

Abu Dhabi International Book Fair

Abu Dhabi National Exhibition Centre
15 - 20 March 2011

Professional Programme

Supported by



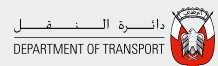
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A Word of Welcome

Dear Exhibitors and Trade Visitors,

Welcome to the Abu Dhabi International Book Fair 2011.

We are pleased to introduce you to this year's Professional Programme. Together with the world-renowned publishing professionals speaking in the programme, we would like to inspire you with new ideas for your business. We hope that you will find opportunities to:

- increase your number of relevant business contacts during matchmaking sessions.
- gain insights into how agents, illustrators and graphic designers operate and cooperate in the international arena.
- better understand the particulars of certain international markets and their potential for vibrant business exchange, eg our 2011 Market Focus Country Korea.
- learn more about recent developments in digital publishing.

This year, we are particularly proud to launch a new area at the Abu Dhabi International Book Fair, the Illustrator's Corner. Illustrators, graphic designers and agencies from all over the world will be exhibiting their work and actively seeking collaborators for book projects. Don't miss paying them a visit!

The second edition of the eZone & Service Providers Area will again offer you a chance to update your knowledge of digital publishing and connect with professionals in the field.

The third edition of our day in education, The Education Chapter takes place in conference hall A. This day will include several market presentations by various representatives from Arab education authorities, as well as a matchmaking session between educational publishers and institutional buyers.

In addition to these offers, you will also be able to connect with institutions that support translations, professional dialogue and collaborations, including Kalima, Spotlight on Rights, Literature Across Frontiers and many others.

Most of the Professional Programme will take place during the first three days of the fair. On those days a lunch buffet will be offered between afternoon sessions. Unless indicated otherwise, events are held in Capital Suites 18 and 19, situated on the first floor of the exhibition centre overlooking the Concourse.

Please note that all events are free of charge for our exhibitors and registered trade visitors.

We are very much looking forward to welcoming you to the Abu Dhabi International Book Fair and we wish you a successful time!

Jumaa al Qubaisi
Director of the Abu Dhabi International Book Fair

Monika Krauss
General Manager of KITAB

Biographies of the Speakers



Nazlı Berivan Ak

Born in Ankara, Turkey in 1981, she holds a BA and an MA from Ankara University, and is working on a PhD at the same institution. She has translated works from English, Latin and Ancient Greek into Turkish. Since 2009, she has worked as editor, foreign rights manager and PR specialist at the Ankara-based April Publishing House. Titles she has edited range from Jodi Picoult to Leonard Mlodinow, and also include Turkish writers such as Berrak Yurdakul and İhsan Kaplan. She has published book reviews and cultural items in numerous Turkish newspapers and magazines.



Peter Balis

He is Director of Digital Content Sales for John Wiley & Sons, where he is responsible for business development and management of electronic sales and production including projects related to eBooks, POD, mobile applications and digital licensing. He was previously Director of Online Sales for John Wiley & Sons and has also worked as a national accounts manager for Borders and Waldenbooks. Balis is Co-Chair of the Digital Issues Working Group of the American Association of Publishers. He is a graduate of New York University.



Jean-Guy Boin

An economist and sociologist, he has held several positions in the book sector: teacher and trainer, general administrator of a publishing house and founder and director of the Economy of the Book Department at the French Ministry of Culture. For ten years he has served as CEO of the BIEF (Bureau International de l'Édition Française), which promotes French publishers by showcasing their editorial production at around fifty events worldwide, including fairs, seminars and training courses, and assists them with international editorial collaborations.



Violaine Bouvet-Lanselle

She has been working in the publishing industry since completing her studies in the history of the arts and law, first at Henri Laurens Publishing, and then at the university publishing house Armand Colin. Since 1988 she has headed the publishing department at the Louvre Museum. In this position she is in charge of producing exhibition catalogues, scientific publications, publications related to current art exhibits in the museum, publications for young readers and pedagogical publications, as well as publications and guides for the general public.



Hans ten Doornkaat

He was born in 1952 and studied English literature and popular literature at Zurich University. He next worked as an assistant teacher at the Institute for European Folklore and started writing criticism on children's literature for various Swiss and German media. In 1992 he switched to the publishing side of the business, working as an editor at dtv junior, North South Books and Sauerländer. Today he is in charge of Atlantis Picture Books, writes weekly reviews of children's literature for the "Neue Zürcher Zeitung am Sonntag" and teaches classes about children's literature in librarians' schools and at the Lucerne College for Art and Design.



Paul Garapon

Born in 1958, he is editorial adviser for the president of Presse Universitaires de France, an independent publishing house that offers forty essay collections in the social sciences (law, political science, economics, history, philosophy, psychology, religion and sociology), thirty journals, a catalogue of eight hundred titles in the series "Que sais-je?", sixty thematic dictionaries and ten collections in the paperback series "Quadrige". Garapon studied literature at the École Normale Supérieure of Saint-Cloud. He is a former editorial assistant for the magazine "Esprit" and the author of several works of fiction.



