Business Ticket

Programme

Full Access. Full Service.

/ Premium Service at the Business Club
/ Networking Sessions
/ Conferences

buchmesse.de/business

#fbm18
Full Access. Full Service.

Trade visitor ticket BUSINESS

The trade visitor ticket BUSINESS is the premium option for Frankfurter Buchmesse B2B visitors. It includes early access to the fair, full access to all networking events and conferences as well as premium service at the Business Club.

Premium Service at the Business Club

The Business Club is the B2B lounge at Frankfurter Buchmesse. With the trade visitor ticket BUSINESS you can access this area any time, book table slots for meetings in a calm atmosphere, use on workstations, and have lunch or a drink at the restaurant or at the bar.

Avoid crowds and queues with early access at 8.30 am and a separate cloakroom at the Business Club.

Networking Sessions

The Business Club is also the perfect location to meet new business partners. Join one of our Ask the Expert sessions, Business Breakfasts, Networking Sessions and Get-Together at the bar to exchange ideas, learn about different industries and meet with colleagues across the world.

Conferences

Frankfurter Buchmesse starts with a pre-fair conference programme on Tuesday, 9 October, including THE MARKETS Business Club Conference, this year focusing on revenue models, and the Frankfurt Rights Meeting for rights professionals, which will focus on subscription models and markets.

After this first day, don’t miss the official Opening Ceremony with celebrities and insights about the world’s biggest media fair, Frankfurter Buchmesse.

The ticket also includes a multiple of other conferences and networking events for non-fiction editors, publishers and distributors, academic publishers, booksellers and many more.
Premium Service at the Business Club

The trade visitor ticket BUSINESS gets you in to the Business Club: the perfect environment for meetings and networking events with premium service. You can also use the workspaces to get things done in a quiet area away from the crowds.

Access the exclusive lounge atmosphere:

Meeting Area

As a Business Ticket holder you benefit from the opportunity to reserve tables in the meeting area of the Business Club for your appointments. There are tables for four or six people available. You can reserve slots for a period of 30 to max. 90 minutes. Of course, you can reserve slots for various meetings on the same day. You can bring up to three guests per meeting.

Please reserve tables for your meetings during the fair at the meeting service counter (Business Club meeting area, room Europa).

Concierge Service

The Concierge Service is always there for you during the Business Club’s opening hours. It provides you with all of the important information on Frankfurter Buchmesse, tips on events, and even restaurant recommendations in Frankfurt. We are also happy to handle small printing jobs or meeting table reservations, or introduce you to other Business Ticket holders.

If you would like to take advantage of our concierge service, please go to the reception desk at the entrance to the Business Club.

Lounge and Working Areas

Free beverages (coffee, tea and water) and Wi-Fi, workstations and lounge areas, a free buffet lunch – the Business Club is the perfect retreat for working and relaxing. At the heart of the fair, we provide a wide range of amenities to help you concentrate and be productive. You can also access the fair earlier (at 8.30 am) and use the club’s own cloakroom.

Daily buffet lunch: 12.00 am – 3.00 pm in the restaurant area of the Business Club

Free coffee, tea and water: available all day at two self-service stations.
Callisto Media began with a single, transformational idea: In a world of Big Data, a publisher should be able to predict and create, with perfect certainty, content that consumers will buy.
www.callistomedia.com

Edel publishing group is one of the largest independent book providers in Germany, with a product range from cookbooks to guidebooks and popular non-fiction books.
www.edel.com

eurosoft has been developing IT solutions for bookshops since 1995. With more than 800 customers in the EU, eurosoft is the market leader.
www.eurosoft.net/eurosoft

GRAFE UND UNZER VERLAG, a company of the Ganske Publishing Group, is one of the leading guidebook publishers in Europe.
www.graefe-und-unzer.de

At MS-Software GmbH, you will find competent partners who have been working for the publishing industry since 1986 and know what matters.
www.ms-software.de

Offset printing house. Hardcover and softcover books, magazines and catalogues. Sheet-fed and web-fed offset.
www.neografia.sk

readbox develops software solutions for business process automation in the areas of business analytics, manufacturing, sales (publishing delivery) and marketing.
www.readbox.net
### Business Club Partners 2018

#### We thank our partners

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### Business Club Ambassadors 2018

#### Meet our official Business Club Ambassadors

- **Anna Vagramova**
  East to West, Canada
  🌐 @annavagramova

- **Arpita Das**
  Yoda Press, India
  🌐 @arpitayodapress

- **Elijah Akuamoah Mensah**
  University of Professional Studies, Accra (UPSA), Ghana
  🌐 @ElijahM81874915

- **Lawrence Malu**
  Zac Ventures Inc., USA
  🌐 @LARRYMALU

- **Megan Browne**
  Comunicazione Europe, Belgium
  🌐 @mmbrowne

- **Nada Elshabrawi**
  Tanmia Bookstores and Publishing House, Egypt
  🌐 @nadaelshabrawi

- **Samar Haddad**
  Atlas Publishers, Syria
  🌐 @atlasbook

- **Tatiana Zborovskaya**
  BIZ Moskau, Russia
  🌐 @T_Zborovskaya

- **Mohammadali Shadzad**
  Soore Mehr Publisher Co, Iran
Networking Sessions

Meet new potential business partners during our matchmaking events. Get in touch with industry key players at our Ask the Expert Sessions.

Expand your network at these events:

**Business Breakfasts**
Talk with publishing experts over coffee and croissants. Breakfast in the Business Club restaurant is the perfect way to start your day.

**Matchmaking Events**
Expand your view of the business: talk with our international matchmaking experts.

**Ask the Expert**
What’s better than meeting experts? Learning from them. One of the best ways to do so is to have a personal talk in the Business Club meeting area.

**Get-Together at the Bar**
Let a successful day at Frankfurter Buchmesse end with a drink at the Business Club bar. Here your network can grow without any restrictions. In fact, the relaxed atmosphere makes it easy to meet new people.
Networking Sessions in detail

Wednesday, 10 October 2018

9.00 – 10.00 am
Business Club Restaurant, Hall 4.0
The perfect Start – the Business Breakfast

Join us for our daily Business Breakfast to kick start your day on a positive note and make the most of your productive early morning hours! Over coffee and croissants, you will get to know other inspiring professionals from the publishing industry and discuss select topics relevant to your businesses.

Pre-registration is required, seating is limited.

3.00 – 6.30 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: AR/VR

AR and VR offer countless new possibilities for storytelling, learning and user engagement. What are concrete potential applications of AR/VR in publishing? What are the key design principles for UI/UX? And how can publishers monetise their investment?

If you are an editor, publisher or business executive planning to introduce AR/VR into your operations, join Gerald Cai for a session on best practices in publishing and case studies from other industries.

Expert: Gerald Cai, MD and Co-founder, MXR International Pte Ltd, Singapore

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

3.00 – 4.30 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Innovation Processes

Richard Nash’s particular interest lies in helping publishers expand their professional horizon and revitalise their industry by adopting new media and new technologies.

Expert: Richard Nash, Strategist, Consultant and Serial Entrepreneur, USA

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

3.00 – 4.30 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Contract Check

A one-to-one consulting session on rights and licences - bring along your contracts for individual feedback.

Expert: Lynette Owen, Rights & Licences Consultant, UK

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

3.15 – 4.30 pm
Business Club Restaurant, Hall 4.0
Matchmaking: the Philippines

With a growing economy and a young, well-educated population, the Philippines are about to become a strong, global book market. Local publishing initiatives have gained momentum. The country’s educational system is expanding, and so is its need for textbooks and academic content. On the trade side, children’s and YA are the strongest segments, with domestic production in these areas increasing. More and more, publishers in the Philippines are looking for international partnership to cooperation. Take your chance and meet publishers from the Philippines with organised matchmaking in the Business Club.

7.00 – 9.00 pm
Business Club Meeting Area, Hall 4.0
Get-Together

After a long and successful day at Frankfurter Buchmesse, join us for a glass of wine and an informal get-together. Come network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.

Thursday, 11 October 2018

9.00 – 10.30 am
Business Club Restaurant, Hall 4.0
Business Breakfast: 2nd International Publishing Distribution Forum

This event will give international distributors and publishers the chance to connect and open new business channels. If you would like to grow your business, expand your network, build bridges into the future and discover new commercial opportunities, then please join us! From 10 – 14 October 2018 Frankfurt will become the world’s biggest and most international media hub where publishers, distributors, booksellers, agents, start-ups and authors meet, mingle and grow their business.

Speakers:

José Manuel Anta, Managing Director, IPDA – International Publishing Distribution Association, Spain

Katharina Ewald, Director Business Development Frankfurter Buchmesse, Germany

10.30 – 12.00 am
Business Club Meeting Area, Hall 4.0
Ask the Expert: Entering China

The Chinese publishing/content market is unique and can be characterised in many different ways. The market structure is com-
plicated, and its development is under the influence of both politics and competition. The total market volume is huge and grows continuously. The number of lifestyle bookstores is rising in mega cities while reading promotion has been declared a government policy. Digital technologies have not only put the sector under pressure but also started to reshape some of the fundamentals of the market. In this session, Yingxin Gong provides an overview of the Chinese market, its latest trends, do’s and don’ts of entering the Chinese market and more.

Expert: Yingxin Gong, Director, BIZ Beijing, China

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: How to successfully select IT Systems and reduce Risks during Implementation

25% of all IT projects fail outright. More than half of these failures are attributed to project management. Are you planning on selecting or implementing an IT system? Do you need input from mixed project teams to make the right decisions? Do you want to improve your understanding of projects and the communication between IT and your business? Then it’s time for TECHNOLOGY FIT. Whether you are thinking about a new project or going through a rough patch – let’s talk!

Expert: Sabine Schubert, Senior Consultant, Berlin Consulting

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Entering Russia

The Russian Federation was the first country in which Frankfurter Buchmesse opened a foreign information office shortly after the Perestroika. Anastasia Mlekchina has led the Moscow Book Information Centre since 2012. She has developed successful strategies to bring contemporary German literature to Russian publishers’ attention and to enhance competence development through constant exchange with foreign colleagues. The discussion will address issues of relevance to current and potential players in the Russian market.

Expert: Anastasia Mlekchina, Director, BIZ Moscow, Russia

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0

E-books and electronic publishing are an ever-growing market and vital to every publisher’s future strategy. The sector’s growth has been remarkable in the United States, and like most trends coming from the US, it is simply a matter of time before it reaches Europe and e-books begin to outsell hardcover and softcover books here as well. Meet the author of the leading law textbook on e-books and electronic publishing, Ralph Oliver Graef, who will guide you through the pitfalls of electronic publishing and provide guidance on how to ensure maximum compliance with EU and German law.

Expert: Dr. Ralph Oliver Graef, Founder & Managing Partner, Graef Rechtsanwalte, Germany

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Rights & Licenses: The Power of Online Tools

No matter what size your publishing business is, you can use technology to increase your licensing revenues. When it comes to intellectual property, whether you are selling your content on a third-party platform or implementing your own site and technology tools or rights software, there is always room to drive more revenue. Jane Tappuni can advise you on how to use technology to make more money by monetising your backlist, selling more types of IP, understanding what rights you own and using technology to optimise your rights and licensing processes to gain efficiency and ROI.

Expert: Jane Tappuni, General Manager at IPR License (consulting), UK

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

4.30 – 5.30 pm
Business Club Restaurant, Hall 4.0
Matchmaking: Printers and Publishers from Hong Kong

After taking a closer look at the Hong Kong publishing industry and its market data, attendees will have the opportunity to meet with seven to eight publishers and printers from Hong Kong for intimate one-on-one conversations.

5.30 – 6.30 pm
Business Club Meeting Area, Hall 4.0
Get-Together

After a long and successful day at Frankfurter Buchmesse, join us for a glass of wine and an informal get-together. Come network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.
Friday, 12 October 2018

9.00 – 10.00 am
Business Club Restaurant, Hall 4.0
Business Breakfast with MVB

Join us for our daily Business Breakfast to kick-start your day on a positive note and make the most of your productive early morning hours! Over coffee and croissants, you will get to know other inspiring professionals from the publishing industry and discuss select topics relevant to your businesses. On Friday you will meet the decision-makers from MVB, the leading service provider for the German book industry.

Pre-registration is required, seating is limited.

10.20 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Entering India

There are 1.3 billion people in India, served by 9,000 publishers and steadily growing book imports. There are 22 languages, spoken and read, sustaining the regional publishing in this market that is worth $6.76 billion (Nielsen, 2015). The Indian book market is the sixth largest in the world and the second largest for English language books. It is a market that the west can’t ignore, not only in terms of content, but also in innovation in the publishing services industry. Hybrid publishing with books on phone, like Juggernaut books, is leveraging the fact that India ranks top in terms of mobile data usage. Diversity is the buzz word of the season and India has a huge equity in the sphere that can be leveraged.

Expert: Prashasti Rastogi, Director, GBO New Delhi, India

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Innovations in Media Publishing. How to improve your Business Model

What are the latest trends in media publishing technology? How can you improve your business model? How can you transform your organisation for success in the digital marketplace? How can you reduce costs and raise revenues? Discuss your ideas in brief consulting sessions with Jens Löbbe, an experienced consultant and certified business model trainer.

Expert: Jens Löbbe, CEO, Argestes Managementberatung, Germany

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

10.30 am – 12.00 pm
Business Club Meeting Area, Hall 4.0
Ask the Expert: Legally compliant Online and Influencer Marketing

The labelling of influencer marketing has been on everyone’s lips since before the much-noticed and controversial decision of the Berlin Regional Court against Vreni Frost. The jurisprudence that has taken place so far and the great number of laws that have to be observed lead to great uncertainty among advertisers and influencers. But how can advertising be correctly identified as such and what is surreptitious advertising? Attorney Winterling advises influencers, as well as advertisers, and is available to answer your questions in this field.

Expert: Tilman Winterling, Lawyer, Gutsch & Schlegel, Germany

Please register for a 15-minute one-on-one conversation with our expert at the Business Club Meeting Counter.

5.30 – 6.30 pm
Business Club Meeting Area, Hall 4.0
Get-Together

After a long and successful day at Frankfurter Buchmesse, join us for a glass of wine and an informal get-together. Come network with colleagues, meet old and new friends and enjoy the relaxed atmosphere.
Conferences

Every year, new trends, products and services are envisioned in Frankfurt. Experts from more than 130 countries present their ideas and close new contracts. What are the relevant topics for 2018? Which markets are playing an important role?

Know what to expect tomorrow – today.

THE MARKETS

Now in its fourth year, the conference invites experts to showcase outstanding revenue models and share their views and knowledge of their markets to highlight opportunities for international cooperation.

Frankfurt Creative AI Conference

The first Frankfurt Creative AI Conference will take a close look at the various opportunities for the publishing industries. From creation to curation, translation to distribution, marketing and audience development, there is a lot to discover for the publishing industry.

32nd Frankfurt Rights Meeting

The conference has been the meeting place for all decision-makers in the field of rights and licenses for over 30 years. Top-class speakers offer exclusive insight into current topics and trends.

International Convention of University Presses

The International Convention is a worldwide opportunity to present and create interaction among national and regional networks of University Presses.

Frankfurt Audiobook Conference

Get insights into one of the fastest-growing segments in publishing. This half-day programme will offer expert knowledge of audiobook business models like streaming and bundling, as well as best practices and trends from markets around the world.
THE MARKETS 2018

Everything you need to know about successful Revenue Models worldwide.

Tuesday, 9 October 2018, 9.30 am – 1.00 pm,
Hall 4.0, Room Europa

Now in its fourth year as one of the leading professional events at Frankfurter Buchmesse, THE MARKETS conference will showcase outstanding revenue models from the UK, Georgia, Brazil, Sweden and Southeast Asia, spiced up with perspectives from Germany, the Netherlands, France, India, the US and China.

Detailed Programme

9.30 am
Opening
Speaker: Katja Böhne, Vice President Marketing & Communications, Frankfurter Buchmesse, Germany

9.40 am
Keynote Speech
Speaker: Charlie Redmayne, CEO, HarperCollins, UK

10.00 am
Panel Discussion
Improving Your Bottom Line: Insight on New Trends to Increase Revenue
Moderation: Porter Anderson, Editor-in-Chief, Publishing Perspectives, USA
Speakers:
/ André Brewedt, Managing Director, Nielsen Book Research International, UK
/ Andrew Albanese, Senior Writer and Features Editor, Publishers Weekly, USA
/ Kyra Dreher, Geschäftsführerin, Börsenverein des Deutschen Buchhandels, Germany
/ Pablo Laurino, Founding Director, Publica.la, Argentina
/ Jiang Yanping, CEO, Open Book, China

