

LIBER 2010
PROGRAMME OF ACTIVITIES
(Preliminary programme at 13 September)

Tuesday, 28th September

7 pm Official Inauguration
Place: Room 4.1 - Hall 4 of the Gran Via Venue
(Invitation required)

8 pm Liber Party
Place: Hall 1 of the Gran Via Venue
(Invitation required)

Wednesday, 29th September

8:30 am Welcome to US Librarians
Presentation of the ARS Library Award
Participants: Mr. Antonio M^a Ávila, Executive Director of the Spanish Association of Publishers Guilds (FGEE)
Mr. Mario Buisán, Chief Executive of the Spanish Office of Trade and Economy in Miami
Mr. Juan Miguel Márquez, Director of Promotion and Coordination Services of the Spanish Foreign Trade Institute (ICEX)
Organized by: Spanish Association of Publishers Guilds (FGEE)
Spanish Foreign Trade Institute (ICEX)
Spanish Office of Trade and Economy in Miami
Place: Room 4.1 – Hall 4 of the Gran Via Venue

9 am Meeting of the Ibero-American Publishers' Association (GIE)
Chairman: Mr. Oswaldo Siciliano, President of the Ibero-American Publishers' Association (GIE)
Organized by: Spanish Association of Publishers Guilds (FGEE)
Ibero-American Publishers' Association (GIE)
Place: Room 3.11 – Hall 3 of the Gran Via Venue
(Close announcement)

10 am Interview of Puerto Rican writers (video)
Organized by: Puerto Rican Delegation
Place: Booth D-489 Hall 1 of the Gran Via Venue

10:30 am Presentation

II White Book about the editorial translation in Spain

Presented by: Mr. Rogelio Blanco, General Manager of books Management, Archives and Libraries of the Ministry of Culture
Mr. Carlos Fortea, Vicepresident of ACE Traductores
Ms. M^a Teresa Gallego, President of ACE Traductores
Ms. Olivia de Miguel, Vicepresident of ACE Traductores

Organized by: ACE Traductores
Books Management, Archives and Libraries of the Ministry of Culture

Place: Room 4.3 – Hall 4 of the Gran Via Venue

11 am

Round Table

Overview of Puerto Rico's Publishing Industry

Participants: Mr. Reynaldo Alfonso, Ediciones Norte
Ms. Mercedes Gómez, Director at the Puerto Rican Culture Institute
Mr. Carlos Roberto Gómez, Isla Negra Editorial
Ms. Patricia Gutiérrez, Plaza Mayor Editorial
Mr. Elizardo Martínez, Callejón Editorial
Mr. Alfredo Torres, Bookshop La Tertulia

Moderated by: Ms. Carmen Dolores Hernández

Organized by: Puerto Rican Delegation

Place: Booth D-489 – Hall 1 of the Gran Via Venue

11:20 pm Lectures

11:20 Presentation

Presented by: Mr. Jesús Núñez, Managing director of Publicep Group

11:30 *New habits of consumption on book's world*

Participants: Mr. Javier Rodríguez-Borlad, Director I+D ITG of Tajamar

11:50 *E-Book and paper. Anticipated coexistence of both formats in a futur*

Participants: Mr. Joaquín Rodríguez, Director of the XI Master Edition of the University of Salamanca

12:10 *New ways of deal: The online shops' boom*

Participants: Casa del Libro

12:30 *Versus – Application of new technologies and traditional book*

Participants: Mr. Joan Manchado, Sales Corporate Director of Publicep Group

13:00 High quality on digital printing

Participants: Mr. Marcelo Akierman, Sales Director of Indigo Iberia Hewlett-Packard Company

