration of literature in Spanish in the United States market. All of this is the result of years of intense work, interviews with dozens of prominent people in the book industry, participation in fairs and tours of an important part of the country, as part of the project to disseminate the first podcast specialising in Spanish-language literature, Hablemos, escritoras, and the online shop for the American market, Shop Escritoras.
- 12:00** **Presentation**
The future of sales: integrating print and digital books
Presents: Nicola Parola
Organised by: Publica.la
Venue: **Hall 5, Pavilion 14.0, IFEMA**
Synopsis: "The future of sales: integrating print and digital books" will address the evolution of the publishing market in the digital age and how book sales are being digital era and how book sales are being transformed by the coexistence of print and digital formats. coexistence of print and digital formats. We will explore innovative strategies to bring together the best of both worlds and meet the changing needs of consumers, thus maximising the reach and effectiveness of the digital and effectiveness in the publishing industry.
- 12:30** **Presentation**
Traceability and transparency: PEFC certification in the publishing industry
Presented by: Pablo Narváez, Head of Chain of Custody, Spanish Association for Sustainable Forestry (PEFC Spain)
Organised by: Spanish Association for Sustainable Forestry (PEFC Spain)
Venue: **Hall 5, Pavilion 14.0, IFEMA**
Synopsis: More and more publishers, authors and organisations are demanding sustainability criteria for publications from their suppliers. PEFC Chain of Custody certification guarantees the traceability of paper throughout the supply chain, ensuring that the printed product comes from well-managed forests or recycled paper. In this session, **PEFC will present** the keys to PEFC certification in the publishing sector.

- 13:00** **Workshop**
How to implement Artificial Intelligence tools in publishing processes
 Participants: Daniel Benchimol, director of Proyecto451
 Organised by: Proyecto451
 Venue: **Hall 1, Pavilion 14.0, IFEMA**
Synopsis: Workshop where we will review the main tools, ideas and processes in which we can apply Artificial Intelligence to make our work more efficient and enhance our work, both in the creation/editing of content and in marketing and commercialisation strategies.
- 13:00** **Presentation**
Map of Colombian Letters in Spain
 Participants: Martín Gómez, Editorial Consultant
 Organised by: Embassy of Colombia in Spain
 Venue: **Hall 2, Pavilion 14.0, IFEMA**
Synopsis: "Mapa de las letras colombianas en España" (Map of Colombian literature in Spain) lists the publishing houses established in Spain that currently publish works by Colombian authors. By means of a panoramic approach to the types of publishing houses, the genres of the works and the profile of the authors, the presentation of this map highlights both the importance of the Spanish publishing industry for the internationalisation of Colombian literature and the good positioning of Colombian literature in the Spanish publishing market.
- 13:00** **Round table**
The prize that never ends: the added value for European authors of publishing in Latin America and the contribution of the EUPL
 Participants: Jacobo Bergareche, writer
 Benito Burgos, Legal Representative of the Creative Europe Office in Spain and Deputy Director General for Cultural Cooperation with the Autonomous Communities of the Ministry of Culture and Sport.
 Moderator: Antonio M^a Ávila, Executive Director of the Spanish Federation of Publishers' Guilds (FGEE)
 Organised by: European Union Prize for Literature (EUPL)
 Venue: **Hall 3, Pavilion 14.0, IFEMA**
Synopsis: The European Union will be the guest of honour at the Guadalajara Book Fair, the most important publishing event in Ibero-America, from 25 November to 3 December 2023. The event will focus on the richness and diversity of European literature and will feature several authors from the EUPL. During this round table, participants will focus on the added value that publishing in Ibero-America can bring and the role that the EUPL can play.
- 13:00** **Conference/Open Talk**
Graphic narration and the promotion of reading. From Gato Pato to Don Quixote
 Participates: Cucho Cuño, Argentinian illustrator and author of children's books.
 Organised by: Federation of Spanish Publishers' Guilds (FGEE)
 Venue: **Hall 4, Pavilion 14.0, IFEMA**
Synopsis: This conference or open talk will be a journey through the construction of graphic narrative from silent books to comics and album books, where text and image become inseparable, creating a new level of reading. A look at the "kitchen" of the creation of narrative images and children's comics, with self-referential examples of creative processes such as "El Caballero de la Mancha", a free comic version of Don Quixote. It addresses the fundamental role of the illustrator as the first interpreter and co-author (or integral author) in children's books.

