

LIBER 2010

PROGRAMME OF ACTIVITIES

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 Interviews to 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

Outlook of the Puerto Rican Books 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 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: ¡Pad, 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 Presentation of Pasadizo Editorial's books

Cruxificciones, from Eduardo Vera

5 minutos para ser infiel, from Emilio del Carril

Secuestros de papel, from 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** **Presentation of books at Puerto Rican's Booth**
- 3 pm** ***The Afro-Latin@Reader (Duke University Press) and Bugulú y Otros Guisos (Callejón Editorial), from Juan Flores***
Participants: Mayra Santos Febres
- 4 pm** ***El Velorio no vela (RIP Editorial), from Antonio Martorell***
Participant: Humberto Figueroa
- 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

- 5 pm Cinema and Literature in Puerto Rico**
- 5:00 pm Book presentation of *Diccionario de Anglicismos* by Amparo Morales (Editorial SM)
Presented by Jose Luis Vega**
- 6:00 Presentation of the anthology *Cinema Paraíso*, from Rosana Díaz Sambrana and Patricia Tomé (Isla Negra Editorial)**
- 6:30 pm *Pepe Liboy: nomad presence*
Presentation of the shortfilms from Pepe Liboy based in the books *Cada vez te despides mejor* (Isla Negra Editorial) y *El Informe Cabrera* (Concepción 8 Editorial) and 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
Ms. Patricia Riera, Manager of the office in Barcelona of the Spanish Reproduction Rights Center (CEDRO)

Moderator: Mr. Pere Ll. Barberà, Vicepresident of ATI-cATALONIA and European projects coordinator of the Universitat Autònoma de Barcelona

12:45 pm

Round Table

Present and future of the digital text book

Participants: Ms. Àngels Mustienes, Coordinator of Information Technology at INS Sant Just Desvern
Mr. Jaume Vicens, Director of Vicens Vives Editorial
Mr. Antonio Zabala, Director of the Institut de Recursos i Investigació per a la Formació (GRAO)

Moderator: Mr. Albert Calvet, Director of CV & A Consulting

13:50 pm

End of Session

Organized by: Association of E-learning and Online Training in Spain (AEFOL)

Place: Room 4.2 – Hall 4 of the Gran Via Venue
(registration required on www.aefol.com or info@aefol.com)

10 am

Interviews to Puerto Rican writers (video)

Organized by: Puerto Rican Delegation

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

10:15 am

Round Table

Duty libraries

Participants: Mr. Francisco Goyanes, Cálamo Infantil Bookshop
Ms. Lara Reyes, Teacher at Primary School (Badalona) and responsible of its Library
Ms. Anna Solà, Mother

Moderator: Ms. María Sánchez-Tabernero (A Mano Cultura), Coordinator of Club Kirico

Organized by: Club Kirico
Spanish Confederation of Booksellers' Associations (CEGAL)
Place: Press Room (Big Auditorium) – Hall 1 of the Gran Via
Venue

10:30 am Round Table

Books for a Good Climate

Participants: Mr. Àngel Panyella, Director of El Tinter and member of the Grup d'Ecoedició de Barcelona GEBCN
Mr. Salvador Samitier, Director of the Climate Change Office of the Generalitat de Catalunya
Mr. Miguel Ángel Soto, Responsible of forestry issues, Greenpeace-Spain
Moderator: Ms. Marta Escamilla, Environment Unity of the Technology Center Leitat

Book presentation

Els secrets de l'ecoedició (The secrets of eco edition)

Participants: Mr. Ramón Arribas, Director of the Advisory Board for the Sustainable Development, Generalitat de Catalunya
Mr. Jordi Bigues, Journalist and the book author

Organized by: Barcelona Eco-Publishing Group (GEBCN)
Place: Room 4.3 – Hall 4 of the Gran Via Venue

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

Challenges and opportunities of the publishing industry in the Digital Age

Participants: Mr. Pedro Cabiya, Writer
Mr. Edgardo Colón, Koiné 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

11:50 *E-Book' sales*
Participants: Mr. Joaquín Rodríguez, Director of the XI Master Edition of the University of Salamanca

12:10 *Traditional library adaptation to sector changes*
Participants: Mr. Javier Morote, Auzolan bookshop

12:30 *Versus – On Demand, distribution system*
Participants: Mr. Joan Manchado, Sales Corporate Director of Publicep Group

13:00 High quality on digital printing
Participants: Mr. Enric Martínez-Abarca, Director of Indigo Iberia Hewlett-Packard Company

Organized by: Publicep Group
Place: Booth E-511 – Hall 1 of the Gran Via Venue

12 pm

Lecture
Our role in front of the environment
Participants: Mr. Gilles Perrin, Marketing Responsible of Arjowiggins Graphic Iberia
Mr. Félix Romero, Responsible of the programme of Woods WWF Spain

Organized by: Arjowiggins España

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

12 pm Meeting of the Spanish Association of Cultural Magazines Publishers (ARCE)

Chairman: Mr. Manuel Ortuño, President of the Association of Cultural Magazines from Spain

Organized by: Spanish Association of Cultural Magazines Publishers (ARCE)

Place: Room 4.5 – Hall 4 of the Gran Via Venue
(Close announcement – Invitation required)

12 pm Presentation of the e-Books Library of Spanish Universities

Presented by: Mr. Francisco Beltrán, President of the Union of University Presses (UNE)

Mr. José María García, Sales Manager of Publidisa

Ms. Belén Recio, Responsible of Sales Promotion and International Extension of the Union of University Presses (UNE)

Organized by: Union of University Presses (UNE)

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

12:15 pm Round Table

The public Library in other spaces

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

2 pm **Inauguration of the Stand of Andalusia**
Organized by: Andalusia Regional Council and the Andalusian Publishers' Association
Place: Stand of Andalusia (D-469) Pavilion 1, Gran Via

3 pm **Books presentation in the Puerto Rican Booth**

3 pm ***¿Quién teme a la teoría?* (Educación Emergente Editorial), from Lissette Rolón and Beatriz Llenín**
Participants: Mr. José Atilés
 Mr. Juan Flores
 Ms. Lissette Rolón

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

5 pm **Convocados** (Editorial Koiné), by Edgardo Colón

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***

- 10 am Interviews to 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 Clameres, 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 Santillana Group and publisher consultant. Co-author of the blog: "Anatomía de la edición"
- 12:30 pm** ***The power of image: tricks to promote books and video services***

Speaker: Mr. Ignasi Gerrero, Creative Director of BT
Comunicación

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 publishers: Bitácora, SM. Scholastic,
Norte, Tiempo Nuevo and Cordillera
Ms. Esmeralda Santiago
Kalman Barcy
Isabel Arriaza
Beatriz Santiago
Nadja Busquets
Darleen Vazquez
Reynaldo Alfonzo
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

Book Presentations by Ediciones SM (Children's fiction)

Hernesto, el domador de sueños, Mayra Santos Febres

La escuelita DO-RE-Misteriosa, Isabel Arraiza Arana

Secretos de Familia, Kalman Barcy

Organized by: Puerto Rican Delegation

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

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

3 pm

Panel

Puerto Rico from the essay, narrative, sociology 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

Puerto Rican Contemporary Theatre

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

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

6 pm

Round Table

Custodios de la Memoria: An approach to the 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