10.45 am
What the Future Will Bring: Introducing the Young Talent of 2018
In cooperation with leading publishing industry trade magazines, Frankfurter Buchmesse sponsors initiatives in six countries – Germany, the Netherlands, the UK, the US, China and Brazil – to support young professionals who are innovating, expanding, and bringing new ideas to the industry. The Young Talent programme is aimed at helping these publishing professionals broaden their network and share their perspectives with the larger international industry. During THE MARKETS you will have the opportunity to directly get in touch with our Young Talents 2018.
Speaker: Erin Cox, Business Development Director, Publishing Perspectives, USA

10.50 – 11.40 am
Market Player Session 1
Meet leading professionals from the UK, the Netherlands, the US and Switzerland face-to-face during our interactive matchmaking sessions.
Meet:
Sophie Jonathan, Senior Commissioning Editor Picador, UK
Market Player Table 1
Sophie Jonathan is this year’s Shooting Star winner of the Rising Stars initiative organised by the British trade magazine The Bookseller in cooperation with Frankfurter Buchmesse.

Linda van Scherrenburg, Editor, Unieboek/Het Spectrum, the Netherlands
Market Player Table 2
Linda van Scherrenburg is one of three winners of the 2018 Me naar de Messe programme organised by the General Dutch Publishers Association (Groep Algemene Uitgevers) and the Elspeet Foundation (Stichting Elspeet). She works for the Dutch publishing house Unieboek / Het Spectrum, where she specialises in children’s books.

Francesca Cavallo, Author and Founder, Timbuktu Labs, USA
Market Player Table 3
Francesca Cavallo, co-founder of Timbuktu Labs and co-creator of Good Night Stories for Rebel Girls, is the 2018 Superstar winner of the Star Watch programme organised by the US trade magazine Publishers Weekly in cooperation with Frankfurter Buchmesse.

11.00 – 11.20 am
Presentation
Building a Community of Readers: Reinventing the Book Club in Brazil
Gustavo Lembert Da Cunha, Founder of TAGLivros.com, a unique book club in Brazil which boasts more than 20,000 members, shares how he started his organisation, why readers love it so much, and how he works with publishers.
11.40 am – 12.00 pm
Market Player Session 2

Meet professionals from the UK, Georgia, China, Brazil, the Netherlands and Germany during our interactive matchmaking sessions.

Meet:
- Dong Hui, Editor, CN Booky, China
- Noemi Frontana, Junior Editor, AtlasContact, the Netherlands
- Roselinde Bouman, Editorial Assistant, Meulenhoff Boekerij, the Netherlands
- Diana Passy, Marketing Analyst, Companhia das Letras, Brazil

12.00 – 12.20 pm
Georgia – Made by Characters

“Georgia – Made by Characters” is the motto chosen by Georgia, this year’s Guest of Honour at Frankfurter Buchmesse. At THE MARKETS, we will provide an overview of the country’s publishing market and explore why publishing in Georgia is on the rise.

Speaker: Gvantsa Jobina, Chairperson, Georgian Publishers & Booksellers Association, Georgia

12.20 – 1.00 pm
Panel Discussion
Long and Short Form Content in the 21st Century

Digital publishing has changed the way readers interact with content. In this panel, we will discuss new ways editors, publishers, and writers can present information and stories to appeal to a 21st century reader. The panel will focus on serialisation, repurposing content, and repackaging.

Speakers:
- Pieter Swinkels, EVP, Publisher Relations and Content, Kobo, Canada
- Shobha Viswanath, Co-founder and Publishing Director, Karadi Tales, India
- Elena Favilli, CEO, Timbuktu Labs, USA
- Ella Balagula, EVP, Knowledge and Learning Markets, John Wiley & Sons, USA
- Moderation: Erin Cox, Business Development Director, Publishing Perspectives, USA

© Frankfurter Buchmesse
2.00 pm  Welcome

Kris Kliemann is the president of Kliemann & Company Consulting, where she advises companies on strategic approaches to licensing rights, permissions, and other copyright and intellectual property for maximum reach and revenue. Kris will guide participants through the 32nd Frankfurt Rights Meeting.

Speaker: Kris Kliemann, Rights Consultant, USA

2.05 pm  Focus on ... POLAND

Poland, Romania and Russia – our expert speakers provide facts, figures, topics and trends and offer insight into new players and current developments in their respective markets.

Subscription Models – you can look forward to a comprehensive overview: What kinds of models do exist, how do they work and which aspects must be observed by right holders?

After a short coffee break, participants will discuss what they have heard in greater depth with the speakers, international colleagues and other experts.

The networking afterwards offers the opportunity to end the day in a quiet atmosphere with a glass of wine.

Tuesday, 9 October 2018, 2.00 – 5.00 pm, Hall 4.0, Room Europa

Poland is a significant rights market for international publishers with translated titles making up almost 20% of books published in Poland – with English being the most translated language and German the second.

Dive deep into the Polish market and learn more about trends and current developments with our expert Joanna Maciuk.

Speaker: Joanna Maciuk, Editor-in-Chief Foreign Fiction Department, Prószyński Media, Poland
2.20 pm  Focus on ... ROMANIA

In Romania translations still make up more than 50% of the entire book production. Anglo-American authors dominate the translation market, while Central and East European literatures are on the rise. Discover Romania with Bogdan-Alexandru Stănescu, meet new players and gain insights into the Romanian publishing market.

Speaker:
Bogdan Stănescu, Editorial Director, Polirom Publishing House, Romania

2.35 pm  Focus on ... RUSSIA

The Russian Book Market is a very dynamic one, seemingly dominated by large publishing groups and a thriving audio business. Irina Prokhorova will lead you through the Russian publishing industry, showcasing a very active independent publishing scene as well as recent topics and trends of her markets.

