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# Forum Edita

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BARCELONA

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## 4th Annual Books and Publishing Conference

«Challenges, Talent and Globalisation  
in the Publishing World»

Universitat Pompeu Fabra  
Barcelona School of Management  
3, 4 and 5 July 2019  
[www.forumedita.com](http://www.forumedita.com)

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BSM Barcelona School  
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Máster en Edición de la  
Universitat Pompeu Fabra

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## Philosophy and objectives

For the fourth 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 Forum Edita, organised by the Publisher's Association of Catalonia and the UPF Barcelona School of Management, is sponsored by Barcelona City Council and has the collaboration of EDITORS.CAT, 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: Challenges, talent and globalisation in the publishing world



### A meeting with major prescribers

The Forum Edita is a platform in which local and international experts annually debate the main challenges facing the publishing sector, with a high level professional, informative and practical approach. In this year's conference we have, among other, Carlo Feltrinelli, CEO of Gruppo Feltrinelli; Juergen Boos, President and CEO of Frankfurter Buchmesse; Rüdiger Wischenbart, Austrian publishing consultant, and the Director of the Federation of European Publishers, Anne Bergman.



### Awakening creativity, recruiting talent

Literary workshops and writing courses increasingly help potential talents to channel their literary projects, which then enrich the range of books published. We will introduce initiatives of this kind in Spanish and English.



### **Global readers, world events**

The international circulation of literature goes hand in hand with the consolidation of increasingly stronger publishing networks. We will discuss events that create a cultural community, such as the Hay Festival, and also the new forms of publishing circuits between Spain and the different American countries.



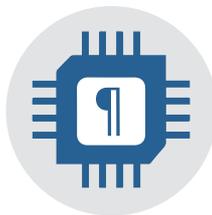
### **Writers and their publishers**

Picking up the baton from Eduardo Mendoza, Javier Cercas and Almudena Grandes, who spoke in previous forums about their relationships with the publishers of their work, Sergi Pàmies will talk about his personal experience in the publishing world.



### **How will we buy in the future?**

Throughout the world, new strategies in shops are providing successful alternatives to online shopping. How can they be applied to the world of books?.



### **The first book written by a robot**

The computers are already authors. The first book written within the parameters of artificial intelligence has recently been presented in Germany. Its creator tells us about it.

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## The organisers

### The Publisher's Association of Catalonia

Institution that embodies five centuries of Catalonia's publishing tradition. It embraces over 370 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%), non-fiction 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 25th 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 Publisher's Association of Catalonia, 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.



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# Programme

## 4th Annual Books and Publishing Conference «Challenges, Talent and Globalisation in the Publishing World»

In this fourth year we deal with new pertinent issues arising from the growing globalisation in the publishing world while introducing initiatives that, based on imagination and professional commitment, are meeting the new challenges.

### Co-direction of the Forum

**Patrici Tixis Padrosa**, President of the Publisher's Association of Catalonia,  
**Javier Aparicio Maydeu**, creator and Director of the Master in Publishing and Editing at the UPF Barcelona School of Management and  
**Sergio Vila-Sanjuán Robert**, cultural journalist and publishing historian

### Session presenter

**Toni Iturbe**, journalist and writer

## Wednesday, 3 July 2019

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UPF Barcelona School of Management (c/ Balmes, 132-134)

**6.30 pm** Registration

**7 pm** **Official opening** and welcome by the authorities and organisers

### What changes and what remains the same

**Carlo Feltrinelli** (CEO of *Gruppo Feltrinelli*)

TALKS with **Javier Aparicio Maydeu**

**Carlo Feltrinelli** is one of the current great figures in our field. At the head of the group based in Italy that bears his name, he has developed new initiatives in the field of publishing and bookshops. He is currently also the main shareholder of Anagrama, an emblematic publishing house that this year celebrates its 50th anniversary. He will talk about these issues with **Javier Aparicio Maydeu** in the opening session of the Forum.

Welcome drink

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## Thursday, 4 July 2019

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UPF Barcelona School of Management (c/ Balmes, 132-134)

### MORNING

**9 am** Registration

**9.30 am** Institutional welcome by  
**Oriol Amat** and **Patrici Tixis**

**9.40 am** Presentation of the day by **Javier Aparicio Maydeu**

**10 am** LECTURE

#### **World publishing panorama and the phenomenon of publishing concentration**

**Rüdiger Wischenbart** (publishing consultant, Vienna)

For the second consecutive year, the prestigious international trend analyst summarizes his observations on the most burning issues.

**10.30 am** LECTURE

#### **Panorama of publishing in Spain**

**Iñigo Palao** (consultant at *GfK Growth from Knowledge*)

A leading market research company's perspective of the publishing world.

**11 am** Coffee break

### **REINVENTING THE ADVENTURE OF PUBLISHING**

**11.30 am** LECTURES

**Valeria Bergalli** (Manager of *Minúscula*)

**Mathew Clayton** (publisher and writer)

**Joan Sala** (Manager of *Comanegra*)

**Jacques Testard** (Manager of *Fitzcarraldo Editions*)

The adventure of publishing entails challenges and risks but also great rewards. Four leading publishers, with different backgrounds, explain the methods they have used to establish themselves and their future prospects.

**1 pm** TALK

#### **The writer's viewpoint**

**Sergi Pàmies** (writer and translator)

talks with **Toni Iturbe**

**Sergi Pàmies**, one of the most widely read and admired writers in the current panorama, describes his long relationship with publishers from his characteristically humanistic and humoristic viewpoint.