13:00

Presentation

Elevating Creativity. The world of publishing by Fedrigoni

Participant: Daniel Belijar, Account Executive, Fedrigoni Spain

Organised by: Fedrigoni

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Since 1888, Fedrigoni has been synonymous with excellence in specialty papers for publishing and other creative solutions. We guarantee the same excellence and commitment on a global scale, with offices and warehouses all over the world. When Giuseppe Antonio Fedrigoni founded his company in Verona in 1888, he incorporated the staircase of the Della Scala family coat of arms into his logo. Fedrigoni added the Latin family motto: *nec descendere, nec morari*, meaning neither descend nor stop (or more loosely, "he who hesitates lost"). Fedrigoni maintains this philosophy today: always strive to improve, never rest. The ladder on the Fedrigoni coat of arms has become our symbol and synonymous with moving forward. We have been climbing up the ladder to offer different ranges of paper and constantly innovate in the evolution of new supports for any editorial and creative project. Paper is the soul of publishing and printing. That is why at Fedrigoni we work every day to offer products of the highest quality. We invite you to the conference Elevating Creativity. The world of publishing by Fedrigoni and discover the entire Fedrigoni universe and the latest news for the publishing sector.

13:30

Presentation

Creation and online marketing of audiobook from PDF using Artificial Intelligence

Presented by: Luis Abril, Chief Operating Officer of Quares

Organised by: Quares

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Most publishers want to enter or, at least, test the audiobook business, but one of the main barriers is the cost of creating the audiobook master and, later on, the complicated processes for putting it on sale, calculating and receiving royalties. From the Quares platform, we have been working for months on the generation of quality audiobooks from the PDFs that our clients are using for their paper productions. In this presentation we will show how the system works to create an online audiobook from a PDF and how to activate its direct marketing to the reader through the Quares Landingweb Premium Service.

17:30

2022 Best Published Books Awards Ceremony

Organised by: Dirección General del Libro, del Cómic y la Lectura. Ministry of Culture and Sport

Location: **Stand 14F22. Pavilion 14.0, IFEMA**

20:00

LIBER Awards Ceremony and Tribute

- **Prize for the best initiative to promote reading in libraries open to the public:** Red de Bibliotecas Públicas del Ayuntamiento de Madrid (Madrid City Council Public Library Network).
- **Boixareu Ginesta Bookseller of the Year Award:** Casa del Libro de la Gran Vía de Madrid
- **Award for the best audiovisual adaptation:** *Los Pacientes del Doctor García* series.
- **Award for the promotion of reading in the media:** cultural supplement *La Lectura*, from the newspaper El Mundo.
- **Prize to the Spanish-American author:** Elvira Lindo
- **Tribute LIBER:** Joaquín Sabaté

Organised by: LIBER

Venue: **Fundación Ortega-Marañón (C. de Fortuny, 53, 28010 Madrid)**
(invitation required)

Friday, 6 October

9:00

Meeting of librarians

Book selection and purchase policies

Presented by: Antonio M. Ávila, Executive Director of the Spanish Federation of Publishers' Guilds (FGEE)

Bartolomé González, Director General of Cultural Heritage of the Community of Madrid

Participants: Carlos García-Romeral, Head of Public Reading, Madrid Regional Government

Adan Griego, Stanford University Librarian

Organised by: Consejería de Cultura, Turismo y Deporte de la Comunidad de Madrid (Regional Ministry of Culture, Tourism and Sport of the Community of Madrid)

Venue: **Scale Model Room (S100-A), 1st Floor, Main Building (South Gate), IFEMA**

(on registration)

Synopsis: Libraries are one of the main purchasers of books from the public sector. They lead reading support policies in both Spain and the United States, and the exchange of experiences and ideas can be an experience both for American librarians, who will learn first-hand about the selection and purchasing policies of Spanish library networks, and for Spanish librarians, who will be able to keep abreast of reading trends in the United States.

