

## Programme ASEAN Forum H 4.0, B 106

### **WEDNESDAY, 10 OCTOBER**

**Wed, 12-12.50 hrs.**

#### **Opening Ceremony ASEAN Forum**

Atty. Dominador D. Buhain: Publishing in ASEAN  
(History of ABPA: Its Growth and Development)

\*AVPresentation of Rex Publishing

**Wed, 14-14.50 hrs**

#### **Surviving - New Trends and Challenges in the Philippines (Content Development and Distribution in ASEAN)**

In the roadmap “Charting the Future of Books in the Philippines” one of the goals is for The Philippine Publishing to show its assets and sell rights to the world. In this panel discussion the speakers will introduce perspectives on and opportunities in the Philippine content market.

Speakers :

Mr. Jerry G. Tizon, National Book Development Board, Philippines

Ms. Danda Crimelda Buhain, Rex Publishing, Philippines

Ms. Marivie Bautista, Vicarish Publications and Trading, Philippines

Ms. Karina Bolasco, Ateneo de Manila University Press, Philippines

Moderator: Ms. Marie Michelle Kismet Uy

**Wed, 15-15.50 hrs**

#### **Indonesia: Developments After Being the First ASEAN Guest of Honour at Frankfurter Buchmesse**

Indonesia was the first South East Asian Guest of Honour at FBM in 2015. How has this helped the Indonesian publishing industry to grow? Have rights sales increased and into which regions? What can we expect from Indonesia and how can foreign publishers benefit from the developments?

Speakers:

Ms. Laura Prinsloo, National Book Committee Secretariat, Indonesia

Mr. John McGlynn, Indonesia

Mr. Nung Atasana, Borobudur Agency, Indonesia

Moderator: Ms. Claudia Kaiser

### **Wed, 16-16.50 hrs**

#### **Diversity: Religious Publishing in ASEAN**

ASEAN is a diverse region with many different religions: Christianity, Catholicism, Islam, Buddhism, and Confucianism, just to mention a few. How is this genre developing and what are in them for Western publishers?

Speakers :

Ms. Sari Meutia, Mizan Publishing House, Indonesia

Fr Julius Jose Coching, Claretian Communications, Philippines

Rev. Youssef Smyth, Kube Publishing (UK) (tbc)

Mr. Othman Mohamed, Ana Muslim

Moderator: Mr. Muhammad Fakhruddin Arrazi bin Misni

### **Wed, 17-17.50 hrs**

#### **ASEAN SPECIAL : Selling Rights to ASEAN**

The ASEAN countries buy a great amount of rights from Western publishers – for a wide range of genres. And the numbers are still on the rise. This session will focus on what you need to know in order to increase rights sales to this dynamic and growing region.

Speakers:

Ms. Sonia Santiago, Rex Publishing, Philippines

Ms. Wedha Stratesti Yudha, P. T. Gramedia , Indonesia

Ms. Kim Chongsatitwatana, Nanmee Books, Thailand

Mr. Peh Shing Woei, Shing Lee Publishers, Singapore

Moderator: Ms. Claudia Kaiser

## THURSDAY 11 OCTOBER

**Thurs 10-10.50 am**

### **New Formats and Opportunities in Educational Publishing**

Educational publishing is big in South East Asia. What does the educational publishing landscape actually look like? Which new formats are being introduced to the markets? How is print faring? How is international cooperation coming along and what are the opportunities for foreign players?

Speakers:

Ms. Danda Crimelda Buhain, Rex Publishing, Philippines

Mr. Peh Shing Woei, Shing Lee Publishers, Singapore

Ms. Marivie Bautista, Vicarish Publications and Trading, Philippines

Mr. Sum Lih Kang, Pelangi Publishing Group, Malaysia

Moderator: Ms. Jhorie Arciga

**Thurs, 11-11.50 hrs**

### **New Formats in Publishing for Children and Young Adults in ASEAN**

In most ASEAN counties we see a young, tech savvy population – and content for Children and Young adults is in great demand. What kind of formats are hip right now? Where does the content come from? How are traditional publishing companies faring in this new world?

Speakers:

Ms. Asa Montenejo, Adarna House, Philippines

Ms. Selina Lee, Scholastic Press, Singapore

Ms. Risuan Aramcharoen, Plan for Kids, Thailand

Ms. Ruth Catabijan, St. Matthews Publishing, Philippines

**Thurs, 12-12.50 hrs**

**Academic Publishing in ASEAN**

What is the market share of this genre in ASEAN? What kind of content are the players focusing on? Which formats? How far has digitization come? What are the challenges? How international are the publishers in this genre?

Speakers:

Mr. Peter Schoppert, National University of Singapore, Singapore

Ms. Trasvin Jittidecharak, Silkworm Books, Thailand

Ms. Ruth Catabijan, St. Matthews Publishing, Philippines

Dr. Neil Garcia, Ph.D, University of the Philippines Press, Philippines

Moderator: Ms. Marivie Bautista

**Thurs, 14-14.50 hrs**

**Government Support for Publishing in ASEAN**

How is the government supporting the publishing industry in the ASEAN countries? What kind of programmes are available to private sector publishers? How do government and private sector publishers cooperate – especially in the textbook sector? How do the governments in different ASEAN countries support protection of copyright? And do we see any support from the ASEAN secretariat as a whole?

Speakers :

Atty. Dominador Buhain, Rex Publishing, Philippines

Mr. Chua Hong Koon, World Scientific, Singapore

Mr. Sok Rithy, Ministry of Education, Youth and Sports, Cambodia

Mr. Myo Aung, Myanmar Publishers and Booksellers Association, Myanmar

Ms. Ma. Corazon Halili-Dichosa, Board of Investments, Philippines

Moderator: Ms. Marie Michelle Kismet Uy

**Thurs, 15-15.50 hrs**

**Mining for Gold: Literary Agenting in ASEAN**

Literary agenting is an up and coming profession in South East Asia, many authors do not know about this option. Likewise, Information about authors in South East Asia is not easily found. What is it like to mine for the bestselling stuff in South East Asia? What are the success rates to sell authors internationally? What are the challenges?

Speakers:

Ms. Jayapriya Vasudevan, Jacaranda, Singapore

Ms. Linda Lingard, Malaysia

## **Thurs, 16-16.50 hrs**

### **What Works Well in the Thai Market?**

Thailand is a market which buys a lot of rights. Is this a continuing trend? What else is hot right now on the Thai market? Which trends to watch out for? The experts will give glimpses into different parts of the markets, i.e. Children, trade, academic and education.

Speakers:

Ms. Trasvin Jittidecharak, Silkworm Books, Thailand

Ms. Suchada Sahasakul, Pass Education, Thailand

Ms Risuan Aramcharoen, Plan for Kids, Thailand

## **Thurs, 17-17.50 hrs**

### **How Publishers in ASEAN Embrace Modern Technology to Insure Survival in ASEAN**

In a competitive innovative market, publishers cannot be quick enough to implement new technology in order to make their products attractive for a target group that is controlling their private and business world with their smartphones. What makes publishers successful in this field? How did they get there?

Speakers:

Ms. Danda Crimelda Buhain, Rex Publishing, Philippines

Mr. Kelvin Yoo, Singapore Asia Publishers, Singapore (tbc)

Ms. Marivie Bautista, Vicarish Publications and Trading, Philippines

Ms. Fikri Somyadewi, Erlangga Group, Indonesia

## **FRIDAY 12 OCTOBER**

### **Fri 10-10.50 hrs**

#### **Malaysia: Recent Trends in Publishing and World Book Capital Kuala Lumpur**

While the market was difficult for the past years, things are looking up again – and it will surely help the industry that Malaysia's capital Kuala Lumpur has been chosen to be the World Book Capital in 2020.

What is happening in the market right now? Where is it going? What to watch out for?

