

# UNIÓN EUROPEA

Invitada  
de Honor

20  
23

## PROFESSIONALS PROGRAMME

27  
NOV



### INTRODUCTORY SESSION: WHAT FIL CAN OFFER TO EU BOOK SECTOR PROFESSIONALS

09:30 - 10:00 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

A session for all attending professionals

Moderates: Pablo de la Vega (Mexico)



### SPEED DATING SESSIONS BETWEEN BOOK PROFESSIONALS FROM LATIN AMERICA AND THE EUROPEAN UNION

10:00 - 11:50 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

These sessions are inspired in the speed dating events, the idea is that between rights agents, editors, translators and other book professionals; they get to know each other in a few minutes, take note of the projects that interest each other and see with whom they could continue working in the future, and from there, establish relationships between cultures.

Coordinates: Renata Zamida (Slovenia), Sarahí Padilla (Mexico)



### AUDIOBOOKS ARE MEANT TO BE HEARD

12:00 - 12:50 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

Audio formats, and especially the audiobook, are becoming more and more important, and one of their most promising focuses is in the Spanish-speaking market. Therefore, publishers should include this format in their project planning. Data and experience exchange to show a way forward that expands the possibilities of audio formats.

Presented by: Kurt Thielen (Germany), Carlos Rojas (Mexico)



### INDEPENDENT PUBLISHERS CONFERENCE OPENING CEREMONY

13:00 - 13:15 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

Participants: Hugo Setzer (President of CANIEM), Carlos Armenta (CANIEM - Independents Publishers Rep), Genoveva Muñoz (CANIEM - Independents Publishers Rep), Gautier Mignot (EU Ambassador in Mexico)  
Master of ceremonies: Mariño Gonzáles



### STATE OF THE ART FOR INDEPENDENT PUBLISHING IN EU AND LATIN AMERICA

13:15 - 14:00 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

Independent publishing is one of the most important components of the publishing industry and cultural industries in general. In this first meeting we will talk about the current state, the similarities and the differences between Latin America and Europe.

Participants: Afri Aspelietter (Argentina), Elisabeth Goldrick (Ireland), Guillermo Quijas (México), Renate Punka (Latvia)

Moderator: Carlos Armenta (México)



## EU MEMBER STATES' SUPPORT PROGRAMMES FOR TRANSLATION. SOME EXAMPLES FROM THE EU

13:00 - 14:00 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participants:** Julià Florit (Institute Ramon Llull, Catalonia), Ilvi Liive (Estonian Literature Centre, Estonia), Katja Urbanija (Slovenian Book Agency, Slovenia), Diego Rodriguez (Flanders Literature, Belgium) and Agnieszka Urbanowska (The Polish Book Institute, Poland), Nicholas Roche (General director of the Bureau international de l'Édition française –BIEF, France)

**Moderator:** Renata Zamida (Slovenia)



## EU PRIZE FOR LITERATURE EUPL

14:00 - 15:00 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participants:** Walid Nabhan (Malta), Tadhg Mac Dhonnagáin (Ireland), Stravos Christodoulou (Cyprus)

**Moderator:** Jacobo Bergareche (Spain)



## READING FOR SOCIAL INCLUSION: BEST PRACTICE EXAMPLES FROM EUROPE AND LATIN AMERICA

15:30 - 16:30 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

Why children and youngsters should read and how to make books accessible and available to everyone.

**Participants:** Sofia Janssen (Finland), Barbara Pregelj (Slovenia)

**Moderator:** Martha Ibarra (Mexico)



## ENLIT NETWORK: WHO WE ARE AND HOW WE SUPPORT LITERATURE IN TRANSLATION?

15:00 - 15:50 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

ENLIT stands for the European Network for Literary Translation, which aims to develop and promote international literature and translation funding programs.

