

DOSSIER

# Edita

---

## BARCELONA

---

**Annual Publishers'  
and Editors' Forum**

«Strategies and Renewal  
in the World of Publishing»

Pompeu Fabra University.  
Barcelona School of Management.  
6, 7 and 8 July 2016

[www.editabarcelona.com](http://www.editabarcelona.com)

---

# Contents

**Philosophy and objectives** ..... page 3

**Key aspects of the project** ..... page 3

Forum of Latin American scope from Barcelona

Revolution in the sector

Cities and multiculturalism

**The organisers** ..... page 5

The Catalan Guild of Publishers and Editors

Pompeu Fabra University

**Programme** ..... page 6

**Practical information** ..... page 9

**Organised by** ..... page 10

---

---

## Philosophy and objectives

The Barcelona Edita Forum is an international annual meeting of publishers and editors that aims to be a regular platform to debate the main challenges of the sector, foster the exchange of ideas and relations between professionals from the publishing field, and consolidate the role of Barcelona as the international capital of books and publishing following its designation as UNESCO City of Literature. It also endeavours to bring together around the debating table the university students who in the immediate future will also play a key role in the development of the publishing sector.

The Barcelona Edita Forum is promoted by the Catalan Guild of Publishers and Editors and Pompeu Fabra University, sponsored by Barcelona City Council in collaboration with CEDRO, the Spanish Federation of Publishers' and Editors' Guilds, the Department of Culture of the Government of Catalonia and the Spanish Ministry of Culture.

## Key aspects of the project

### Forum of Latin American scope from Barcelona



Historically, Barcelona has been the publishing capital of the Spanish and Catalan languages and remains so in terms of turnover. This central role has greatly influenced both the cultural power of the city, a reference for Latin American writers and professionals, and its economic activity, with a wide-ranging network of publishing houses based in Barcelona and a presence throughout the Spanish-speaking world.

This strong publishing industry ranges from large groups that lead the market on both sides of the Atlantic to many small- and medium-sized companies whose international activity is a fundamental part of their business.

Barcelona is also the historical capital of publishing in Catalan, from the first publications in the 15th century to the major expansion of the Catalan Renaissance in the 19th century and its important influence today. An especially important moment for publishing in Catalan was Catalan culture's presence at the Frankfurt Book Fair 2007 as guest of honour.

This universal aspiration of Barcelona as the publishing capital of the Latin American and international world makes it the central pillar for reflection and debate. The ideal setting to annually bring together most of the professionals involved in the value chain of the book industry and to analyse and share challenges from a global perspective with a major focus on Latin America.



## Revolution in the sector

We can say that in the last five centuries, the book sector has undergone continuous transformation. However, at present it is experiencing a real revolution. Technological advances, especially in the digital field, new forms of reading or changes in the field of distribution are creating both exciting expectations and uncertainties.

All over the world, big groups and small and innovative publishing companies are developing imaginative strategies to challenge these uncertainties and consolidate the role of books and reading – as well as the cultural industry encompassing them – in the 21st century panorama. The Barcelona Edita Forum will be the ideal framework for professionals to share all these experiences.



## Cities and multiculturalism

The incorporation of Barcelona in the UNESCO Literature Cities Network highlights the decisive role of cities within the current development of culture, an issue that this international organisation always emphasises in its reports.

The Barcelona Edita Forum will debate this issue by analysing the contacts, partnerships and initiatives that our city can establish with other cities in the network.

Similarly, the Forum will explore issues such as the possibility of sharing policies to promote reading and citizen participation in cultural matters between like-minded cities.

Barcelona, along with being the publishing capital of Spanish, also of course holds this position for the Catalan language. The UNESCO network will enable the Catalan book sector to establish links with similar publishing sectors working for comparable markets.

---

## The organisers

### The Catalan Guild of Publishers and Editors

Institution that embodies five centuries of Barcelona's publishing tradition. It embraces more than 200 publishing companies with 48.3% of the total Spanish publishing business volume. It is particularly representative in fields such as literature, with a market share of 80%, books for children and young people (65%), educational books (77%), dictionaries, encyclopaedias or comics (75%).

Around 25 publishing houses in the guild have over 120 subsidiaries or branches in approximately thirty countries in Europe, Asia and America.

Committed to the improvement and development of the sector, the Guild currently supports a wide range of professional and cultural activities.

### Pompeu Fabra University

Pompeu Fabra University's prestigious Master in Publishing and Editing is now in its 20th year. This master is one of the major international references for training in the profession and has become one of Barcelona's hallmarks in the field of publishing leadership. In this period, it has trained several generations of professionals who are today responsible for publishing projects in Catalonia, Spain, Latin America and Europe. Notable among the institutions and companies that regularly contribute to it are the Catalan Guild of Publishers and Editors, the Grupo Planeta, the Penguin Random House group, Anagrama, CEDRO, La Central, RBA, Google, Cayfosa or the Guadalajara International Book Fair (Mexico), the most important fair of the sector in Spanish, and the Frankfurt Book Fair, the most important in the world.