Speakers:

Mr. Ishak Hamzah, Malaysia Book Publishers Association, Malaysia

Mr. Ian Denison, UNESCO, France

Mr. Khalid Abd. Samad, Malaysia Federal Territories, Malaysia

Moderator: Mr. Sheikh Faisal Sheikh Mansor

## **Fri 11-11.50 hrs**

### **AR, VR and Things Digital in ASEAN**

ASEAN is witnessing speedy developments in the technical sector. How can that be seen in publishing? Which new products have been developed and are going international? How are the consumers reacting? Are ebooks finally growing? Are Audiobooks on the rise as they are in the West? What can we learn from the experiences of publishers in ASEAN?

Speakers:

Mr. Gerald Cai, MXR International, Singapore

Ms. Ditta Sekar Campaka, Mizan, Indonesia

Mr. Malcolm Neil, Wattpad

Moderator: Claudia Kaiser

## **Fri 12-12.50 hrs**

### **Singapore: It's not all About Education - New Trends on the Island**

Singapore is well known for its excellent educational products in publishing. But as a market with publications in four different languages it has so much more to offer. Many world renowned festivals are staged on the island, AFCC, Singapore writers festival, just to name a few. On the other hand many bookstores had to shut their doors. What are the prospects in this market?

Speakers :

Mr. Peter Schoppert, National University of Singapore, Singapore

Mr. Kelvin Yoo, Singapore Asia Publishers, Singapore (tbc)

Mr. Jasper Tan, Educational Publishing, Singapore (tbc)

Ms. Lim Li Kok, Asiapac Books, Singapore (tbc)

## **Fri 14-14.50 hrs**

### **Publishing in Vietnam**

Vietnam is a vibrant market with government-owned as well as private publishing companies. The book fairs are popular outlets for buying books, and are well visited until late in the night. Vietnamese publishers buy rights in a big way, but not many authors or titles from Vietnam are known in the Western world. What is the country offering? Which titles are selling well? Where is the market heading?

## **Fri 15-15.50 hrs**

### **Literary Publishing in ASEAN**

While almost all well-known literary writers in the west have been translated into the languages of ASEAN and are available on most markets, we hardly know anything about authors from South East Asia, and very little is translated. What is the literary landscape looking like? What kind of literary prizes are being awarded? What are the subjects the writers are looking at nowadays?

Speakers :

Mr. Ariobimo Nusantara P. T. Gramedia, Indonesia

Mr. Dean Francis Alfar, Logik, Philippines

Mr. Hong Hoe Fang, Pagesetters, Singapore

Mr. Raman Krishnan, Silverfish Books (tbc)

Moderator: Claudia Kaiser

## **Fri 16-16.50 hrs**

### **ASEAN Creative:**

#### **New Trends in the Creative Sector in ASEAN**

Indonesia and Malaysia have government organizations supporting and promoting the Creative sector in these countries – as these are important sectors for the economy. Which new trends are we seeing in this sector? And how can the international content industry be part of this huge market?

Speakers:

Mr. Ricky Pesik, BEKRAF, Indonesia

Ms. Imelda Akmal, Imaji Publishing, Indonesia (tbc)

Mr. Hasri Hasan, Kota Buku, Malaysia

## **Fri 17-17.50 hrs**

### **ASEAN SPECIAL: Translation and Funding Initiatives in ASEAN**

The governments of ASEAN countries make efforts to promote their authors and books all over the world. What kind of incentives are they offering for international publishers interested in publishing authors and titles from ASEAN countries? Here you will find out, there might just be the incentives you have been looking for!

Speakers :

Ms. Dewi Noviamia, National Book Committee of Indonesia, Indonesia

Ms. Neni Sta. Romana, National Book Development Board, Philippines

Mr. Hasri Hasan, Kota Buku, Malaysia

Moderator: Ms. Marie Michelle Kismet Uy

## **SATURDAY 14 OCTOBER**

Sat, 14-15 hrs

### **NATIONAL BOOK DEVELOPMENT BOARD EVENT:**

#### **KOMIKS: Weapons of Information and Disinformation**

Komiks is not limited to entertainment but is also a form of popular expression and information dissemination, this is what Mr. Joson will reveal in his presentation. He will showcase past and present examples of some Komiks used as a propaganda material and present them as artifacts.

Speaker:

Mr. Rommel Joson, INK and Studio Dialogo, Philippines

More authors sessions in the making!!!