

PROGRAMME

6-7 September 2021

Forum Edita

BARCELONA

6th Annual Book and Publishing Gathering

«Creativity and resilience
in the book world»

Universitat Pompeu Fabra
Barcelona School of Management

www.forumedita.com

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DE GATALUNYA

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Máster en Edición

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Presentation

The sixth edition of the Edita Forum will focus on creativity, adaptation and resilience. After in 2020 we analyzed how the health crisis caused by Covid had affected the book sector, this year the debate focuses on opportunities, new ideas and future solutions for the post-pandemic period.

We will analyze the evolution of the publishing business, from European and American perspectives, the importance of large libraries as an element of urban transformation, the role of innovative bookstores, the challenge of the Spanish presence at the Frankfurt Book Fair 2022, and we will reflect on the power of stories and new literary trends.

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

6th Annual Book and Publishing Gathering «Creativity and resilience in the book world»

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

Monday 6 September, 2021

UPF Barcelona School of Management

18:00 Institutional Welcome

18:30 PRESENTATION

The future of books and publishing business

Peter Kraus vom Cleff (Chair of the *Federation of European Publishers* and)

The speaker, a key figure in European publishing, head of the influential organisation of German publishers and booksellers and future chair of the *Börsenverein des Deutschen Buchhandels*, will be addressing the challenges facing publishing at a time of major sectoral and social upheaval.

19:15 Closure of the afternoon session

Tuesday 7 September, 2021

UPF Barcelona School of Management

MORNING

9:00 Presentation of the Congress by **Javier Aparicio Maydeu**, creator and director of the Master in Publishing of the UPF Barcelona School of Management and joint-director of Forum Edita

9:30 PRESENTATIONS

The post-pandemic world

Rüdiger Wischenbart (publishing consultant)

Wischenbart, a regular at Forum Edita, analyses the most relevant trends in the recent international scenario.

The publishing market in Spain

Iñigo Palao (consultant GfK)

The book world as seen by a reference company in market research.

10:30 ROUND TABLE

Creative and resilient bookshops

Moderated by **Toni Iturbe** (journalist and writer)

Sergi Ferrer-Salat (*Finestres* Bookshop, Barcelona),

Álvaro Muñoz (*La Puerta de Tannhäuser* Bookshop, Plasencia) and

Mariña de Toro (*Numax* Bookshop, Santiago de Compostela)

The pandemic has stimulated the activity of many bookshops, which are taking on an increasingly more prominent role as proximity cultural centres. The older and consolidated *La Puerta de Tannhäuser* and *Numax* bookshops, together with the *Finestres* new-start, will be sharing their experiences.

11:15 DIALOGUE

Frankfurt 2022. The challenge facing Spanish publishing

Elvira Marco (director of the «Spain Guest of Honour Frankfurt Book Fair 2022» project, will be talking to

Sergio Vila-Sanjuán, publishing historian and joint-director of Forum Edita

Its presence as the guest country at the world's most important publishing event acts as a catalyst for numerous ongoing initiatives. The director of this ministerial and sectoral project will be expounding its general guidelines in a chat with the author of *El síndrome de Frankfurt* [The Frankfurt Syndrome].

12:00 PRESENTATION**Next Generation EU Fund: the modernisation of the publishing sector in Spain**

María José Gálvez (Director General for Books and the Promotion of Reading of Spain)

The activation of the Next Generation European Union Fund constitutes a unique and historic opportunity that will have a major impact on the publishing sector. How will this unfold? This presentation will provide us with some answers.

12:45 ROUND TABLE**The new-generation libraries and their impact on city life**

Moderated by **Lluís Agustí** (Director of the Escola de Llibreria del Gremi de Llibreters de Catalunya and the University of Barcelona)

Dirk Nijdam (Director of the *Forum Groningen*, Netherlands) and **Knut Skansen** (Library director at Deichman Bjørvika, Oslo, Norway)

Can a large library, with all the resources provided by the new technologies and an iconic architecture, transcend its initial function and become a tool of urban regeneration and a cultural tourism asset. For example, what can it provide to a city such as Barcelona? Different artists discuss this based on recent examples.

14:00 End of the morning session**AFTERNOON****16:30** PRESENTATION**The Power of Stories**

Martin Puchner (literature historian and Professor at Harvard University)

From the Epic of Gilgamesh to the adventures of Harry Potter, stories have fascinated human beings and have done it in book format. Which are the keys to this permanent and continuous fascination? We will know in the words of the author of *The Written World*, the work of reference in this subject.

17:15 DIALOGUE**Intellectual property, the fight against piracy and the SAR model**

Daniel Fernández (Chair of *CEDRO*) and **Jorge Corrales** (Director of *CEDRO*)

Debate on an endemic problem in the book sector, with the most recent insights that will allow us to look towards the future with optimism.

18:00 PRESENTATION

Latin America after the pandemic

Alberto Nadal (Senior Counselor for Spain of the *Inter-American Development Bank* and Executive Director of *BID Invest*)

18:45 ROUNDTABLE

The new boom of female Latin American narrators

Moderated by **Xavi Ayén** (journalist)

Mariana Enríquez (journalist and writer),

Fernanda Melchor (writer) and

Camila Sosa Villada (writer and actor)

The emergence of important female authors, praised by the critics and with impressive sales, has prompted some analysts to recall the boom of the 1960s. Three key players involved in this literary boom provide their own insights in a chat with a cultural journalist who is well acquainted with the topic.

19:45 **Congress take-home messages**

by **Sergio Vila-Sanjuán**, publishing historian and joint-director of Forum Edita

20:00 **Closure of the Congress**

Practical info

Organisation

Publishers Guild of Catalonia · UPF Barcelona School of Management

Dates of the 2021 edition

Monday 6 September, from 18:00 to 19:15

Tuesday 7 September, from 09:30 to 20:00

Frequency

Annual

Speakers

Professionals from the publishing world

Attendance

Streaming, by **prior registration only**

Information

secretaria@forumedita.com

@ForumEdita

#ForumEdita

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