Speaker:
Irina Prokhorova, Editor-in-Chief & Publisher, New Literary Observer, Russia

2.50 pm  Panel Discussion and open Q&A

Poland, Romania, Russia

Speakers:
/ Irina Prokhorova, Editor-in-Chief & Publisher, New Literary Observer, Russia
/ Joana Maciuk, Editor-in-Chief Foreign Fiction Department, Prószyński Media, Poland
/ Bogdan Stănescu, Editorial Director, Polirom Publishing House, Romania
/ Moderated by Kris Kliemann, Rights Consultant, USA

3.05 pm  Focus on ... SUBSCRIPTION MODELS (I)

Subscription Models have been around in the STM and academic publishing sector for quite some time. Huw Alexander will chronicle the developments from then till now, explain the most dominant models and provide some “lessons learned”.

Speaker:
Huw Alexander, Accessibility Consultant, UK

3.20 pm  Focus on ... SUBSCRIPTION MODELS (II)

While subscription models are old news for STM and academic publishers, they are still nascent in the trade market. Get to know the schemes and providers currently active in the European market, learn about their business models and understand what to look out for.

Speaker:
Nathan Hull, Chief Commercial and Content Officer, BookChoice, the Netherlands

3.35 pm  Focus on ... SUBSCRIPTION MODELS (II)

Suzanne Galvez will showcase the subscription models currently most dominant in the US market and point out differences and similarities between the US and the European market.

Speaker:
Suzanne Galvez, VP Content Partnerships, Findaway, USA

3.45 pm  Panel Discussion and open Q&A

Subscription Models

Speakers:
/ Huw Alexander, Accessibility Consultant, UK
/ Nathan Hull, Chief Commercial and Content Officer, BookChoice, the Netherlands
/ Suzanne Galvez, VP Content Partnerships, Findaway, USA
/ Moderated by Kris Kliemann, Rights Consultant, USA

4.00 pm  Coffee break and room change

4.15 pm  Round-table Sessions

After a short coffee break, attendees can discuss what they have heard in greater depth with the speakers, international colleagues and other experts. Besides our expert speakers, you can also join the following round-table sessions:

/ The Polish Children’s Book Market:
Izabella Kaluta, Chief Program Coordinator, Polish Book Institute, Poland

/ Audio Clinic:
Henrik Lindvall, Rights Manager, Storytel, Sweden

Jeroen Jansen, Partner & Valerijus Ostrovskis, Senior Lead Lawyer, DLA Piper, Belgium

/ Technology Clinic: “The Rights Process is Broken – Can Blockchain Fix It?”:
Jane Tappuni, General Manager, IPR License, UK

/ Copyright Clinic: with, Copyright Clearance Center, USA

4.50 pm  End of conference

Followed by a networking reception co-hosted by the Copyright Clearance Center

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Frankfurt Audiobook Conference

Tap into one of the fastest-growing segments in publishing.

Wednesday, 10 October 2018, 9.30 am – 1.00 pm, Hall 4.2, Room Dimension

Explore one of the fastest-growing segments in publishing: Audiobooks. This half-day programme will bring you expert insights into audiobook business models like streaming and bundling as well as best practices and trends from markets around the world.

Dive into the Arab market, learn more about the US and find out what works in Asia. The conference will culminate in a panel discussion about the need for more and more voice content.

Mix and mingle with the world of audio and meet:
- publishers
- distributors
- service providers
- platform providers
- licensing managers
- international business development managers

9.30 am
Welcome
Thomas Minkus, Vice President, Frankfurter Buchmesse, Germany

9.35 am
Keynote: Global View on Audio Publishing
Digitalisation has brought back audio. Michelle Cobb will give a complete overview of the most important audiobook markets and will explain what works where and why.

Speaker: Michele Cobb, Audio Publishers Association (APA), USA

10.00 am
Global Perspectives: India
The idea of reaching new readers through audiobooks has worked tremendously well on the Indian market, especially as audio easily covers various Indian languages and regions. Learn more about this thriving market and get inspired.

Speaker: Tatjana Plyuta, AST, Russia

10.20 am
From Streaming to Bundling, new Trends in Distribution
An increasingly digital world has enabled various new models of bringing audio content to its customers. John Ruhrmann will present the latest trends and solutions he is working on.

Speaker: John Ruhrmann, Director Business Relations, Bookwire, Germany

10.45 am
Global Perspectives: Russia
The rising Russian audiobook market is an overall success story. Various players have entered the market and propelled the estimated value to 500 million rubles ($8.7 million) with an overall digital market of 3.7 billion rubles ($68 million). Tatjana Plyuta will introduce the audience to the Russian audiobook market and explain its potential.

Speaker: Tatjana Plyuta, AST, Russia

11.05 am
How Penguin Random House Audio is adapting to a rapidly evolving US Market
Amanda D’Acierno shares how Penguin Random House Audio has evolved its publishing strategy and processes as a result of the US market’s continued rapid growth. In her tenure as publisher, she has overseen the expansion of Penguin Random House Audio’s list from 500 titles ten years ago to more than 1,200 titles planned for 2018, while maintaining rigorous recording standards, creating groundbreaking productions and experimenting with marketing tactics to engage readers with the audio-book format.

Speaker: Amanda D’Acierno, President and Publisher, Penguin Random House Audio, USA
Global Perspectives: the Arab World

Publishing in the Arab world has faced many difficulties in recent years. Yet one genre that continues to forge ahead is the audible format. Consuming audiobooks and short content on mobile phones suits readers in the region perfectly. Tarek El Bolbol will showcase how he conquered the diverse Arab audiobook market.

