

PROGRAMME/DOSSIER

3 september 2020

Forum Edita

BARCELONA

5th Annual Book and Publishing Gathering

«The book sector: up for debate.
Taking stock, and the
post-pandemic outlook»

Universitat Pompeu Fabra
Barcelona School of Management
www.forumedita.com

 GREMI D'EDITORS
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SCHOOL OF
MANAGEMENT

Máster en Edición

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Presentation

This edition of the gathering, its fifth, will address the major challenges, opportunities and problems currently facing the book and the publishing world.

This year, the health crisis spawned by Covid-19 takes centre stage, prompting us to come up with contributions and ideas on how to contend with the challenges that the coming years will bring.

Moreover, travel difficulties and restrictions, for speakers and attendees alike, have led the organisation to decide to condense the programme into a single day and to prioritise the streaming option.

Forum Edita is held in Barcelona, the international capital for publishing in Spanish and Catalan.

Organised by the Publishers Guild of Catalonia and the UPF Barcelona School of Management, Forum Edita also enjoys the sponsorship of the Barcelona City Council and the collaboration of EDITORS.CAT, CEDRO, the Ministry of Culture of the Government of Catalonia, the Spanish Ministry of Culture and the Federation of Publishers Guilds of Spain.

The organisers

The Publisher's Guild of Catalonia

An institution that spans five centuries of Catalan publishing tradition. It represents more than 370 publishers who account for 50.8% of Spain's overall publishing turnover. Its representativeness is particularly strong in areas such as literature, where it holds an 80% market share, children and young people's books (65%), general books (75%), dictionaries, encyclopaedias or comics (80%).

Some 25 publishing houses that belong to the guild have more than 120 subsidiaries or branches distributed over 30 countries in Europe, Asia and America.

In its commitment to improving and developing the trade, the Guild sponsors a broad range of professional, cultural and training activities every year.

UPF Barcelona School of Management

The prestigious Master in Publishing offered by the UPF Barcelona School of Management has just turned 25 years old. This Master is one of the world's reference points in training in the profession and it has become one of Barcelona's hallmarks of identity in publishing leadership. Over the years, it has trained several generations of professionals who now lead publishing projects in Catalonia and Spain, as well as in Latin American and Europe. Its regular collaborators, in the form of institutions and companies, include the Publishers Guild 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 world's most important Spanish book fair, and the Frankfurt Book Fair, the world's most important event.



Máster en Edición

Programme

5th Annual Books and Publishing Conference «The book sector: up for debate. Taking stock, and the post-pandemic outlook»

In this year's edition, the fifth, the health crisis spawned by Covid-19 takes centre stage, prompting us to come up with contributions and ideas on how to contend with the challenges that the coming years will bring.

Forum Co-Directors

Patrici Tixis Padrosa, chair of the Publishers Guild of Catalonia,
Javier Aparicio Maydeu, creator and director of the Master in Publishing of the UPF Barcelona School of Management and
Sergio Vila-Sanjuán Robert, cultural journalist and publishing historian

Session presenter

Toni Iturbe, journalist and writer

Thursday, 3 September 2020

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

MORNING

9:15 Words of Welcome by **Oriol Amat**,

Dean of UPF Barcelona School of Management

José Manuel Rodríguez Uribes, Minister for Culture and Sport of the Government of Spain

Joan Subirats, Deputy Mayor at Barcelona City Council. Area of Culture, Education, Science and Community

Mariàngela Vilallonga, Minister of Culture Department of the Government of Catalonia

Patrici Tixis, chair of the Publishers Guild of Catalonia and Co-Director of the Forum Edita

9:45 Presentation of the Congress by **Javier Aparicio Maydeu**,

creator, director of the Master in Publishing of the UPF Barcelona School of Management and Co-Director of the Forum Edita

ANALYSIS OF THE SITUATION

10:00 PRESENTATION

The acceleration of the trends of the pandemic

Rüdiger Wischenbart (publishing consultant)

10:30 PRESENTATION

Què ha passat en el mercat editorial a Espanya?

Iñigo Palao (consultant *GFK*)

11:00 Break

OUTLOOK: WHERE ARE WE HEADED?

THE FUTURE OF THE BOOK SECTOR AFTER COVID-19

11:15 PRESENTATIONS

The vision of the major groups

Jesús Badenes (*Grupo Planeta*) and

Núria Cabuti (*Penguin Random House Grupo Editorial*)

Literary publishing

Piero Salabè (*Carl Hanser Verlag Publishing Company*) and

Sol Salama (*Tránsito Publishing Company*)

Educational publishing

Miguel Barrero (*Grupo Santillana* and chair of the *Federation of Publishers Guilds of Spain*)

Publishing in Catalan

Montse Ayats (*Eumo Editorial* and chair of *EDITORS.CAT*)

13:30 End of the morning presentations

AFTERNOON

15:30 PRESENTATION

Distribution trends in the post-Covid-19 world

José Manuel Anta (director of the *International Publishing Distribution Association* and of *FANDE*)

16:00 DIALOGUE

Bookshops after the pandemic

M. Carme Ferrer (*Llibreria Empúries* and chair of the *Bookshop Owners Guild of Catalonia*) and

Paco Goyanes (*Cálamo Bookshop*, Zaragoza)

16:45 DIALOGUE

An American perspective

Eva Congil (*Anagrama*) and

Fernando Fagnani (*Riverside* and *Edhasa Argentina*)

17:30 Break

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- 17:45** PRESENTATION
Intellectual property in the world
Hugo Setzer (President of the *International Publishers Association-IPA*)
- 18:15** DIALOGUE
10 things about publications that will never be the same
Richard Charkin (publisher) and
Jordi Nadal (*Plataforma Editorial*)
- 18:45** **Summary of the Congress,**
by **Sergio Vila-Sanjuán**, cultural journalist,
publishing historian and Co-Director of the Forum Edita
- 19:00** **Close**

Practical info

Organisation

Publishers Guild of Catalonia · UPF Barcelona School of Management

Date of the 2020 edition

Thursday 3 September

Frequency

Annual

Speakers

Professionals from the publishing world

Attendance

Streaming, advance registration only

Information

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Organised by



Máster en Edición

With the support of:



With the collaboration of:



With the participation of:

