

PROGRAMME



Forum  Edita ²⁰/₂₂
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



Máster en Edición

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

Tuesday, 6 September 2022

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)

Moderated by: **Carles Geli** (cultural journalist)

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

AFTERNOON
16:30 ROUND TABLE

The rise of the comic, manga and graphic novel
Emilio Bernárdez (Ediciones La Cúpula)

Andreu Giménez (Planeta Cómic)

Óscar Valiente (Norma Editorial)

Alejandro M. Viturtia (Panini)

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

17:30 ROUND TABLE

Scientific and humanistic books: the state of affairs
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)

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

**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)

Gemma Xiol (Penguin Random House Grupo Editorial)

**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

Wednesday, 7 September 2022

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 Schwarcz (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

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

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