Organized by: Publicep Group

Place: Booth E-511 – Hall 1 of the Gran Via Venue

- 12 pm Workshop**
Books on mobile phones: iPad, tablet PC, Android, Blackberry, intelligent phones and so on
 Organized by: Dosdoce Cultural Communication Group
 Place: Room 4.3 – Hall 4 of the Gran Via Venue
- 12 pm Presentation**
Outlook of the Contemporary Cuban Literature
 Participants: Mr. Jesús David Curbelo, Writer and representative of the Cuban Writers Association
 Mr. Daniel Antonio García, Writer and Director of the Latinamerican Literary Agency
- Presentation**
20th International Book Fair of Havana
 Organized by: Cuban Book Chamber
 Place: Room 4.2 – Hall 4 of the Gran Via Venue
- 12:30 pm Presentation**
The Bookshop Observatory 2009
 Charirman: Mr. Fernando Valverde, President of the Spanish Confederation of Booksellers' Associations (CEGAL)
 Presented by: Mr. Miquel Flamarich (BCF Consultors), coordinator of the Study
 Organized by: Spanish Confederation of Booksellers' Associations (CEGAL)
 Place: Room 4.4 – Hall 4 of the Gran Via Venue
- 12:30 pm Presentations of Books by Editorial Pasadizo**
Cruxificciones, by Eduardo Vera
5 minutos para ser infiel, by Emilio del Carril
Secuestros de papel, by Mario Santana
 Organized by: Puerto Rican Delegation
 Place: Booth D-489 – Hall 1 of the Gran Via Venue
- 1 pm Round Table**
Entre lectores – the role of social networks in promoting books
 Participants: Mr. Javier Celaya, Founding partner of Dosdoce.com
 Mr. Pablo Gavilán, Founding partner of Entrelectores.com
 Ms. Arantxa Mellado, Founding partner of Ediciona.com
 Organized by: Entrelectores.com
 Place: Room 4.3 – Hall 4 of the Gran Via Venue
- 3 pm Books Presentation**
- 3 pm** ***The Afro-Latin@Reader*** (Duke University Press) **and** ***Bugulú y Otros Guisos*** (Callejón Editorial), by Juan Flores
 Participants: Mr. José Atilés

Mr. Edgardo Rodríguez Juliá

4 pm ***El Velorio (no vela)*** (RIP Editorial), by Antonio Martorell
Participant: Mr. Antonio Martorell

Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue

4 pm **Round Table**

Academic digital edition and libraries

Participants: Ms. Victoire Chevalier, Spain Director of e-Libro
 Mr. Daniel Robledo, Manager of Ediciones Díaz de Santos
 Mr. Dídac Martínez, Coordinator of the library and the
 Publisher of the Universitat Politècnica de Barcelona
Moderator: Mr. Javier Celaya, Manager of Dosdoce Cultural
 Communication Group
Organized by: e-Libro
Place: Room 4.3 – Hall 4 of the Gran Via Venue

4 pm **Presentation**

Canons of child and teenager Latin-American literature
600 recommended books to read at school

Presented by: Ms. Margarita Eggers, Director of the Reading National Plan
 of Argentina
Participant: Ms. Graciela Bialet, Regional Coordinator of the Reading
 National Plan of Argentina
Organized by: Education Ministry of Argentina
Place: Room 4.4 – Hall 4 of the Gran Via Venue

5 pm **Presentation**

Buenos Aires World Book Capital 2011

Presented by: Ms. Josefina Delgado, Subsecretary of Culture of the
 Government of the city of Buenos Aires
Organizes: Government of the city of Buenos Aires
Place: Room 4.2 – Hall 4 of the Gran Via Venue

4 pm **Literature and Film in Puerto Rico**

4 pm Book Presentation of ***Nacimiento del Cine***
Puertorriqueño (Tiempo Nuevo Editorial)
Presented by: Mr. Claudio López

5 pm Presentation of the anthology ***Cinema Paraíso***, by Rosana
Díaz Sambrana and Patricia Tomé (Isla Negra Editorial)

