

PROGRAMME



Forum  Edita <sup>20</sup>/<sub>22</sub>  
6 and 7 September BARCELONA

**7th Annual Book and Publishing Gathering**  
**“Transformations and driving forces  
in the book world”**

Universitat Pompeu Fabra  
Barcelona School of Management  
[www.forumedita.com](http://www.forumedita.com)



Máster en Edición

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# Programme

## 7th Annual Book and Publishing Gathering “Transformations and driving forces in the book world”

### Forum Co-Directors

**Patrici Tixis Padrosa**, President 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

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## Tuesday, 6 September 2022

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

### MORNING

**9:30 Institutional welcome** by  
**Patrici Tixis**, President of the Publishers Guild of Catalonia and  
**Oriol Amat**, Dean of the Pompeu Fabra University

Participants:

**Jordi Martí**, Sixth Deputy Mayor and director of the Area of Culture, Education, Science and Community of the Barcelona City Council, and

**Natàlia Garriga**, Autonomous Minister for Culture of the Government of Catalonia

**10:00 PRESENTATIONS**

**The publishing market in Spain**

**Ignacio López** (Head of Market Intelligence of GfK)

**Publishing in the world**

**Rüdiger Wischenbart** (publishing consultant)

**11:00 SPANISH PARTICIPATION AT FRANKFURT 2022**

PRESENTATIONS

**Organisation**

**Marifé Boix** (Vice-President Business Development in Southern Europe and Latin America in Frankfurter Buchmesse)

**Elvira Marco** (Commissioner for the participation of Spain as Guest of Honour at the Frankfurt Book Fair 2022)

CONVERSATION

**Dialogue between publishers**

**Roland Spahr** (S. Fischer Verlag) whit

**Emili Rosales** (Destino-Grup62)

**12:00 Break**

**12:30 CONVERSATION**

**Earning a living in the book world. Literary vocation and practical conditioning factors**

**Javier Gomá** (Philosopher and playwright) whit

**Sergio Vila-Sanjuán** (co-director of Forum Edita)

**13:30 End of the morning session**

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**AFTERNOON**

**16:30** ROUND TABLE

**The rise of the comic, manga and graphic novel**

Moderated by: **Jordi Canyissà** (Journalist, author and comic critic)

**Emilio Bernárdez** (Ediciones La Cúpula)

**Andreu Giménez** (Planeta Còmic)

**Óscar Valiente** (Norma Editorial)

**Alejandro M. Viturtia** (Panini)

**17:30** ROUND TABLE

**Scientific and humanistic books: the state of affairs**

Moderated by: **Javier Aparicio Maydeu** (co-director of Forum Edita)

**María Isabel Cabrera** (President of the UNE - Union of Spanish University Publishers)

**Josune García** (Ediciones Cátedra)

**Ofelia Grande de Andrés** (Ediciones Siruela)

**Montse Ingla** (Arcadia Editorial)

**18:30 THE DIGITAL TRANSFORMATION  
AND THE MODERNISATION OF THE SECTOR**

PRESENTATION

**The digital wave**

**Fernando de la Rosa Herrero** (Business Development Director and co-Founder of Foxize School)

ROUND TABLE

**The challenges facing the publishing sector**

**Aurora Cuito** (Duomo Ediciones)

**Álvaro Palau** (Arpa Editores)

**Eva Congil** (Editorial Anagrama)

**19:30 ECO-PUBLISHING AND SUSTAINABILITY  
IN THE PUBLISHING SECTOR**

PRESENTATION

**Catherine Blache** (Counsellor in International Policy to the Syndicat national de l'édition - SNE)

ROUND TABLE

**Edgar Garcia** (Institut Català de les Empreses Culturals)

**Jordi Panyella** (Institut de l'Ecoedició)

**Lorena Guerra** (FSC España)

**20:30** End of the afternoon session

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## Wednesday, 7 September 2022

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

### MORNING

**9:30** PRESENTATION

#### **The new language economy (PERTE)**

**Cristina Gallach** (Commissioner for the New Language Economy Alliance promoted by the Government of Spain)

**10:00** CONVERSATION

#### **Plan nacional del libro y la lectura de Cataluña**

**Izaskun Arretxe** (Director of the Institució de les Lletres Catalanes) whit

**Montserrat Ayats** (Coordinator of the National Book and Reading Plan)

**10:30** CONVERSATION

#### **Intellectual Property**

**Ibán García del Blanco** (Euro-MP) whit

**Daniel Fernández** (president of CEDRO)

**11:00** Break

**11:30** PRESENTATION

#### **Metaverse: A new cognitive universe**

**Silvia Leal** (International expert in technology and future trends and advisor to the European Commission)

**12:15** CONVERSATION

#### **Publishing in Brazil**

**Luiz Schwarz** (Founder of the Companhia das Letras and author) whit

**Toni Iturbe** (journalist and writer)

**13:00** PRESENTATION

**Bodour Al Qasimi** (president of the International Publishers Association)

**13:45** **Balance de las jornadas**, by

**Sergio Vila-Sanjuán**, co-director of Forum Edita

**14:00** CLOSING CEREMONY

**Miquel Iceta** (Minister for Culture and Sports of the Government of Spain)

End of the Gathering

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## Practical info

### Organisation

Publishers Guild of Catalonia · UPF Barcelona School of Management

### Dates of the 2022 edition

Tuesday 6 September and  
Wednesday 7 September

### Frequency

Annual

### Speakers

Professionals from the publishing world

### Attendance

Presential and *streaming*, by [prior registration only](#)

### Information

[secretaria@forumedita.com](mailto:secretaria@forumedita.com)

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