Kai Henning Gerlach

He holds an MA in Middle Eastern Studies, Philosophy and History. Since 1997 he has owned Gerlach Books, a Berlin-based specialty supplier of books, journals, maps and other information on topics relating to Islam and the Middle East. Gerlach has a strong business presence in the Gulf region that dates back to the 1998 Abu Dhabi Book Fair. He has also worked as a translator and editor, as assistant general manager for the publishing house K. G. Saur and as business manager of the literary magazine "Lettre International".



Ümit Yaşar Gözüm

He was born in Erzurum, Turkey in 1962, and holds a degree from Atatürk University. He has worked within the Ministry of Culture and Tourism on policies relating to culture, art, literature and publishing, and currently serves as a deputy general director in the same ministry. He has delivered over a hundred lectures and presentations on culture, art, literature and publishing in well-known institutions around Turkey. He has also worked as editor-in-chief, publications coordinator and editorial board member for a number of magazines and other publications, and has published more than fifty original papers and essays.



Ali Alsloom

An expert in Emirati culture, Alsloom never fails to impart one important message. He reminds people that, despite our many differences, we all want the same thing: peace and mutual understanding. His television show "Ask Ali" reaches thousands, as does his column in The "National's magazine M", and he also appears in "Emarat Alyoum" newspaper. His website www.ask-ali.com answers questions on topics related to the Gulf, UAE culture and Islam. His first book "Ask Ali: A Mini-Guide to Abu Dhabi" has sold more than 12,000 copies. His new mini-guide to Dubai will be out soon.



Inam Bioud

She was born in Damascus in 1953 and moved with her family to Algiers in 1966. She has taught translation at the Universities of Algiers and Oran, and in 2004 became the founding director of the Higher Arab Institute for Translation of the Arab League in Algiers. Among her professional activities, she has translated a number of francophone Algerian authors into Arabic. In 2003, she published her first, bilingual collection of poetry "Rasâ'il lam tursal/Poste restante" (Unsent Letters). Her first novel, "Assamek lâ yubâli" (The Fish Don't Care), published in 2004, was awarded the Prix Malek Haddad. Bioud lives in Algiers.



Alexandra Büchler

She is the director of Literature Across Frontiers, a European platform for literary exchange and policy debate. A translator and editor, she has worked in the cultural field for over twenty-five years, and has served on the boards of Culture Action Europe, a European arts advocacy organisation, and the UK Translators' Association. Büchler is co-author of the report "Making Literature Travel: Support for Literary Exchange and Translation in Europe", updated in 2010.



Salah Chebaro

He is the CEO of Neelwafurat.com, the Arabic online shop for books, music and DVDs, which he founded in 1999 and has headed ever since. Based in Beirut, nwf.com began by selling Arabic books, then expanded into other media products. In 2005, nwf.com opened a new branch in Cairo. Recent additions to the nwf.com business have included the Zawiyat Mussamem store and the iKitab and iMagalah applications. He holds a BS in Computer Science.



Mahmoud Fouda

He is managing owner of the Middle East Readers Information Center (MERIC). MERIC is the authorised agent, distributor and co-publisher for United Nations and Agencies Publications in the Middle East and North Africa since 1999, as well as being a specialised distributor of academic books, journals and e-resources. MERIC is also the official agent for Futurethink Institute, a leader in innovation and foresight training worldwide. MERIC received the Best Overall Performance Award from the World Bank in 2005 for its outstanding achievements in distribution, and has been further awarded and distinguished at a number of events, conferences and summits held in the region.



Farid Gasim

He is Grafdom's Director of Operations and spearheads its design, social media, online brand strategy and R&D divisions. As head of its Web 2.0 aspirations, he has helped develop interactive strategies for government agencies, multi-national organisations and SMEs. His brand optimisation approach enables companies to strengthen their online reach, empower their site's search engine prominence and ultimately deliver results that greatly outweigh alternative marketing media.



Behzad Gharibpour

He was born in Sanadaj, North Iran, in 1957. He studied English literature and graphic arts at Tehran University and worked as a painter, animator and finally graphic artist at the Institute for the Intellectual Development of Children and Young Adults in Iran. Gharibpour has participated in international exhibitions and served as a jury member for various competitions. He has illustrated fourteen books, for which he has been awarded, among other prizes, the Noma Concours for Picture Book Illustrations. He currently works as a graphic and art director for several publishers and lectures at the Vije School of Visual Communication.



David Habchy

Born in Beirut in 1985, he belongs to a new generation of Arab artists working in the fields of illustration, graphics and animation. He completed his studies of computer graphics and animation at Notre-Dame University in Lebanon, and soon afterwards taught courses there himself. Today he works as a freelancer in the attic of an old Lebanese house in the field of visual arts and is involved in design and comics projects, making the work of young Lebanese artists accessible to a wider audience. In addition, he develops concepts for music videos and animated short films.

