

DOSSIER

FORUM

Editat

BARCELONA

**3rd-Annual Books and Publishing
Conference**

“The Energy of Innovation”

Universitat Pompeu Fabra
Barcelona School of Management
4, 5 and 6 July 2018

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Philosophy and objectives

For the third year, this meeting of debate on the main current challenges, opportunities and problems of the publishing sector takes place in Barcelona, the international publishing capital in the Spanish and Catalan languages and a member of the UNESCO City of Literature network. The Edita Forum, organised by the Catalan Guild of Publishers and Editors and UPF Barcelona School of Management, is sponsored by Barcelona City Council and has the collaboration of the Association of Catalan Language Publishers and Editors, CEDRO, the Catalan Ministry of Culture, the Spanish Ministry of Culture and Sport, and the Spanish Federation of Guilds of Publishers and Editors.

Key aspects of the project: The energy of innovation



A meeting with major prescribers

The Edita Forum is a platform in which local and international experts annually debate the main challenges facing the publishing sector, with a professional and practical approach. This year's conference, whose central issue is innovation, will have the presence of some of the major prescribers in the global books world, such as the CEO at Penguin Random House Markus Dohle, the editor Luigi Spagnol and the consultant Rüdiger Wischenbart, who will share with the audience their points of views about the world publishing panorama and its related innovations.



The journey of literary content towards new formats

The adaptations of literary contents into other formats such as cinema or television, audiobooks or narrative on WhatsApp are elements of innovation in the publishing sector. Moreover, Chef Ferran Adrià will tell us about his Bullipedia. These and other experiences will be discussed in several sessions of the Edita Forum 2018.



European book and copyright protection policies

Has Europe understood the need for protecting and safeguarding the book industry as a guarantee of continuity and cultural excellence? This issue will be addressed in two sessions: one on copyright within the framework of the **Digital Single Market**, moderated by the President of the Spanish Federation of Guilds of Publishers and Editors **Daniel Fernández** and another attended by **Vincent Monadé**, President of the Centre National du Livre.



The author's gaze

Taking over from Eduardo Mendoza and Javier Cercas, who in the previous conferences spoke about their relationship with the publishers who have released their work, this time **Almudena Grandes** will talk about her personal experience in the publishing world.



The challenges of bookshops and libraries

Bookshops and libraries are the most direct link between books and readers. Their role as prescribers and also as cultural agents is facing big challenges given the constant change in people's consumption habits. With practical cases and expert professionals, we will debate in two roundtables how to address these challenges.



Emerging publishing houses

In recent years the book sector has significantly transformed and its dynamism has brought about the emergence of new publishing houses that have found a place in the market. Its protagonists will share their experience and provide their views on the future of the publishing world.

The organisers

The Catalan Guild of Publishers and Editors

Institution that embodies five centuries of Catalonia's publishing tradition. It embraces more than 200 publishing companies with 50.8% of the total Spanish publishing turnover. It is particularly representative in fields such as literature, with a market share of 80%, books for children and young people (65%), educational books (75%), dictionaries, encyclopaedias or comics (80%).

Around 25 publishing houses in the guild have over 120 subsidiaries or branches in approximately thirty countries in Europe, Asia and America.

Committed to improving and developing the sector, the Guild currently supports a wide range of professional and cultural activities.

UPF Barcelona School of Management

UPF Barcelona School of Management's prestigious Master in Publishing and Editing is now in its 20th year. This master is one of the major international references for training in the profession and has become one of Barcelona's hallmarks in the field of publishing leadership. In this period, it has trained several generations of professionals who are today responsible for publishing projects in Catalonia, Spain, Latin America and Europe. Notable among the institutions and companies that regularly contribute to it are the Catalan Guild of Publishers and Editors, the Grupo Planeta, the Penguin Random House group, Anagrama, CEDRO, La Central, RBA, Google, Cayfosa or the Guadalajara International Book Fair (Mexico), the most important fair of the sector in Spanish, and the Frankfurt Book Fair, the most important in the world.



**Máster en Edición de la
Universitat Pompeu Fabra**

Programme

3rd-Annual Books and Publishing Conference “The Energy of Innovation”

This year, the Edita Forum will have major prescribers in the global universe of books, such as Markus Dohle, Rüdiger Wischenbart, Luigi Spagnol and Vincent Monadé. Latin American publishing and European copyright protection policies and the challenges of bookshops and libraries will be the focus of two roundtables. The adaptation of novels for TV series, the new forms of the audiobook and reading on WhatsApp will also take centre stage this time. New publishing houses, favoured by the transformation of the sector and its dynamism, will share their experience with the audience. Moreover, one of the writers with greater international scope, Almudena Grandes, will explain her experiences in the publishing world, as did Eduardo Mendoza and Javier Cercas in past years. We will also have the privilege to welcome one of the great international creators today, Ferran Adrià, who will tell us about his publishing ventures and his Bullipedia project.