6 pm Presentation of short films by Casa Cruz de la Luna,
Pepe Liboy: presencia nómada, based on his books
Cada vez te despidés mejor (Isla Negra Editorial) and

El Informe Cabrera (Concepción 8 Editorial).
Produced by Casa Cruz de la Luna

Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue

Thursday, 30th September

- 10 am** **VIII Meeting of the e-learning and the publishing sector**
Digital contents
- 10 am** **Presentation**
Current view of the e-learning sector in Spain and Latin American: Publisher sector opportunities
- Presented by: Mr. José Lozano, Director of the Spanish Association of e-learning and online Training (AEFOL)
- 10:20 am** **Conference**
The experience of a writer in the virtual world
Mr. Miquel Bonet, University Professor and author of the book "*¡Búscate la vida!*"
- 10:40 am** **Technical Seminar**
Contents in e-learning, generic or made-to-measure?
Participants: Ms. Margarita Romero, Associate Director of e-learning in ESADE
- 11:00 am** **Practical Case.**
The Experience of Grupo SM for the digital world.
The educational community moves: digital contents and participation
Participants: Mr. Óscar Fajardo, Manager of Digital Market of Grupo SM
Mr. Juan M. Núñez, Corporate TIC Director of Grupo SM
- 11:30 am** **Break**
- 11:45 pm** **Digital space and copyrights: contributions of e-learning for the publishing companies**
Participants: Mr. Jordi Herrera, Sales Director of Eureka Medio
Ms. Marie-Christine Jené, Representative Adviser of ITACA
Moderator: Mr. Pere Ll. Barberà, Vicepresident of ATI and European projects coordinator of the Universitat Autònoma de Barcelona

- 11 am Presentation**
XV Profile Study on the Book and Periodical Distribution Sector in Spain
Chariman: Mr. Carlos Simó, President of the Federation of National Associations of Publication Distributors (FANDE)
Presented by: Ms. Juana Vidal (Conecta Research & Consulting), coordinator of the Study
Organized by: Federation of National Associations of Publication Distributors (FANDE)
Place: Room 4.4 – Hall 4 of the Gran Via Venue
- 11 am Round Table**
Threats and opportunities for the publishing industry in the Digital Age
Participants: Mr. Pedro Cabiya, Writer
Mr. Edgardo Colón, Koiné Editorial
Mr. José Luis Figueroa, Tiempo Nuevo Editorial
Ms. Zuleika Pagán, Sótano Editores
Moderator: Ms. Laura Borrás, University of Barcelona
Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue
- 11 am Informative session**
Copyrights in relation to the e-Book and the role of the Spanish Reproduction Rights Center (CEDRO) in the digital scope
Participants: Mr. Antoni Comas, President of the Catalan Publishers Guild (GEC)
Ms. M^a Teresa Gallego, President of the Autonomous Translators Section of the Writers' Association (ACE-Traductores)
Mr. Guillem Jordi Graells, President of the Catalan Writers Association (AELC)
Mr. Juan Mollá, President of the Spanish Reproduction Rights Center (CEDRO)
Mr. Antonio Tello, Secretary of the Copyright Committee of the Writers' Association of Catalonia (ACEC)
Mr. Fernando Zapata, Director of the Regional Centre for Book Development in Latin America and the Caribbean (CERLALC)
Organized by: Spanish Reproduction Rights Center (CEDRO)
Place: Room 4.1 – Hall 4 of the Gran Via Venue
- 11:20 Programme of technical seminar**
- 11:20 Presentation**
Presented by: Mr. Jesús Núñez, Managing director of Publicep Group
- 11:30 *New formats: wide reality and compatibility wit the new e-readers***
Participants: Mr. Aurelio Mediguchía, Technical Director ITG of Tajamar