Speaker: Tarek El Bolbol, CEO and Co-Founder of Booklava, Dubai

Global Perspective: China

China’s audiobook market has witnessed rapid growth in recent years with a huge potential for future growth. There is an increased demand for good quality audio content and more and more players are entering the market. Learn more about recent developments in the Chinese audiobook market.

Speaker: Ben Yue, Commissioning Editor, CITIC Academy, China

Panel Discussion

Voice!

The shift from print to digital has fostered the development of more and more audio content and thereby changed the way people create, use and consume content. The entrance of voice services will push the changes in the publishing industries even further. This panel discussion will consider the results of the preceding presentations and take a look ahead into the future.

Speakers:
- Tarek El Bolbol, CEO and Co-Founder of Booklava, Dubai
- Amanda D’Acierno, President and Publisher, Penguin Random House Audio, US
- Ben Yue, Commissioning Editor, CITIC Academy, China
- John Ruhrmann, Director Business Relations, Bookwire, Germany

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Frankfurt Creative AI Conference

Unleashing the potential of AI for the creative industries.

**Friday, 12 October 2018, 10.00 am – 12.30 pm,**

Hall 4.2, THE ARTS+ Salon

Artificial intelligence, neural networks and deep learning are all well established in the creative industries and the publishing industry. New technologies help to analyse enormous amounts of text, images and metadata. This makes it possible to predict successful sales, generate summaries of the content of large text collections or generate automatic image descriptions. Frankfurter Buchmesse presents these new technologies and shows how the future is being shaped now.

Experience the new possibilities of artificial intelligence at Frankfurter Buchmesse. The first Frankfurt AI Conference will take a close look at the various opportunities for the publishing industries. From creation to curation, translation to distribution, marketing and audience development, there is a lot to discover for the publishing industry.

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### Detailed Programme

**10.00 am**

**Introduction into Creative AI**

Speaker: Holger Volland, Vice President, Frankfurter Buchmesse

**10.40 am**

**Augmenting Creativity with Creative AI**

Speaker: David Linderman, Executive Director Creative & Content, IBM I X + Aperto – An IBM Company

**11.00 am**

**Distribution: Predicting prices**

Speaker: Jens Klingelhofer, CEO & Co-Founder, Bookwire, Germany

**11.20 am**

**Creating Art with AI**

Speaker: Dr Ahmed Elgammal, Professor Computer Science, Rutgers University & Founder and Director, The Art and Artificial Intelligence Laboratory

**11.40 am**

Panel Discussion

**Creative AI for the publishing industry?**

Speakers:

- Colin Lovrinovic, Managing Director, Gould Finch GmbH, Germany
- Jens Klingelhofer, CEO & Co-Founder, Bookwire, Germany
- Holger Volland, Frankfurter Buchmesse, Germany
- Dr Ahmed Elgammal, Professor Computer Science, Rutgers University & Founder and Director, The Art and Artificial Intelligence Laboratory, USA
- Dr Simone Burel, Founder, LU-Linguistische Unternehmenskommunikation, Germany

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Other events on Artificial Intelligence at Frankfurter Buchmesse

**Thursday, 11 October 2018, 3.40 – 4.00 pm,**

ARTS+ Runway

Presentation and discussion

**Talking with the Deceased: Why Chatbots are the Future of Storytelling**

**Thursday, 11 October 2018, 3.40 – 4.00 pm,**

ARTS+ Runway

Presentation and discussion

**The Cultivated Machine: Will the Computer be the Next Genius?**

**Friday, 12 October 2018, 2.45 – 3.00 pm,**

ARTS+ Runway

Presentation and discussion

**Memories of the Future: Turning Cultural Heritage into an Immersive Experience.**

**Friday, 12 October 2018, 3.00 – 3.15 pm,**

ARTS+ Runway

Presentation and discussion

**Beyond the (Fourth) Wall: How Interactive Design Brings Culture to Life.**

**Friday, 12 October 2018, 3.15 – 3.30 pm,**

ARTS+ Runway

Presentation and discussion

**Opening the Ivory Tower: From Highbrow Art to Participatory Culture.**

**Friday, 12 October 2018, 3.30 – 3.45 pm,**

ARTS+ Runway

Presentation and discussion

**Augmented Perception: How Technology Will Create a New Kind of (Cultural) Audience.**
International Convention of University Presses

The networking and digitalisation forum for academic publishers.

6th Edition: The Digital Disruption: Beyond Binary - University Presses Weigh In

Saturday, 13 October 2018, 9.00 am – 2.00 pm,
Hall 4.2, Room Dimension

Since its launch at Frankfurter Buchmesse in 2013, the International Convention of University Presses has become an important annual meeting point and platform for academic publishers. Bringing together over 100 university presses from around the globe, the Convention strives to foster interaction and collaboration among national and regional networks and to provide the opportunity for attendees to discuss common issues and challenges in the realm of academic publishing.

This year’s edition’s main topic will be the impact of digitalisation on the academic publishing industry with a special focus on open access.

The schedule includes two keynote speeches and two roundtables. During the coffee break and lunch, the participants will have the chance to network.
Highlights for Trade Visitors

Wednesday, 10 October 2018

FOOD FOR THOUGHT
Academic & Business Information Stage, Hall 4.2

8.45 – 11.00 am
Exploring Timely and Trending Topics in Scholarly and Academic Publishing

Join the Society for Scholarly Publishing (SSP) and The Scholarly Kitchen (TSK) Chefs for a complimentary breakfast with a side of what’s trending in scholarly and academic publishing. In collaboration with Frankfurter Buchmesse, SSP and TSK will deliver two insightful sessions exploring forthcoming industry developments along with a look at diversity, inclusivity, and equity in scholarly communications.

8.45 – 9.30 am
Breakfast

9.00 – 10.00 am
What’s Hot and Cooking in Scholarly and Academic Publishing?

The Scholarly Kitchen Chefs (blog contributors) explore what’s next in scholarly communications and separate the hype from reality regarding forthcoming industry developments. Hear their insightful perspectives about the latest trends and potential challenges facing scholarly and academic publishers today.

10.00 – 11.00 am
Global Excellence and Diversity Showcase

Representatives from Latin America, Asia and Africa – regions that are often overshadowed in today’s Western dominated media/publishing ecosystem — will highlight success stories from their communities in the areas of authorship, publishing and metrics, innovation, and outreach. Focusing on the strengths and opportunities for scholarly publishing in their regions, the panelists will demonstrate how a globally inclusive and diverse ecosystem benefits the whole scholarly publishing community.

10.30 – 11.15 am
International Stage, Hall 5.1
Publishing Perspectives Talk
Success in Subscriptions: What It Takes To Survive

Trip Adler, co-founding CEO of San Francisco-based Scribd, looks at how his service, founded in 2007, has grown to draw more than 700,000 paying subscribers. With employees from more than 20 countries, Scribd offers content from some of the biggest publishers in the world, including Penguin Random House, Simon & Schuster, Hachette Livre, HarperCollins, and Macmillan. There was a time when the service, which provides e-books, audiobooks, and comics, was endangered and actually contracted in order to succeed. But the gamble paid off.

In this conversation with Publishing Perspectives Editor-in-Chief Porter Anderson, Adler talks about what it takes to create a viable subscription model in today’s market.

1.30 – 2.00 pm
International Stage, Hall 5.1
The Art of Non-profit Literary Publishing: Wielding the Double-Edged Sword

Learn how one successful American small literary press accomplishes both publishing an exceptional catalogue of titles while also generating donated income from multiple sources, featuring Red Hen Press publisher Kate Gale in conversation with Community of Literary Magazines and Presses executive director Jeffrey Lependorf.

2.00 – 3.00 pm
Frankfurt Pavilion, Agora
CEO TALK with John Sargent

John Sargent will be interviewed for 60 minutes by the editors of the trade publications on changing consumer habits and new international media competition around storytelling. The event will be opened by Katja Böhne, VP Marketing & Communications of Frankfurter Buchmesse, and chaired by Rüdiger Wischenbart. The CEO Talk will be presented by Livres Hebdo (France), with Bookdao (China), buchreport (Germany), PublishNews (Brazil), Publishers Weekly (USA), and the Frankfurter Buchmesse Business Club, featuring the Global Ranking of the Publishing Industry 2017.
Thursday, 11 October 2018

10.00 – 11.15 am
International Stage, Hall 5.1
Publishing Perspectives Talk
Politics and Publishing: Sensitive Topics, Fiery Emotions

In one of the most politically charged times in recent history, the autumn is set to see a plethora of political books on world markets. In this discussion with Publishing Perspectives Editor-in-Chief Porter Anderson, players in the politically relevant space look at such issues as what impact a publishing house’s political titles can have on its reputation; how authors fare in the glare of the political heat; and how political books “travel” in terms of foreign rights. Hot-button issues compete for attention, and today’s political upheavals evolve and shift with unprecedented velocity: how can publishing best capture this energy and play its role in the most important national and international debates of today?

Speakers:
/ John Sargent, CEO, Macmillan, UK
/ Rudiger Wischenbart, Owner and Founder, Content and Consulting, Austria

Friday, 12 October 2018

10.30 – 11.15 am
International Stage, Hall 5.1
Publishing Perspectives Talk
Can AR Actually Augment the Realities of Publishing?

One of the leading thinkers in Augmented Reality, Galit Ariel sits down with Publishing Perspectives Editor-in-Chief Porter Anderson to talk about whether it’s realistic to see real traction ahead for AR in publishing. Could it be a distracting novelty instead of a genuinely marketable asset to publishers and readers? The author of Augmenting Alice: The Future of Identity, Experience and Reality (BIS Publishers, 2017), Ariel brings both design thinking and brand-narrative expertise to her understanding of the potentials and the limitations. Join us for a lively, pointed conversation.

Speakers:
/ Galit Ariel, Creative Director, WondARlands, the Netherlands
/ Porter Anderson, Editor-in-Chief, Publishing Perspectives, USA

12.00 – 1.00 pm
International Stage, Hall 5.1
The Morality of Publishing

Byte The Book’s Justine Solomons will chair a panel of publishers from across the globe.

10.00 am – 12.00 pm
Room Consens (Hall 4/Level 1)
Divided we stand. Publishing at the Margins. Panel and Networking Event for Non-Fiction Editors

Sebastian Budgen, Senior Editor of Verso Books, will moderate a panel titled “Divided We Stand: Publishing at the Margins,” and lead a discussion about what it takes to publish marginalised, controversial, and political topics. This event provides a platform for editors to learn more about each other’s programmes and talk about the opportunities and challenges editors of quality nonfiction are facing today.

Speakers:
/ Andrea Pasion-Flores, General Manager, Anvil Publishing, Philippines
/ Marc Lowenthal, Acquisitions Editor, MIT Press, USA
/ Gvantsa Jobava, Chairperson, Georgian Publishers & Booksellers Association, Georgia
/ Sebastian Budgen, Senior Editor, Verso Books, UK

Saturday, 13 October 2018

10.00 am – 12.00 pm
ARTS+ Salon, Hall 4.1
Content Blockchain for the Media Industries

The Content Blockchain Project, initiated in 2016 by a consortium of publishing, law and IT-companies, is an open initiative to support the creation of a dedicated blockchain network designed for the media ecosystem. It will simplify digital content identification, license management, content distribution as well as monetisation of digital content. This event addresses innovators, executives, developers and other stakeholders of the media industry and will introduce the project’s first applications.