10:00

Round table

Strategic priorities of the cultural sector in the field of Intellectual Property for the next Legislature

Participants: Lara Chaguaceda, Deputy Director General of Intellectual Property of the Ministry of Culture and Sport.

Soco Collado, Director of Institutional Relations and Communication at Promusicae/Agedi

Paloma López, lawyer of the legal department of the Society of Artists AIE

Beatriz Panadés, Deputy Director of Visual Entidad de Gestión de Artistas Plásticos (VEGAP)

Lucía Pastor, Director of the Anti-Piracy Department of the Spanish Centre for Reprographic Rights (CEDRO).

Juan Serrada, Deputy Secretary General of the Sociedad General de Autores y Editores (SGAE)

Diego de la Vega, lawyer at Pérez Llorca and consultant to the Spanish Video Games Association (AEVI).

Moderator: Carlota Navarrete, Director General of The Coalition of Content Creators and Industries

Organised by: The Coalition of Content Creators and Industries

Venue: **Hall 2, Pavilion 14.0, IFEMA**

Synopsis: It is of vital importance for the cultural industries sector to know and plan extremely well how the challenges and strategic priorities in the field of intellectual property will be addressed in the new legislature by the main political actors. To integrate the regulatory agenda in the national, European and international context with a practical vision of what is reasonably achievable. A session to discuss and learn about the different approaches.

10:00

Presentation

The end of the publishing industry and how to save your business from bankruptcy

Participants: Antonio Martín, founder of Publishnews

Enrique Parrilla, general director of Lantia / Publishers Weekly Spain

Organised by: Publishnews

Venue: **Hall 3, Pavilion 14.0, IFEMA**

Synopsis: Presentation of the new *Publishnews* media model.

- 10:00** **Round table**
Sustainability and vegetable-based inks
Participants: Carlos Guerediaga, Technical Operations Manager ASG, official distributor Flintgroup K+E
Luis Hedo, General Manager of Gómez Aparicio Grupo Gráfico
Luis Olaya, production printing Sales Director Canon Spain
Moderator: Carlota del Amo, Director of Corporate Communications and CSR at Penguin Random House Grupo Editorial
Organised by: Federation of Publishers' Guilds of Spain (FGEE)
Venue: **Hall 4, Pavilion 14.0, IFEMA**
Synopsis: Are some inks and printing methods more environmentally sustainable than others? When talking about book printing, we often talk about inks, distinguishing between mineral and vegetable-based inks, but have inks changed, are they more environmentally sustainable, what should publishers know and don't know about them, does printing in one way or another leave more or less of a footprint, how can we measure the carbon footprint of the ink, how can we measure the carbon footprint of the ink, how can we measure the carbon footprint of the ink? The speakers will help us to answer all these questions.
- 10:00** **Dialogue**
E-reading in Spain and Poland. Similarities and differences
Presented by: Arantza Larrauri, Managing Director and Board Member of Librandia and Director of Europe and Latin America at Grupo De Marque.
Marius Sobczak, Managing Director of inkBOOK eReaders Europe
Organised by: Polish Book Institute
Venue: **Hall 5, Pavilion 14.0, IFEMA**
Synopsis: The number of e-book readers is growing in both Spain and Poland. What are the advantages and disadvantages of *ebooks* compared to traditional books? How are e-book readers in Spain and Poland? We will present the characteristics of the *ebook* market in both countries and the differences in business models. We will also try to identify the major trends that will mark the future of e-reading in both countries.
- 10:30** **Meetings with French publishers**
Organised by: Federation of Publishers' Guilds of Spain (FGEE)
Venue: **Hall 6, Pavilion 14.0, IFEMA**
(on registration)
- 11:00** **Round table**
The Comic Library League
Participants: Vicente Funes, librarian in charge of the *Comic Library* of the Regional Library of Murcia.
Sira González, librarian at the Municipal Public Library Os Rosales
Emilio Gonzalo, secretary general and coordinator of the Libraries Working Group of the Spanish Comic Strip Sectorial
Nadia Hafid, comic book author and winner of The Critical Eye Award 2022
Elisa McCauslan, journalist, critic and researcher specialising in popular culture and feminism
Moderator: Laura Guindal, Deputy Director General for Library Coordination of the Ministry of Culture and Sport.
Organised by: Dirección General del Libro, del Cómic y de la Lectura del Ministerio de Cultura y Deporte (General Directorate for Books, Comics and Reading of the Ministry of Culture and Sport).
Venue: **Hall 1, Pavilion 14.0, IFEMA**
Synopsis: Presentation of the project that seeks to unite librarians, publishers and authors in a collaborative effort. "La Liga de las Comictecas" will establish a space for the exchange of good practices, where the creation of new comic libraries in public libraries will be promoted and facilitated. It will also offer publishers the opportunity to disseminate and explain their catalogues, while authors will be able to carry out activities to promote their work.