Co-direction of the Forum

Javier Aparicio Maydeu, creator and Director of the Master in Publishing and Editing at UPF Barcelona School of Management,

Patrici Tixis Padrosa, President of the Catalan Guild of Publishers and Editors and

Sergio Vila-Sanjuán Robert, cultural journalist and publishing historian

Session presenter

Toni Iturbe, journalist and writer

Wednesday, 4 July 2018

Barcelona City Council (Saló de Cròniques)

6 pm Official opening and welcome by the authorities and organisers

Markus Dohle (CEO *Penguin Random House*, New York)

CONVERSACIÓN with the journalist **Sergio Vila-Sanjuán**

Markus Dohle, head of the main generalist publishing division in the world, will deal in this talk with the complexity of his work in a context of globalisation, ongoing change and constant innovation. How can the book industry's need for profitability and cultural vocation be combined? What are the main lines of innovation in the publishing world? How does a multinational address the different needs and interests of the countries where it operates? Will the future of books have mainly a European, American or Asian stamp?

Welcome cocktail

Thursday, 5 July 2018

UPF Barcelona School of Management (C. Balmes, 132-134)

MORNING

9 am Registration

9.20 am Institutional welcome by
Carne Martinell and **Patrici Tixis**

9.30 am **Institucional opening**

9.40 am **Publishing as being a happy Sisyphus**
Presentation of the conference by **Javier Aparicio Maydeu**

INTERNATIONAL OVERVIEW OF THE PUBLISHING SECTOR

A reputed researcher, outside the publishing industry, and one of the most prestigious European editors today, offer their point of view and outline the overall framework of the evolution of books and reading with special emphasis on innovation.

10 am LECTURE
Publishing in the world
Rüdiger Wischenbart (founder of *Content & Consulting*, Vienna)

10.45 am LECTURE
A view of publishing in Europe
Luigi Spagnol (Vice-President of the *Gruppo editoriale Mauri Spagnol*, Milan)

11.30 am Coffee Break

12.15 pm TALK
Publishing in Latin America
Ricardo Cayuela (Publishing Director of *Penguin Random House*, Mexico) and
Guillermo Schavelzon (literary agent, Barcelona-Buenos Aires)
 A market in transformation, a challenge for the Spanish leadership, a blossoming cultural field... We will again deal with the transformations of the book industry in Latin America.

1.15 pm TALK
The author's gaze
Almudena Grandes (writer, Madrid)
 talks with **Toni Iturbe**
 The author of *The Ages of Lulu*, *Atlas de geografía humana* and the series *Episodios de una guerra interminable*, **Almudena Grandes**, one of the Spanish writers with greater international scope, evokes her experiences with publishers and offers her vision of the current book sector.

2 pm End of the morning session

2.15 pm Cocktail lunch

AFTERNOON

4 pm LECTURE
Creative disruption, books and Bullipedia
Ferran Adrià (Chef, L'Hospitalet de Llobregat)

PLAYING WITH BOOKS: BOOKSHOPS, LIBRARIES AND EMERGING PUBLISHING HOUSES

We are at a moment of change. The technological evolution and the new consumption habits have shown the dynamism of the book industry. New publishing houses have emerged, and bookshops and libraries seek to strengthen their link with readers and their role as cultural and independent agents. The key actors tell us about it.

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- 4.15 pm** ROUNDTABLE
Emerging publishing houses
Eugènia Broggi (Director of *L'Altra Editorial*, Barcelona),
Montse Ingla (Director of *Editorial Arcàdia*, Barcelona) and
Diego Moreno (Director of *NØrdica Libros*, Madrid)
- 6 pm** Coffee Break
- 6.15 pm** TALK
The future of libraries
Lluís Agustí (professor and Director of the *Escola de Llibreria* at Barcelona University),
Ramon Bosch (Manager of Barcelona Libraries) and
Carme Fenoll (former Director of the Library Service at the Government of Catalonia)
- 7 pm** ROUNDTABLE
New bookshops
Eva Coscolluela (*Los Portadores de Sueños* bookshop, Zaragoza),
Montse Serrano (+*Bernat* bookshop, Barcelona) and
Jesús Trueba (*La Buena Vida* bookshop, Madrid)
- 7.45 pm** End of the afternoon session
- 8.30 pm** Dinner-experience: **"A different experience"**
 by **Alfons Cornella** (founder and CEO of *Infonomia*, Barcelona)
 A dinner around 4 words that are changing the world, which will be illustrated with 4 innovative dishes, for "restless" palates, prepared by the young chefs of *Privat Events*.
 On the terrace of the UPF Barcelona School of Management)
 (further information on pages 11 and 12)

Friday, 6 July 2018

UPF Barcelona School of Management (C. Balmes, 132-134)

MORNING

- 9.15 am** LECTURE
The French exception
Vincent Monadé (President of the *Centre National du Livre*, París)
 The French state has usually applied a protectionist policy to its cultural production. This also applies to books. Vincent Monadé explains the strategies of his institution so that publishing and libraries continue to enjoy excellent health.
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10.15 am ROUNDTABLE

The Digital Single Market and copyright protection: changes and transformations

The implementation of the Digital Single Market in Europe and the need to protect copyright are today at the core of debate. The cultural exceptions and the fight against piracy are some of the threats facing the world of books.

Moderator: **Daniel Fernández**, President of the Spanish Federation of Guilds of Publishers and Editors

Luis Elías (Secretary General of *Grupo Planeta*) and **Enrico Turrin** (Deputy Director and Economist of the Federation of European Publishers)

11.15 am Coffee Break

11.45 am ROUNDTABLE

From the novel to the series

It is a trend on the rise. Bestselling novels are almost immediately turned into TV series. We will review (and watch) how this has happened in some recent cases.

Pilar Blasco (CEO of *Endemol Shine Iberia*, production company of the anime series *Virtual Hero*),

Aitor Gabilondo (*Alea Media*, production company of *Patria*) and **Ana Liarás** (editor of *Cathedral of the Sea*, *Penguin Random House*)

12.45 pm ROUNDTABLE

New ways of reading: audiobook, WhatsApp stories and other experiences

The sector is constantly experimenting with new formulas to meet technological changes and the demands of new generations. In this session we will look at some examples.

Moderator: **Joaquín Álvarez de Toledo**, Managing Director *Specialised Publishers and Innovation at Grupo Planeta*

Javier Celaya (Spain and Latin America Managing Director of *Storytel*),

Arantza Larrauri (Managing General of *Librandia*) and **Ángel María Herrera** (Founding member of *Leemur!*)

1.45 pm **Assessment of the conference**, by **Sergio Vila-Sanjuán**

Institutional closing

Dinner-experience

“A different experience”

Thursday 5 July, at 8.30 pm

On the terrace of the UPF Barcelona School of Management

Price: 40 euros

4 words and 4 innovative dishes

by **Alfons Cornella**:

Complexity. We are heading towards a complex world, where everything is interrelated, where there is a cascade of phenomena beyond our control and where the cause-effect relation has vanished.

Generations. It is inhabited by people of different ages with value systems, aspirations and forms of relations and who regard the proposals they receive very differently. A world in which the range of products and services must be expressed in multiple ways for the different generations.

Asia. The world will be decided by the Millennials and the Gen Z. Asia will not be another West, it is a thousand-year old civilisation that sees things such as freedom and a critical spirit differently. Preparing for a presence in Asia will be essential for many.

Experiment. In this coming complex world it will be difficult to plan and make the right choice. Consequently... it will be paramount to learn to experiment with, repeat and try the product concepts directly in the market before launching them. Science has always advanced by experimenting. In business, experimentation has always been frightening. It is time to reverse this situation.

Alfons Cornella. Graduate in Physics from the University of Barcelona. He holds an MS in Information Resources Management from Syracuse University in New York and a postgraduate degree in Business Management from ESADE Barcelona.

Founder and CEO of *Infonomia*, an innovation services company and source of ideas for restless innovators since 2000. Founder, in 2009, of *Co-society*, an initiative to encourage the systematic business intersection between companies, and in 2017, of *Institute of Next*, a space to help companies think about the near future and how it will affect them.

He is a consultant for major companies and has managed over 100 projects on the creation of culture and the revitalisation of innovation teams in different types of organisations, particularly in the private sector, and has published 23 books on science, technology and innovation as driving forces in transforming companies.

Practical information

Organisation

Catalan Guild of Publishers and Editors - UPF Barcelona School of Management

Venues

Official opening (4 July 2018):

Barcelona City Hall

Debates and roundtables (5 and 6 July 2018):

UPF Barcelona School of Management

Carrer Balmes, 132-134, Barcelona

2018 Forum dates

Wednesday 4 July to Friday 6 July at noon

Held

Annually

Opening session

Wednesday 4 July, at Barcelona City Hall

Closing session

Friday 6 July, at noon, at UPF Barcelona School of Management

Speakers

Professionals from the publishing world

Attendance

Free entry, prior **registration essential**

5 July lunch

Price per person: €10. Please pay before 29 June to the account number BBVA: ES51 0182 4609 9802 0565 3206. Please indicate **Edita Lunch and the name of the person** attending, and as recipient the **Guild of Publishers and Editors**. Booking will be confirmed when we receive the payment receipt on the e-mail secretaria@editabarcelona.com

5 July dinner-experience

Price per person: €40. Please pay before 2 July to the account number BBVA: ES51 0182 4609 9802 0565 3206. Please indicate **Edita Dinner and the name of the person** attending, and as recipient the **Guild of Publishers and Editors**. Booking will be confirmed when we receive the payment receipt on the e-mail secretaria@editabarcelona.com

Attendance diploma

Information

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