**2 pm** End of the morning session

**2.15 pm** Cocktail lunch

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**AFTERNOON**

**4 pm** LECTURE

**The first book written by a robot**

**Henning Schoenenberger** (Product Data and Metadata Director at *Springer Nature*)

The first book written within the parameters of artificial intelligence has recently been presented in Germany. Its creator tells us about it.

**4.45 pm** ROUNDTABLE

**A debate on Copyright**

**Anne Bergman** (Director of the *Federation of European Publishers*),  
**Daniel Fernández** (President of *Edhasa* and President of *CEDRO*) and  
**Lorenzo Silva** (writer and lawyer)

The quick and endless transformation of reading habits and publishing systems makes the issue of copyright and its forms of regulation more pertinent than ever. This is debated by renowned European experts.

**5.45 pm** ROUNDTABLE

**How to lend e-books?**

**Eva Güell** (Digital Marketing and Business Director at *Anagrama*),  
**Arantza Larrauri** (Managing Director of *Librandia*) and  
**Gloria Pérez Salmerón** (President of the *International Federation of Library Associations and Institutions*)

How will libraries around the world offer digital reading? How will they compensate the publishing houses? These are crucial issues for the immediate future.

**6.30 am** Coffee break

**6.45 pm** LECTURE

**How will we buy in the future?**

**Pedro Lindsey** (lecturer in Retail Marketing and Digital Transformation at *ESCP Europe*, *Universitat Europea* and *CIS-Endicott International*, and Retail and Corporate Innovation Manager at *TRISON*)

Throughout the world, new strategies in shops are providing successful alternatives to online shopping. How can they be applied to the world of books?

DIALOGUE

**Javier Arrevola** (Managing Director of *Casa del Llibre*) and  
**Michael Busch** (Managing Director and partner of *Thalia Bücher*)

Similarities, differences and pioneering experiences of the leading German and Spanish bookshop chains.

**8 pm** End of the afternoon session

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## Friday, 5 July 2019

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UPF Barcelona School of Management (c/ Balmes, 132-134)

### MORNING

**9.15 am** ROUNDTABLE

#### **The power of international networks**

**Iolanda Batallé** (Director of *Institut Ramon Llull*),  
**Juergen Boos** (President and CEO of *Frankfurter Buchmesse*) and  
**Cristina Fuentes** (Director of the *Hay Festival of Literature & Arts*)

Moderator: **Miguel Barrero** (Corporate Managing Director at *Santillana*, President of the *Federación de Gremios de Editores de España* and President of *Liber*)

Fairs and festivals are increasingly contributing to creating international circuits on which publishers; and more and more writers, exchange experiences and establish networks that promote the reading experience. We introduce different examples.

**10.45 am** DIALOGUE

#### **The talent of recruiting talent**

**Anna Davis** (founder and Managing Director of *Curtis Brown Creative*) and

**Espido Freire** (writer and director of the *Master's in Literary Creation at the Universidad Internacional de Valencia*)

How different literary learning systems put their students in direct contact with the professional experience of publishing.

**11.45 am** Coffee break

**12 noon** LECTURE

#### **Without education there is no reading**

**Gregorio Luri** (teacher, BA in Education and PhD in Philosophy)

Education is at the root of any cultural system. If it fails, the system and the publishing world teeter. **Gregorio Luri** analyses what we need for education methods to firmly instil a love of reading.

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**12.45 pm** ROUNDTABLE

**Barcelona, capital of Latin America?**

**José Calafell** (Managing Director of *Grupo Planeta* for Latin America),

**Santiago Fernández de Caleyá** (Managing Director of *Turner Libros*) and

**Cristóbal Pera** (Publishing Director at *Vintage Español* within the *Knopf Doubleday Publishing Group* of *PRH* in the USA)

Moderator: **Juan Cruz** (publisher, journalist and writer)

Resuming an open debate in last year's Forum Edita, we analyse the capital cities with most potential in the rich broad world of publishing in Spanish.

**2 pm** **Assessment and closing of the conference,**  
by **Sergio Vila-Sanjuán**

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# Practical information

## Organisation

Publisher's Association of Catalonia - UPF Barcelona School of Management

## Venues

**Official opening** (3 July 2019):

UPF Barcelona School of Management  
Carrer Balmes, 132-134, Barcelona

**Debates and roundtables** (4 and 5 July 2019):

UPF Barcelona School of Management  
Carrer Balmes, 132-134, Barcelona

## 2019 Forum dates

Wednesday 3 July to Friday 5 July at noon

## Held

Annually

## Opening session

Wednesday 3 July, at UPF Barcelona School of Management

## Closing session

Friday 5 July, at noon, at UPF Barcelona School of Management

## Questions during the session

You can send your questions for the talks, dialogues and roundtables by email at: [preguntes@forumedita.com](mailto:preguntes@forumedita.com)

The moderator of the session will take note and pass them on to the speakers

## Streaming

All sessions will be streamed:

<http://www2.barcelonaschoolofmanagement.upf.edu/live/EDITA.aspx>

## Speakers

Professionals from the publishing world

## Attendance

Free entry, prior [registration essential](#)

## 4 July lunch

**Price per person: €10.** Please pay before 28 June to the account number BBVA: ES51 0182 4609 9802 0565 3206. Please indicate **FORUM EDITA Lunch and the name of the person attending**, and as recipient **Gremi d'Editors de Catalunya**. Booking will be confirmed when we receive the payment receipt on the e-mail [secretaria@editabarcelona.com](mailto:secretaria@editabarcelona.com)

## Attendance diploma

## Information

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## Organised by



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