

# Business Club 2017 B2B Programme

10. – 14. OCTOBER 2017

Knowledge

Networking

Inspiration

Consulting



Early Bird

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#fbm17



## Tuesday, 10 OCTOBER

| 9.00 – 13.30  
**Business Club Conference THE MARKETS**  
"Change – a 360-degree view"  
In cooperation with *Publishing Perspectives*

| 9.00 **Welcome Address**

| 9.05 **Andrew Wylie**  
The Wylie Agency, USA  
Keynote Speech

| 9.30 **Haemin Sunim**  
Zen Buddhist monk and best  
selling author, South Korea / USA  
Interview with Porter Anderson

| 10.00 **André Breedt**  
Nielsen Book Research – International, UK  
Presentation

| 10.30 **Katie Espiner**  
Orion Publishing Group, UK  
Speech

| 11.00 **Jean Mattern**  
Éditions Grasset, FR  
Interview with Olivia Snaije

| 11.30 **Ananth Padmanabhan**  
HarperCollins India, IN  
Interview with Prashasti Rastogi

| 12.00 **Arief Hakim**  
PTS Media Group, MYS  
Interview with Claudia Kaiser

| 12.30 **"Women in Publishing – breaking  
through the glass ceiling"**  
Panel with Tracey Armstrong  
(Copyright Clearance Center, USA),  
Sophie de Closets (Fayard, FR), Arpita Das  
(Yoda Press, IND), Xandra Ramos-Padilla  
(National Book Store / Anvil Publishing,  
PHL), Vicky Williams (Emerald Group /  
Research Media, UK) and Jane Tappuni  
(IPR License, UK – moderation)

| 14.00 – 17.00  
**31. Frankfurt Rights Meeting**  
"Change is the new constant: A close-up on East  
Asia, audio, and creating a buzz"

| 17.00 – 18.00  
Get-together

## Wednesday, 11 OCTOBER

| 9.00 – 10.00 **Business Breakfast**  
"Norway – Guest of Honor 2019"

| 9.30 – 10.15 **Journalist Talk**  
Juergen Boos meets ... Åsne Seierstad and  
Hans Leyendecker

| 10.00 – 11.30 **Ask the Expert**  
One-to-one consulting

| 10.30 – 11.15 **Publishing Perspectives Talk**  
"Kalimat's approach to international  
business"

| 11.30 – 12.30 **Panel**  
"Romance – where is the business?"

| 13.00 – 14.00 **Lunch Talk**  
"Eat, chat, connect!"

| 13.30 – 15.00 **Guest Event: Audible**  
"Audible Hörkompass 2017 – listening culture  
in Germany"  
Presentation and reception  
(*German speaking event*)

| 14.00 – 15.00 **CEO Talk**  
with Guillaume Dervieux (Albin Michel)  
and Carolyn Reidy (Simon & Schuster)

| 15.30 – 16.15 **Frankfurt Meets The World**  
"Are you audible in Arabic?"

| 16.00 – 17.30 **Ask the Expert**  
One-to-one consulting

| 16.15 – 17.30 **Frankfurt Meets The World**  
"South East Asia: children's book  
production and consumption"

| 17.30 – 19.00 **ALDUS Event**  
"Let your books travel. ALDUS networking  
for publishers, editors and agents"

| 17.30 – 18.30  
Get-together

## Thursday, 12 OCTOBER

| 9.00 – 10.00 **Business Breakfast**  
"Our vision for the industry:  
networking for newcomers"

| 9.00 – 14.00 **Steilvorlagen für den  
Unternehmenserfolg**  
"Digitization: redefining and  
Innovating New Businesses"  
(*German speaking event*)

| 10.00 – 11.30 **Ask the Expert**  
One-to-one consulting

| 10.30 – 11.15 **Publishing Perspectives Talk**  
"Toward a copyright manifesto for  
international publishing"

| 11.30 – 12.30 **Panel**  
"Behind closed doors – how literary  
award juries work"

| 13.00 – 14.00 **Lunch Talk**  
"Eat, chat, connect!"

| 14.00 – 14.45 **Publishing Perspectives Talk**  
"Getting the most out of publishing's content:  
the widening world of Wattpad Studios"

| 15.00 – 16.00 **Frankfurt Meets The World**  
"New trends in copyright trading in China"

| 16.00 – 17.30 **Ask the Expert**  
One-to-one consulting

| 16.30 – 17.30 **Guest Event: Bloomberg L.P.**  
"Reporting truth in the time of fake news"  
Panel and reception (*by invitation only*)

| 17.30 – 18.30  
Get-together

## Friday, 13 OCTOBER

| 9.00 – 10.00 **Business Breakfast**  
"Literary festivals: a worldwide celebration"

| 9.30 – 10.15 **Journalist Talk**  
Juergen Boos meets ... Can Dündar  
and Burhan Sönmez

| 10.00 – 11.30 **Ask the Expert**  
One-to-one consulting

| 10.00 – 14.00 **Guest Event: KOCCA**

| 10.30 – 11.00  
KOCCA Company presentation

| 11.00 – 11.45 **Panel**  
"What is Web Content?"

| 11.45 – 12.15  
Coffee break and networking

| 12.15 – 13.00 **Panel**  
"Business model of Web Content  
and its future strategy"

| 13.00 – 14.00 **Get-together**

| 15.00 – 16.00 **Guest Event: Handelsblatt Wirtschaftsclub**  
Author's talk with Ralf Dobelli  
(*German speaking event*)

| 16.00 – 18.00 **ALDUS Event**  
"ALDUS, the European Book Fair Network and  
its different approaches of literature promotion"

| 16.00 – 17.30 **Frankfurt Meets The World**  
"Brazil, a country on the move:  
innovation in publishing"

| 17.30 – 18.30  
Get-together

## Saturday, 14 OCTOBER

| 9.30 – 10.30 **Business Breakfast**  
"Paris-Frankfurt Fellows 2017 – young  
publishing talents from France and Germany"

| 11.00 – 13.00 **Workshop**  
The EMMA project: developing a content  
management and social media tool

| 17.00 – 19.00 **Guest Event: Women in the Know**  
"Chances in transition. Impulses and reflexions"  
Keynote, Panel and Get-together

| 17.30 – 18.30  
Get-together