Speakers:
/ Titusz Pan, Director, Craft AG, Germany
/ Sebastian Posth, Founder, Posth Werk BV, Germany
Our Speakers and Experts

Anki Ahnell  
Chief Digital Officer, Bonnier AB, Sweden

Andrew Albanese  
Senior Writer and Features Editor, Publishers Weekly, USA

Huw Alexander  
Accessibility Consultant, UK

Porter Anderson  
Editor-in-Chief, Publishing Perspectives, USA

José Manuel Anta  
Managing Director, IPDA – International Publishing Distribution Association, Spain

Galit Ariel  
Creative Director, WondARlands, Canada

Anke Beck  
InTechOpen, Germany

Michael Bhaskar  
Canelo, UK

Katja Böhne  
Vice President Marketing & Communication, Frankfurter Buchmesse, Germany

Juergen Boos  
President and CEO, Frankfurter Buchmesse, Germany

Roselinde Bouman  
Editorial Assistant, Meulenhoff Boekerij, the Netherlands

Paula Bradish  
Translator, Editor, Hamburg Institute for Social Research, Germany

André Breedt  
Translator, Editor, Hamburg Institute for Social Research, Germany

Sebastian Budgen  
Senior Editor, Verso Books, UK

Dr Simone Burel  
Founder, LU-Linguistische Unternehmens-kommunikation, Germany

Gerald Cai  
MD and Co-founder, MXR International Pte Ltd, Singapore

Francesca Cavallo  
Author and Founder, Timbuktu Labs, USA

Michele Cobb  
Audio Publishers Association (APA), Audio Publishers Association (APA), USA

Erin Cox  
Business Development Director, Publishing Perspectives, US

Amanda D’Acierno  
President and Publisher, Penguin Random House Audio, USA

Arpita Das  
Publisher and Founder, Yoda Press, India

Dong Hui  
Editor, CN Booky, China

Tarek El Bolbol  
CEO and Co-Founder of Booklava, Dubai

Dr Ahmed Elgammal  
Professor of Computer Science, Rutgers University & Founder and Director, The Art and Artificial Intelligence Laboratory, Germany

Katharina Ewald  
Director Business Development, Frankfurter Buchmesse, Germany

Elena Favilli  
Author and Founder, Timbuktu Labs, USA

Alejandro Fernández  
UNEBOOK, Spain

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Junior Editor, AtlasContact, the Netherlands

Sven Fund  
Knowledge Unplatched, Germany

Suzanne Galvez  
VP, Content Partnerships, Findaway, USA

Elea Gimenez  
CSIC, Spain

Dmitry Glukhovsky  
Author, Russia

Yingxin Gong  
Director, BIZ Peking, China

Dr Ralph Oliver Graef  
Founder & Managing Partner, Graef Rechtsanwälte, Germany

Nathan Hull  
Chief Commercial and Content Officer, BookChoice, the Netherlands

Jeroen Jansen  
Partner, DLA Piper, Belgium

Gvantsa Jobava  
Chairperson, Georgian Publishers & Booksellers Association, Georgia

Sophie Jonathan  
Senior Commissioning Editor, Picador, UK

Claudia Kaiser  
Vice President, Frankfurter Buchmesse, Germany

Izabella Kaluta  
Chief Program Coordinator, Polish Book Institute, Poland

Kris Kliemann  
President, Kliemann & Company Consulting, USA

Jens Klingelhöfer  
Bookwire, Germany

Pablo Laurino  
Founding Director, Publica.la, Argentina

David Linderman  
Executive Director Creative & Content, IBM iX + Aperto – An IBM Company, Germany

Henrik Lindvall  
Rights Manager, Storytel, Sweden

Jens Löbbe  
Geschäftsführender Gesellschafter, Argestes Managementberatung, Germany

Colin Lovrinovic  
Managing Director, Gould Finch GmbH, Germany

Marc Lowenthal  
Acquisitions Editor, MIT Press, USA

Lisa Lyons  
President, Kids Can Press, Canada

Joanna Maciuk  
Editor-in-Chief Foreign Fiction Department, Prószyński Media, Poland

Anastasia Milekhina  
Director, Book Information Centre Moscow, Russia

Richard Nash  
Strategist, Consultant and Serial Entrepreneur, Cursor, USA
<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Title</th>
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<tbody>
<tr>
<td>Valerijus Ostrovskis</td>
<td>Senior Lead Lawyer, DLA Piper, Belgium</td>
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<tr>
<td>Lynette Owen</td>
<td>Freelance, Consultant, UK</td>
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<td>Titusz Pan</td>
<td>Founder and Technical Lead, Content-Blockchain Project, the Netherlands</td>
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<td>Andrea Pasion-Flores</td>
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<td>Fabrice Piault</td>
<td>Editor-in-Chief, Livres Hebdou, France</td>
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<td>Sebastian Posth</td>
<td>Founder, Posth Werk BV, Germany</td>
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<td>Irina Prokhorova</td>
<td>Editor-in-Chief &amp; Publisher, New Literary Observer, Russia</td>
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<td>Dominique Raccah</td>
<td>Publisher and CEO, Sourcebooks Inc, USA</td>
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<td>Director, German Book Office New Delhi, India</td>
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<td>Antonia Schader</td>
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<td>Justine Solomons</td>
<td>Founder, Byte The Book, UK</td>
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<td>Daniela Verón</td>
<td>UNSAM, Argentina</td>
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