Participants: Ms. María Sainz, President of the Foundation of Health Education
Ms. Poppy Grijalbo, President of the Foundation Juan Grijalbo Serrés
Mr. Roberto Soto, President of ACLEBIM
Mr. Andreu Sulé, Professor of the University of Barcelona
Moderator: Mr. Rogelio Blanco, Director General of Books, Archives and Libraries of the Ministry of Culture
Organized by: Sub-Directorate General for Library Coordination of the Ministry of Culture
Place: Press Room (Big Auditorium) – Hall 1 of the Gran Via Venue

12.30 pm Lecture

The publishing brand in social networks: branding as a tool for attracting talent and readers

Participant: Ms. Arantxa Mellado, Director of Ediciona
Organized by: Ediciona
Place: Room 4.4 – Hall 4 of the Gran Via Venue

1 pm Lecture

Creation, management and consumption of digital contents to e-books and magazines using Adobe' solutions

Presented by: Mr. Miquel Bada, Marketing Director Adobe Systems Iberica
Organized by: Adobe
Place: Room 4.3 – Hall 4 of the Gran Via Venue
(Confirmation required: www.adobe.com/es/events)

1:30 pm Presentation of the Boixareu Ginesta Prize for the Bookseller of the Year: Bookshop Diego Marín from Murcia

Place: Private Room Restaurant Nucló – Hall's Entry of the Gran Via Venue

3 pm Books presentation

3 pm *¿Quién teme a la teoría? (Educación Emergente Editorial), by Lissette Rolón and Beatriz Llenín*

Participants: Mr. José Atilés
Mr. Juan Flores
Ms. Lissette Rolón

4 pm *Miss Carrusel (Sótano Publishers), by Mirna Estrella Pérez*

5 pm *Correr tras el viento (Terranova Editorial), by Elidio La Torre Lagares*

6 pm *Errores de los hombres infieles (Tiempo Nuevo Editorial), by Carlos Colón Rodríguez*

Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue

4 pm

Round Table

The digital book in the technical publications

New opportunities and challenges for publishers and bookstores

Participants : Mr. Antonio María Ávila, Executive Director of the FGEE
D. Javier Fuertes, Editorial Thomson-Reuters Aranzadi
D. Enrique Pascual, Librería Marcial Pons

Moderator: Ms. Rosalina Díaz, General Director of Wolters Kluwer Spain

Organized by: Association of Publishers of Legal Publications and the Association of Legal Publication Bookstores

Place: Room 4.3 – Hall 4 of the Gran Via Venue

4 pm

Ediciona Workshops

New Technologies applied to the Edition Job

4 pm ***The ABCs of Digitalisation: processes, formats and terminology***

5 pm ***Digital rights in contracts: guide for editors and professionals***

6 pm **Round Table:**

The possibilities of design in the digital book

Participants: Mr. Walid Hakiri, Publisher of the digital publisher Amphibia

Mr. Enric Jardí, Expert on publishing design and printing

Moderator: Ms. Arantxa Mellador, Director of Ediciona

Organized by: Ediciona

Place: Press Room (Big Auditorium)– Hall 1 of the Gran Via Venue

4 pm

Presentation

E-book loan platform for public libraries

Presented by: Ms. María Jaúdenes, Subdirector of Libraries of Madrid
Ms. M. Carme Renedo, Subdirector of Libraries of Generalitat de Catalunya

Organized by: Libraries Department of Generalitat de Catalunya

Place: Room 4.2 – Hall 4 of the Gran Via Venue

5 pm

Presentation

Innovation projects in book sales

Implementation of Improvement Projects in the Book Supply Chain (SINLI and CSL Standard)

Presented by: Mr. Marcos Casas, Computing Coordinator of Logista Libros
Mr. Daniel Oropesa, Director of Logista Libros

Mr. Juan Miguel Salvador, Bookstore Diógenes

How the distribution faces digital contents

Presented by: Ms. Ana Beneyto, President of the Catalan Guild of Publishing Distributors

Organized by: Spanish Confederation of Booksellers' Guilds and Associations (CEGAL)
Federation of National Associations of Publication Distributors (FANDE)