**Máster en Edición de la  
Universitat Pompeu Fabra**

---

## Programme

### Annual Publishers' Forum: «Strategies and Renewal in the World of Publishing»

#### Forum co-direction

Javier Aparicio Maydeu, Patrici Tixis Padrosa and Sergio Vila-Sanjuán

#### Session leader

Toni Iturbe, journalist and writer

## Wednesday, 6 July 2016

---

Barcelona City Hall

#### 7 pm Official opening

Welcome by the authorities and organisers

#### CHALLENGES AND OPPORTUNITIES IN THE WORLD OF BOOKS

Lecture by **José Creuheras**, Chairman of the *Grupo Planeta*

## Thursday, 7 July 2016

---

Pompeu Fabra University. Barcelona School of Management (C. Balmes, 132-134)

### MORNING

**8.45 am** Registration

**9.30 am** Welcoming words and explanation of the sessions by **Javier Aparicio Maydeu**, creator and head of the Master in Publishing and Editing at the *UPF Barcelona School of Management*, professor and Delegate of Culture at Pompeu Fabra University

#### 10 am OPENING SESSION

Talk between **Richard Charkin**, Executive Director of *Bloomsbury* and President of the *International Publishers' Association (IPA)*, and **Daniel Fernández**, Managing Director of *Edhasa* and President of the *Federación de Gremios de Editores de España*

---

---

## ROUNDTABLES

### 10.45 am NEW EDITORS, NEW TASTES

**Laura Huerga** (*Raig Verd Editorial*), **Jan Martí** (*Blackie Books*), **Jordi Nadal** (*Plataforma Editorial*) and **Laura Sandoval** (*Hoja de Lata*)

### 12 noon IN CATALAN AND IN SPANISH: HISTORICAL EXCHANGES AND FUTURE PLANS

**Maria Bohigas** (*Club Editor*), **Albert Pèlach** (*Enciclopèdia Catalana*) and **Emili Rosales** (*Grup 62*)

### 1.15 pm PUBLISHING BIODIVERSITY AND UNESCO CREATIVE CITIES

**Marina Espasa**, Coordinator of *Barcelona Ciutat de la Literatura UNESCO*, **Sean O'Keefe** (*Liberties Press*, Dublin) and **Ron Grosset** (*Geddes & Grosset Waverley Books*)

**2.15 pm** End of morning session

## AFTERNOON

### 4.15 pm THE NEW PUBLISHING MIDDLE CLASS

**Ofelia Grande** (*Ediciones Siruela*), **Joaquim Palau** (*Arpa Editorial*) and **Blanca Rosa Roca** (*Roca Editorial de Libros*)

### 5.30 pm EDITORS AND AGENTS, DANGEROUS LIAISONS?

**Glòria Gutiérrez** (*Carmen Balcells Agencia Literaria*), **Sigrid Kraus** (*Ediciones Salamandra*), **Claudio López Lamadrid** (*Penguin Random House Grupo Editorial*) and **Anna Soler Pont** (*Pontas Agency*)

### 6.30 pm BOOKS FOR CHILDREN AND YOUNG PEOPLE: HOW TO CAPTURE NEW READERS

**Francisco Antón** (*Editorial Vicens Vives*), **Reina Duarte** (*Grupo Edebé*, President of the *Consell Català del Llibre Infantil i Juvenil* and representative at the *OEPLI* and the *IBBY*), **Luis Zandrera** (*Editorial Juventud*) and **Gabriel Brandariz** (*Grupo SM*)

**7.45 pm** End of afternoon session

**8.30 pm** Refreshments with the lecturers, participants and students

---

---

## Friday, 8 July 2016

---

Pompeu Fabra University. Barcelona School of Management (C. Balmes, 132-134)

### MORNING

**9.30 am PUBLISHING, SOCIETY AND POLITICS**

**Miguel Aguilar** (*Editorial Debate*), **Valeria Ciompi** (*Alianza Editorial*) and **Joan Tarrida** (*Galaxia Gutenberg*)

**10.45 am LITERARY PUBLISHING AND READING  
RECOMMENDATIONS. THE INTANGIBLE  
OF THE PUBLISHING HOUSES**

**Jorge Herralde** (*Anagrama Editorial*), **Sandra Ollo** (*Edicions dels Quaderns Crema-Acantilado*) and **Luis Solano** (*Libros del Asteroide*)

**12 noon COPYRIGHT AND CONTENTS PROTECTION**

**Jesús Badenes** (*Grupo Planeta*), **Núria Cabutí** (*Penguin Random House Grupo Editorial*), **Luis Collado** (*Google*) and a representative of the *Asociación Española de Anunciantes*

**1.15 pm Institutional closing**

**1.30 pm ASSESSMENT OF THE CONFERENCE,**

by **Sergio Vila-Sanjuán**, culture journalist, publishing historian and editor of *La Vanguardia's* supplement *Cultura/s*



---

# Practical information

## Organisation

Catalan Guild of Publishers and Editors - Pompeu Fabra University

## Place

**Official opening** (6 July 2016):

Barcelona City Hall

**Debates and roundtables** (7 and 8 July 2016)

Pompeu Fabra University.

Barcelona School of Management

Carrer Balmes, 132-134, Barcelona

## 2016 Forum dates

Wednesday 6 July to Friday 8 July at midday

## Held

Annually

## Opening session

Wednesday 6 July, at Barcelona City Hall

## Closing session

Friday 8 July, at midday, at Pompeu Fabra University

## Speakers

Professionals from the publishing and editing world

## Attendance

Free entry, prior **registration essential**

## Attendance diploma

## Information

Tel. (+34) 93 295 60 17

[secretaria@editabarcelona.com](mailto:secretaria@editabarcelona.com)

[comunicacio@editabarcelona.com](mailto:comunicacio@editabarcelona.com)

[@editaBCN](https://twitter.com/editaBCN) [#editaBCN](https://twitter.com/editaBCN)

---

# Organised by



**Máster en Edición de la  
Universitat Pompeu Fabra**

## Supported by:



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

## Collaboration:

