



# The Markets

2016 Programme Overview  
Market Player Tables

	10:00 – 11:00	11:00 – 12:00	02:00 – 03:00	03:00 – 04:00
<b>UNITED ARAB EMIRATES</b> TABLE 1	BADR WARD Lamsa	AHMED AL AMERI Sharjah Book Authority	ALA' AL SALLAL Jamalon	ALI ALSHAALI Al Hudhud
<b>UNITED KINGDOM</b> TABLE 2	BOB JACKSON Gardners	FIONA CARR IPR License	JASON COOPER Unbound	EMMA BARNES Bibliocloud
<b>SPAIN</b> TABLE 3	—	PATXI BEASCOA Penguin Random House	JOSÉ MANUEL ANTA FANDE LUIS SOLANO Libros del Asteroide	CARLOS SAN JOSÉ Grupo Anaya
<b>PHILIPPINES</b> TABLE 4	ANDREA PASION-FLORES Jacaranda	GWENN GALVES Anvil Publishing	ANI ROSA ALMARIO Adarna House	SEGUNDO MATIAS JR. Precious Pages / Lampara
<b>POLAND</b> TABLE 5	JADWIGA JĘDRYAS Dwie Siostry	SONIA DRAGA Sonia Draga SP. Z O.O.	JAKUB ORCZYK VM.PL	MAGDALENA DĘBOWSKA Karakter / Polishrights.com
<b>FLANDERS &amp; THE NETHERLANDS</b> TABLE 6	JEF VAN DER AVOORT Squirrel	NATHAN HULL Elly's Choice	DANIËL VAN DER MEER Das Mag	EVA COSSÉE Cossee Publishing
<b>BRAZIL</b> TABLE 7	MIRIAM GABBAI Callis Editora	CLAUDIO LENSING SOMOS Educação	TOMÁS PEREIRA Editora Sextante	MARIANA WARTH Pallas Editora

## ANALYSIS STAGE

**10:00 – 10:30**  
**Status of the Publishing Industry in the UAE**  
Walid Aradi, Tahseen Consulting

**10:30 – 11:00**  
**Brexit and beyond**  
Stephen Lotinga, Publishers Association UK

**11:00 – 11:30**  
**Spain is Different (Or Not)**  
Daniel Fernández, Spanish Publishers Association

**11:30 – 12:00**  
**The Future of Copyright**  
Christopher Kenneally, Copyright Clearance Center, with: Sarah Faulder, Marcos Pereira, Rawan Dabbas

**12:00 – 12:30**  
**Philippine Book Industry: A Roadmap**  
Karina A. Bolasco, Nat'l Book Development Board

12:30 – 01:30 LUNCH

**01:30 – 02:00**  
**The Polish Book Market Needs Regulations**  
Beata Stasińska, Foksal Publishing Group

**02:00 – 02:30**  
**Key Trends in the Global Marketplace**  
Andre Breedt, Nielsen Book

**02:30 – 03:00**  
**FL/NL: Innovative window to the world**  
Rudy Vanschoonbeek, Uitgeverij Vrijdag

**03:00 – 03:30**  
**Brazil: Our Market**  
Karine Pansa, Brazilian Book Chamber (CBL)

**03:30 – 04:00**  
**Going International: Lessons Learned**  
Marlies Hebler & Jens Klingelhöfer, Bookwire

## VISION LAB

**09:30 – 10:00**  
**Keynote: The New Customer Relationship**  
Mark Allin, Wiley

**10:00 – 10:30**  
**Innovation in Creative & Cultural Industries**  
Holger Volland, Frankfurt Book Fair

**10:30 – 11:00**  
**A Vision for the Future of Publishing in the UAE**  
Bodour Al Qasimi, Kalimat

**11:00 – 11:30**  
**UK Publishing – A Creative Hub Open to All**  
Rebecca Smart, Ebury Publishing

**11:30 – 12:00**  
**Four Years from Now: Spanish Publishing in 2020**  
Javier Celaya, Dosdoce

**12:00 – 12:30**  
**Publisher's Triangle: New Business Models**  
Peter Paul van Bekkum, Mybestseller and Sweek

**01:30 – 02:00**  
**More Than Publishing: The Philippines**  
Alvin Juban, Synergy88 Digital

**02:00 – 02:30**  
**Design, Digitalise, Gamify: New Trends in Poland**  
Marcin Skrabka, Goodbooks.pl

**02:30 – 03:00**  
**Dubai a Centre for Knowledge**  
Jamal bin Huwairib, Al Maktoum Foundation

**03:00 – 03:30**  
**Renew the Book: Innovation in The Netherlands**  
Wiet de Bruijn, VBK Uitgevers

**03:30 – 04:00**  
**Migration from STM to Education in Brazil**  
Celso Kipermann, Grupo A

**04:10 – 05:00**  
**7 Player Panel Discussion**

05:00 – 06:00 COCKTAIL HOUR