Place: Spanish Association of Publishers Guilds (FGEE)
Room 4.4 – Hall 4 of the Gran Via Venue

5:30 pm Round Table

Business model in e-books for libraries

Participants: , Author

Mr. Enric Faura, Director of Edi.cat

Mr. Ernest Folch, President of the Publishers Association in Catalan Language (AELLEC) and managing Director of Ara Llibres and 36L

Ms. Glòria Rius, Special Sales Manager of Grup 62

Moderator: Mr. Josep Vives, Head of the Public Reading Service of the Department of Culture and Mass Media of the Generalitat de Catalunya

Organized by: Libraries Department of Generalitat de Catalunya

Place: Room 4.2 – Hall 4 of the Gran Via Venue

8 pm

Welcome reception hosted by the Çity Hall of Barcelona

LIBER Tribute to Josep Maria Boixareu Vilaplana

Presentation of the Reading Promotion Awards to the Communications Media, in the categories:

Press: to Mr. Ignacio Bazarra, Director, and to Ms. Ana Mendoza, Editor, of the Departament of Culture and Performances of the EFE Agency

Radio: to Mr. Félix Linares and Mr. Enrique Martín, responsables of the programme *Pompas de Papel*, Radio Euskadi

Television: to Mr. Óscar López, presenter of the programme *Página 2*, TVE2

Presentation of the Award for Promoting Reading in Public Libraries to the Burgos Public Library

Place: Saló de Cent in the Çity Hall from Barcelona (Pl. Sant Jaume, 1)

(invitation required which can be collected at the Spanish Association of Publishers Guilds, Booth E-555)

Friday, 1st October

10 am Round table

Betting in favour of reading. New practices of attraction of readers in libraries.

Participants: Mr. Serfín Portillo, Coordinator of the National Reading Plan for the Libraries Services of the Regional Ministry of Culture of the Extremadura's Board
Ms. Marta Cano, Library Services Coordination Manager of the Library Management Services, Provincial Council of Barcelona
Mr. Rafael Chust, National Director of Institutions and Public Administrations, El Derecho Editores Editorial Group

Moderator: Mr. Tomás Saorín, Professor of Communication and Documentation at the University of Murcia and President of ANABAD-Murcia

Organized by: The Spanish Federation of Societies of Archivist, Librarians, Documentalist and Museology (FESABID)

Place: Room 4.4 – Hall 4 of the Gran Via Venue

10 am Interview of Puerto Rican writers (video)

Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue

10.30 am Round Table

Reception of the Universal Literature in Contemporary Spain

Presented by: Mr. Rafael Escuredo, President of Fundación Biblioteca de Literatura Universal

Participants: Mr. Luis Alberto de Cuenca, Literary Director of the Foundation of the Universal Literature Library
Mr. Manuel Pimentel, Publisher of the Collection

Organized by: Fundación Biblioteca de Literatura Universal

Place: Room 4.2 – Hall 4 of the Gran Via Venue

10.30 am Evaluation and results of Programs DILVE and Enclave

Presented by: Mr. Antonio M^a Ávila, Executive Director of the Spanish Association of Publishers Guilds (FGEE)
D^a Glòria Pérez-Salmerón, Director of the National Library of Spain

Participants: Ms. Victoire Chevalier, e-Libro España
Ms. Silvia Clamores, Grup 62
Mr. Ramiro Domínguez, Sílex Ediciones
Mr. Enric Faura, EdiCat
Mr. Francisco Javier Jiménez, Fórcola Ediciones
Mr. Luis Francisco Rodríguez, Publidisa

Organized by: Spanish Association of Publishers Guilds (FGEE)