**Participants:** Agnieszka Urbanowska (The Polish Book Institute, Poland) Martin Krafl (Czech Lit, Czechia) and Julià Florit (Institute Ramon Llull, Catalonia)

**Moderator:** Sinéad Mac Aodha (Literature Ireland, Ireland, ENLIT Chair)

28  
NOV



## SPEED DATING SESSIONS BETWEEN BOOK PROFESSIONALS FROM LATIN AMERICA AND THE EUROPEAN UNION

10:00 - 12:00 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Coordinates:** Renata Zamida (Slovenia), Sarahí Padilla (Mexico)



## TRANSLATORS FROM THE EUROPEAN UNION PITCH BOOK PROPOSALS TO LAC PUBLISHERS

11:00 - 12:00 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

Four translators with four proposals from lesser-known languages to translate into Spanish, titles that are just as interesting as those we could find in some more common languages, such as English, German or French. All with the intention of putting the great Slovenian, Czech and Latvian stories on the radar.

**Participants:** Florencia Ferré, translates Slovenian to Spanish, Daniel Ordonez Franco, translates Czech to Spanish, Rafael Calvo, translates Latvian to Spanish, Agnija Anca, translates Latvian to Spanish

**Moderator:** Mercedes Guhl (Mexico)



## METADATA: THE KEY FOR MAKING BOOKS VISIBLE

12:00 - 13:00 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

Any publisher's wish is that the publication of a book is a success. To achieve this goal, books need to be found as easily as possible by booksellers and potential readers. How is this achievable in an ever-growing publishing world? What are the basic requirements of book markets around the world to increase the visibility of the publisher's catalogue and boost sales?

**Participants:** Ronald Schild (Germany), Adriana Ortega (Mexico)



## INDEPENDENT PUBLISHERS CONFERENCE. INDEPENDENT BOOK FAIRS

12:00 - 13:00 HRS

Events such as fairs and festivals of independent publishers have particularities, problems and a lot of identity.

**Participants:** Elizabeth Pérez, Irudika, Basque Country (Spain), Sylvia Vassena, Torino Book Fair (Italy), Haris Ioannides (Cyprus), Renate Punka (Latvia)

**Moderator:** Guillermo Quijas, Oaxaca Book Fair (Mexico)

★ **FROM BOOK TO SCREEN. LITERARY ADAPTATION IN LATIN AMERICAN CINEMA.**

**13:00 - 13:50 HRS**  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participants:** Edgar San Juan (Film Tank, producer of Love is Blind, adapted by Boris Vian), Higinio Paterna Sánchez (Topo Sármata Agency from Poland)  
**Moderator:** Benoit Martin

★ **A RECENT LATIN AMERICAN FENOMENON: HORROR WRITTEN BY YOUNG FEMALE AUTHORS**

**13:00 - 13:50 HRS**  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participant:** Eloísa Nava (México), Lluísa Matarrodona (México-España, Anagrama)  
**Moderator:** Sarahí Padilla

★ **EU PRIZE FOR LITERATURE EUPL**

**15:30 - 16:50 HRS**  
FIL VENUE, EU PAVILLON,  
EXPO GUADALAJARA

**Participants:** Kallia Papadaki (Greece), Tatiana Tibuleac (Romania), Jana Beňová (Slovakia)  
**Moderator:** Sarahí Padilla (Mexico)

★ **COPYRIGHT AND THE CURRENT CHALLENGES FOR PUBLISHERS IN THE EUROPEAN UNION AND LATIN AMERICA**

**16:30 - 18:00 HRS**  
FIL VENUE,  
PROFESSIONALS HALL,  
EXPO GUADALAJARA

**Participants:** María Fernanda Mendoza (Mexico), Shiran Ben Abderrazak (France, Tunisia), Daniel Benchimol (Spain)  
**Moderator:** Carlos Azorín Soriano (Mexico)  
**Presented by:** Jorge Peydro Aznar (Mexico)

★ **COPYRIGHT AS A PROMOTER OF LITERARY WORK**

**18:00 - 19:00 HRS**  
FIL VENUE,  
PROFESSIONALS HALL,  
EXPO GUADALAJARA

**Participants:** Gabriel Nieto Enrigue (Mexico), José Luis Caballero (Mexico), Quetzalli de la Concha Pichardo (Mexico)  
**Moderator:** Carlos Anaya (Mexico)

**29** ★ **INDEPENDENT PUBLISHERS CONFERENCE. MAKING TITLES FROM INDEPENDENT PUBLISHERS VISIBLE AND ACCESSIBLE**  
**NOV**

**10:00 - 10:45 HRS**  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participant:** Sara Schulz (Mexico), Bence Sárközy (Hungary), Taisiia Nakonechna (Ukraine- Belgium)  
**Moderator:** Genoveva Muñoz (Mexico)

★ **INDEPENDENT PUBLISHERS CONFERENCE. PUBLIC POLICIES AND INDEPENDENT PUBLISHING**

**10:00 - 10:45 HRS**  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

The titles produced by independent publishers address problems, content and have a special vision of seeing the world of the editors and authors who produce them; therefore, their marketing channel also has its particularities. At this meeting table these particularities will be discussed and experiences from both sides of the Atlantic will be shared.

**Participants:** Andrés Ossa Quintero (CERLALC), Rafael Escudero (Spain), Joan de Sola (Catalunya, Spain), Paola Mejía  
**Moderator:** Tomás Granados (Mexico)

★ **INTERNATIONAL FORUM OF EDITORS AND BOOK PROFESSIONALS. REGIONAL INTEGRATIONS IN THE PUBLISHING WORLD**

**11:45 - 11:30 HRS**  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participant:** Mauro Spagnol (Books-Everywhere, Italy), David Unger (Italy), Lawrence Schimel (United States)

★ **INTERNATIONAL FORUM OF EDITORS AND BOOK PROFESSIONALS. MECHANISMS AND GOOD PRACTICES FOR INCLUSIVE INTELLECTUAL PROPERTY - DISCUSSION**

**12:15 - 13:00 HRS**  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participants:** Alejandro Santiago Hernández (Spain), Programa IP Key (European Union) Manuel Guerra Zamarro (Mexico), Juan Pablo Bellini (Argentina)  
**Moderator:** Josefina Moreno (Mexico)



## SMALL AND PRECIOUS: LITERARY GEMS FROM LESSER-KNOWN EUROPEAN COUNTRIES

13:00 - 13:50 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

Europe, in its infinite offer, has countries and languages lesser known to the Latin American world, the intention of this encounter is that the editors, rights agents, translators and more book professionals; get to know the literary gems that seem hidden before our eyes, and have a great appeal for the publishing world.

**Participants:** Pavel Síbyla (Slovak Literary Centre, Slovakia), Joan de Sola (Institute Ramon Llull, Catalunya), Oliver Moystad (NORLA, Norway) and Diego Rodriguez (Flanders Literature, Belgium), Kerti Tergem (Estonian Literature Centre, Estonia)  
**Moderates:** Renata Zamida (Slovenia)



## THE BOOK MARKET IN EUROPE 2022/2023: MAIN DATA AND TRENDS

13:00 - 13:50 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

The Federation of European Publishers presents the results of its annual statistical survey of the European book market: a detailed data collected by FEP on the turnover from book sales and on the titles published by European book publishers in 2022, also looking at the evolution of formats and trade channels, and outline how main markets have performed thus far in 2023.

**Presented by:** Enrico Turrin (FEP -Federation of European Publishers, Deputy Director and Economist)



## MILAN KUNDERA LIBRARY PRESENTATION:

15:00 - 15:50 HRS  
SMALL STAGE, EU PAVILION,  
EXPO GUADALAJARA

Milan Kundera (1929-2023), the world-renowned Czech-born author who has been living in Paris, returns back to Brno and decided to donate his books and private archive to the Moravian Library MZK. On 1 April 2023, on his 94th birthday, a separate study room was opened which includes more than 3,000 copies of various editions of his books published in Czech and other 50 world languages.

**Presented by:** Tomáš Kubíček (Czech Republic)



## EU PRIZE FOR LITERATURE EUPL

15:30 - 16:50 HRS  
BIG STAGE, EU PAVILION,  
EXPO GUADALAJARA

**Participants:** Jacek Dukaj (Poland), Isabelle Wéry (Belgium), Haska Shyyan (Ukraine), Nikos Chryssos (Greece), Carolina Schutti (Austria)  
**Moderates:** Jacobo Bergareche (Spain)



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INVITADA DE HONOR A LA FERIA INTERNACIONAL DEL LIBRO  
DE GUADALAJARA, VISITE NUESTRA WEB.

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