11:00

Presentation/Round table

Observatory for the Sustainability of Written Culture

Participants: Julio Cerviño, lecturer in the Department of Business Economics at the Universidad Carlos III de Madrid.
Jorge Corrales, Director General of the Spanish Centre for Reprographic Rights (CEDRO)

Héctor Jiménez, Executive Director of Qbo Investigación y Estrategia
Moderator: Daniel Fernández, First Vice-President of the Spanish Centre for Reprographic Rights (CEDRO) and President of the Federation of Spanish Publishers' Guilds (FGEE)

Organised by: Spanish Centre for Reprographic Rights (CEDRO)

Venue: **Hall 2, Pavilion 14.0, IFEMA**

Synopsis: The Observatory for the Sustainability of Written Culture is a CEDRO project whose main objective is to carry out an analysis of the copyright situation of the publishing sector in Spain, in order to inform and promote the necessary changes that guarantee the sustainability of the sector.

11:00

Round table

Bookstart" model programmes - promoting reading for children. Practices and experiences in Spain and Poland

Participants: Dariusz Jaworski, director of the Polish Book Institute
Ana Molina, coordinator of the Bookstart Spain programme, Asociación Artística-Sociocultural Mestiza.

Moderator: Pedro Valverde, Head of the Book and Reading Department of the Community of Madrid

Organised by: Polish Book Institute

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: The model of the "Bookstart" programme is a universal reading promotion programme through which children receive an annual package of books, free of charge, with the aim of inspiring love for books, songs and rhymes from birth. In this round table we will learn about the *Mała książka - wielki człowiek* (Little book - big man) programme of the Polish Book Institute and the *Bookstart Spain* programme (running in the Basque Country) and we will discuss their differences, similarities and the reception of the programmes in both countries and exchange best practices.

11:15

Round table

The value of FSC certification for more sustainable book publishing

Participants: Carlota del Amo, Director of Corporate Communications at PRHM
Ana Etchenique, vice-president of the Confederation of Consumers and Users (CECU)

Laia Figueras, Director of the Ecoedition Institute
Luis Hedo, Managing Director of the Gómez Aparicio Group
Silvia Martinez, FSC Spain Standards Manager

Moderator: Gonzalo Anguita, Executive Director, FSC Spain

Organised by: FSC Spain

Venue: **Hall 4, Pavilion 14.0, IFEMA**

Synopsis: Environmental concern in society at large is growing—due to the climate crisis and the biodiversity crisis. Citizens are looking for effective responses that are not *green washing*. We will explain the rigour of FSC's certification system and forest management standards, taking care of social and environmental impacts, as well as important requirements such as the integrity of the book's value chain and its traceability to the reader. We will also discuss how FSC enables verification of forest ecosystem services.

12:00

Round table

E-books in the post-covid era: libraries and access

Participants: Matías Chimirri, Commercial Director, Librandia
Ana Ordás, coordinator of the Federación Española de Sociedades de Archivística, Biblioteconomía, Documentación y Museística (FESABID) of KR21 in Spain.
Alicia Sellés, librarian and freelance consultant

Moderator: Francesc Xavier González, Head of the Collection Management Section of the Library Service of the Generalitat de Catalunya and President of the Spanish Federation of Archival, Library, Documentation and Museum Societies (FESABID).

