

PROGRAMME

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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  
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 GREMI D'EDITORS  
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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  
**Oriol Amat**, Dean of the Pompeu Fabra University  
**Patrici Tixis**, President of the Publishers Guild of Catalonia  
**Natàlia Garriga**, Autonomous Minister for Culture of the Government of Catalonia  
**Miquel Iceta**, Minister for Culture and Sports of the Government of Spain  
**Jordi Martí**, Sixth Deputy Mayor and director of the Area of Culture, Education, Science and Community of the Barcelona City Council
- 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**  
Moderated by: **Carles Geli** (cultural journalist)  
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**
**Emilio Bernárdez** (Ediciones La Cúpula)

**Andreu Giménez** (Planeta Cómic)

**Óscar Valiente** (Norma Editorial)

**Alejandro M. Viturtia** (Editorial 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**

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

PRESENTATION

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

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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### 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

#### National Book and Reading Plan of Catalonia

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

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

**10:45** CONVERSATION

#### Intellectual Property

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

**Daniel Fernández** (president of CEDRO and president of the Spanish Association of Publishers Guilds)

**11:15** Break

**11:45** PRESENTATION

#### Metaverse: A new cognitive universe

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

**12:30** CONVERSATION (pre-recorded)

#### Publishing in Brazil

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

**Toni Iturbe** (journalist and writer)

**13:00** Closing conversation

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

**13:30** Take-home messages, by

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

**13:45** 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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