Place: Room 4.1 – Hall 4 of the Gran Via Venue

10.30 am Presentation

Tree, Paper, Planet

Presented by: Mr. Carlos Reinoso, Director of the Spanish Association of Manufacturers of Pulp, Paper and Board Makers (ASPAPPEL)
Organized by: Spanish Association of Manufacturers of Pulp, Paper and Board Makers (ASPAPPEL)
Place: Room 4.3 - Hall 4 of the Gran Via Exhibition

10.30 am Ediciona Workshops
New Technologies applied to the Edition Job

10:30 am ***How to use Facebook to promote products and services***
Speaker: Mr. David Soler, Consultant on social Networks

11:30 am ***Twitter: How to be effective in real-time communication with customers and readers***
Speaker: Mr. Silvano Gozzer, Publisher of Grupo Santillana and publisher consultant

12:30 pm ***The power of image: tricks to promote books and video services***
Speaker: Mr. Ignasi Gerrero, Creative Director of BT Communication

Organized by: Ediciona
Place: Press Room (Big Auditorium) - Hall 1 of the Gran Via Venue

11 am Round Table
Overview of children's literature in Puerto Rico

Participants: Writers from different editorial: Bitácora, SM. Scholastic, Norte, Tiempo Nuevo and Cordillera
Ms. Esmeralda Santiago
Ms. Mayra Santos Febres
Moderator: Ms. M^a Carme Roca
Organized by: Puerto Rican Delegation
Place: Booth D-489 – Hall 1 of the Gran Via Venue

12 pm Presentation
Libraries of Barcelona, 10 years on. The future of public libraries.

Presented by: Ms. Assumpta Bailac, Manager of the Libraries of Barcelona
Organized by: City Council of Barcelona
Place: Room 4.2 - Hall 4 of the Gran Via Exhibition

12 pm Business opportunities: the rights websites
www.newspanishbooks.com - Experiences and results of promotion in the United Kingdom

Organized by: Spanish Association of Publishers Guilds (FGEE)
Spanish Foreign Trade Institute (ICEX)
Place: Room 4.3 - Hall 4 of the Gran Via Exhibition

12:30 pm Lecture

The integration of the traditional bookseller on the digital market

Presented by: Mr. José Manuel Oliveros, Director of Marketing of
Grammata
Participant: Mr. Jaime Janer
Organized by: Grammata
Place: Room 4.4 - Hall 4 of the Gran Via Exhibition

1 pm

Signing of the Iberia Carga and Iberia Pasaje agreements

Participants: Mr. Pedro de Andrés, President of the Spanish Association
of Book Chambers (FEDECALI)
Mr. Juan Ignacio Díez, Director of Iberia Carga
Mr. Javier Giménez, Chief of the Sales Unit of Iberia
Mr. Luis Carmelo Pérez, Sales Manager of the Catalonia,
Aragon and Balearic Area of Iberia

Organized by: Spanish Association of Book Chambers (FEDECALI)
Place: Room 4.5 - Hall 4 of the Gran Via Exhibition

4 pm

Panel

Puerto Rico from narrative, essay and journalism

Los Rostros de la crítica

Mr. Denis Alicea, Callejón Editorial

La Horas del Sur

Ms. Magali García Ramis

Sobre Piel y Papel

Ms. Mayra Santos Febres

Organized by: Puerto Rico Delegation
Place: Booth D-489 Hall 1 of the Gran Via Exhibition

5 pm

Presentation of the theatre collection

Las Facultades y La Mano, by Mr. Aravind Adyanthaya (Concepción 8 Editorial)

Theatre collection by Mr. Leopoldo Santiago Lavandero (Tiempo Nuevo Editorial)

Organized by: Puerto Rico Delegation
Place: Booth D-489 Hall 1 of the Gran Via Exhibition

6 pm

Round Table

Memory's Custodians: A close-up on Puerto Rican Archives

Participants: D. Julio Quirós
D. Laureano Rodríguez Liáñez
Organized by: Puerto Rico Delegation

Place: Booth D-489 Hall 1 of the Gran Via Exhibition