Organised by: Spanish Federation of Archival, Library, Documentation and Museum Societies (FESABID)

Venue: **Hall 1, Pavilion 14.0, IFEMA**

Synopsis: FESABID collaborates with KR21, a European programme that seeks changes in legislation and policies to strengthen the right to knowledge across Europe. This roundtable will focus on a project coordinated by FESABID that aims to identify and build consensus on our priorities in defence of e-book legislation in Spain and active policies in this regard. The aim is to promote access to knowledge through the GLAM sector (libraries, archives and other information units).

12:00

Conference

10 persuasive principles to sell more books

Participant: Esteban Constante, founder of El Librero de Gutenberg

Organised by: The Gutenberg Bookseller

Venue: **Hall 2, Pavilion 14.0, IFEMA**

Synopsis: According to a study by Google Books, 129,864,880 titles have been published since the invention of the Gutenberg press, but only a tiny fraction of them manage to capture readers' attention. Enter the labyrinth of buying psychology and learn how to turn your book into an irresistible magnet for readers.

12:00

Round table

The value of the press for the quality of a democratic society

Speakers: Fernando Belzunce, Editorial Director of Vocento
Enric Hernández, Deputy to the Executive Chairman of Prisa Media
Enric Juliana, Deputy Director of La Vanguardia
Ignacio Martínez de Albornoz, Business Development Director, Henneo Media

Moderator: Irene Lanzaco, Director General of the Media Association (AMI)

Organised by: Association of Media Information (AMI)

Venue: **Hall 3, Pavilion 14.0, IFEMA**

Synopsis: This roundtable will discuss the value of the press and its contribution to society with leading figures from the publishing industry.

12:00

Dialogue

Polish children's literature: a growing worldwide phenomenon

Participants: José Díaz, editor of Thule Ediciones and president of the Asociación Álbum
Karolina Jaszecka, translator, literary scout and rights agent

Organised by: Polish Book Institute

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: In recent years, Polish children's literature has become increasingly popular on the international publishing market, winning prizes and the recognition of young readers from all over the world, from China, South Korea and Japan to the United States, Mexico and Australia. Despite the exoticism of the Polish language, more and more foreign publishers see potential in this literature, known for its high quality and original illustration. The speakers will try to analyse what attracts publishers and readers to Polish children's literature, what makes it stand out and how its visibility can be further increased.

13:00

Round table

The challenge of the library in the rural world

Presented by: Cristina Carbonero, President of the Spanish Federation of Associations of Professionals in Archives, Libraries, Documentation, Information and Interpretation Centres, Museums and Archaeological Sites (ANABAD FEDERATION).

Participants: Mónica Fraile, librarian of Chapinería (Madrid)
Luz del Olmo, librarian of Chinchilla de Montearagón (Albacete)
Óscar Ortego, Librarian of Morata de Tajuña (Madrid)
Juan Sobrino, Librarian of Soto del Real (Madrid)

Moderator: José Zúmel, Librarian of Chinchón (Madrid)

Organised by: Spanish Federation of Associations of Professionals of Archives, Libraries, Documentation, Information and Interpretation Centres, Museums and Archaeological Sites (ANABAD FEDERACIÓN)

Venue: **Hall 1, Pavilion 14.0, IFEMA**

Synopsis: Round table to analyse the importance of the functioning of the library in the rural world as an agent of socio-educational development and a vehicle for breaking the social isolation of certain groups and facilitating their approach to books and reading.

13:00

Round table

European regulation on Intellectual Property and Artificial Intelligence

Participants: Víctor Calvo-Sotelo, CEO of DigitalES
Ibán García del Blanco, Member of the European Parliament, coordinator of the Social and Democrats Group (S&D) in the Legal Affairs Committee
Javier Gutiérrez, General Director of Visual Entidad de Gestión de Artistas Plásticos (VEGAP) and President of EVA's AI WG

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

Organised by: Visual Entidad de Gestión de Artistas Plásticos (VEGAP)

Venue: **Hall 2, Pavilion 14.0, IFEMA**

Synopsis: This roundtable will address the European Parliament's treatment of the forthcoming Artificial Intelligence Regulation. At the moment, the draft deals tangentially with Intellectual Property issues, which are of paramount importance for publishers and authors, as well as for the Spanish industries, which are linked to cultural activity and entertainment. The speakers represent the sectors involved, including the members of Parliament who have to decide on an issue of great importance in the civilisational and economic processes.

13:00

Round table

One hundred years of thought and science in Spanish

Participants: Antonio López Vega, Professor of Contemporary History at the Universidad Complutense de Madrid
Marie-Louise Maillard, essayist

Moderator: Manuel Lucena Giraldo, Director of the Chair of Spanish and Hispanic Studies

Organised by: Fundación Ortega-Marañón

Venue: **Hall 3, Pavilion 14.0, IFEMA**

Synopsis: On the occasion of the centenary of the Revista de Occidente, awarded in 2022 with the National Prize for the Promotion of Reading, the round table will address the contribution of this publication, in Spanish and with a notable Ibero-American projection, to thought and science.

13:00

Round table

Dialogues between publishers and university libraries in the digital environment

Participants: M^a Remedios Pérez, Director of the University of Valencia Publishing House and Vice-President of the Spanish University Publishers Union (UNE).
Cristina Tomás, Director of the University of Valencia Library Service

Moderated by: Ciro Lluca, Vice-president of the Universitat Oberta de Catalunya and coordinator of the Libraries and Intellectual Property Group of the Federación Española de Sociedades de Archivística, Biblioteconomía, Documentación y Museística (FESABID).

Organised by: Federación Española de Sociedades de Archivística, Biblioteconomía, Documentación y Museística (FESABID) and Unión de Editoriales Universitarias Españolas (UNE).

Venue: **Hall 4, Pavilion 14.0, IFEMA**

Synopsis: The preponderant digitisation in the access and publication of scientific literature, together with the challenges linked to the fulfilment of open science, makes it necessary to rethink the spaces for collaboration between publishers and university libraries, with the aim of finding common ground and strengthening common initiatives.

13:00

Presentation

Innovative formats of the French edition

Participants: Tim Borne, founder and director of Blynd
David Dupré, Managing Director of Vivlio
Claire Faÿ, founder and artist at Editions Animées
Samuel Petit, Managing Director of Geo Comix

Moderator: Eva Orúe, director of the Madrid Book Fair

Organised by: Institut français d'Espagne

Venue: **Hall 5, Pavilion 14.0, IFEMA**

Synopsis: Founders and directors of pioneering and innovative French book companies present their digital solutions:

. EDITIONS ANIMEES: develops books to read, colour and immerse the reader in a participatory experience through an application in which the drawings come to life with animation effects.

. GEO COMIX: offers a solution for professional translators that facilitates the editing of comics, manga and webtoons by automating 30% of the production process.

. BLYND: produces immersive audiobooks based on great literary titles of the past and present, offering diverse genres such as comics, children's literature, comics, manga, video games... so that the user can experience auditory adventures that stimulate their imagination and help them to reduce excessive screen consumption.

. VIVLIO: a real alternative to the e-commerce giants, it offers readers, booksellers and publishers a complete and intuitive reading ecosystem, respecting the retribution of the actors in the book chain where digital reading is possible everywhere, at all times and on all digital devices.

19:00

Promotion of the book *Life of Chopin*, by Kazimierz Wierzyński

Participants: Javier Jiménez, editor of Fórcola Editorial
Rafael Ortega, author of the epilogue
Fernando Presa, author of the foreword
Magdalena Majda, Deputy Director of the Polish Institute of Culture in Madrid
Dariusz Jaworski, director of the Polish Book Institute

Organised by: Instituto Polaco de Cultura de Madrid

Place: **Librería Antonio Machado (c/ Marqués de Casa Riera 2)**