Biographies of the Speakers



David G Hirsch

He is the Libraries Advisor at the Abu Dhabi National Library. He completed his BA in Oriental Studies at the University of Pennsylvania and MA degrees in Library Science and Middle Eastern Studies at the University of Chicago. He worked at Princeton University as a Near East Cataloguer and served as librarian for Middle Eastern Studies at UCLA from 1989–2009. Hirsch is an Executive Board member of The Islamic Manuscripts Association, Vice-President of the Special Libraries Association–Arabian Gulf Chapter and Vice President/President-Elect of the Middle East Librarians Association.



Zeyna Al Jabri

She is the founder of Buzoor, a company that aims to promote the love for the Arabic language among children. Despite its young age, Buzoor, established in 2008, has earned a reputation for the quality Arabic reading material it selects and distributes, mainly through schools. With an MA in Business Systems Analysis and Design and a BS in Economics, Al Jabri has worked with the United Nations Development Programme (UNDP) in Saudi Arabia, Lebanon and New York, with HSBC Bank and has acted as UAE representative for the Saudi General Investment Authority (SAGIA). Al Jabri's background has complemented her ambition to nurture love for the Arabic language while operating a commercial business.



Yakup Koç

He works in the General Directorate for Libraries and Publications of the Turkish Ministry of Culture in Ankara. Since 2006 he has been involved in the TEDA project, which promotes Turkish literature internationally and provides funding for its translation into different languages. He has also been involved in organising the Turkish presence at the Frankfurt Book Fair, the Paris Book Fair and the Jenadriyah Heritage and Cultural Festival in Riyadh, Saudi Arabia.



Dominique Korach

She studied science and Russian in parallel, and then taught mathematics for two years, before starting her career in publishing. In 1976 she founded a small avant-garde scholarly publishing house aimed at developing new editorial concepts for mathematics. In 1987 she joined Nathan Publishing to direct its Primary School department. Since 2000 she has been responsible for the Children and Games department, which encompasses the three brands Nathan, Syros and Rouge et Or.



Şaban Kurt

He was born in Elbistan, Turkey in 1948. In 1973 he founded Çığır Publishing House, publishing works of Islamic thought and Turkish culture as well as fiction from young authors. In 1978 he founded Çağrı Publishing House, producing books on subjects including Ottoman history, Islamic culture and Hadith and Quranic study. He has published Turkish lexicons, translations of the Quran in various languages and facsimile editions of numerous original historical works, as well as continuing to support young authors. He spent over twenty years studying the lexicon of the Quran, and published his results in a volume titled "The Guidebook for Finding the Words of the Koran".



Dr Mohammad Ghiath Al Maktabi

He was born in Damascus in 1965. He holds a PhD in Journalism and Media from Lahy University (Netherlands), and a PhD in Philosophy from St Clements University (Australia) and from Oxford (England). He is the owner of Dar Al Maktabi and Baraim Al Maktabi for children, both in Damascus. He is co-founder and member of the Arab Children's Book Publishers Forum and a board member of both the Arab Publishers Association and the Executive Office of the Federation of Syrian Publishers.



Mazen Mhd Mehio

Born in Beirut in 1969, he studied Business Administration at the Lebanese University in Beirut. He later worked as Managing Director at Dar Al Maaref Bookshop for Printing, Publishing and Distribution, founded in 1948 by his father Mohamad Mounib Mehio. In 2007 Mazen and a group of leading Lebanese children's book publishers founded the Children's Book Publishers Association in Beirut to enhance children's book production, open new gates for marketing, fight piracy in the Arab world and tackle other issues relating to the children's literature field. In 2008 Mazen was elected president of this association.



Seung-Hyun Moon

He studied German at Hankuk University of Foreign Studies in Seoul and obtained an MA in German and English Literature from Freie Universität Berlin. He began his career in publishing by joining the Korean Publishers Association in 1999. Since then he has been in charge of the international cooperation division of the KPA. At home, he has been involved in the organisation of the Seoul International Book Fair; abroad, he has been making efforts to promote Korean books in the international market by managing the Korean Collective Stand at book fairs across the globe.



Anna Höglund

She is a Swedish author, illustrator, dramatist and, above all, artist. In addition to creating her own books she has worked with well-known authors like Ulf Stark. Höglund has been awarded many prestigious prizes, including the German Youth Literature Award, the Zilveren Griffel and the August Prize. Describing Höglund's work, children's books expert Ulla Rhedin said, "When books and life are interlaced on a condensed and high aesthetic level in stories that are urgent and funny, for children and adults, something very precious is created, something I would like to call art."



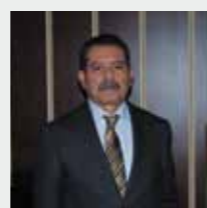
Annemarie Jacir

She has worked in independent film since 1994 and has written, directed and produced films including "A Post Oslo History" (1998) and "Like Twenty Impossibles" (2003). Her most recent film, "Salt of this Sea" (2008), won the FIPRESCI Critics Award, and is her second work to debut as an Official Selection of the Cannes Film Festival, as well as being the first feature film by a Palestinian female director. Jacir also works as a teacher, freelance editor and cinematographer. She is curator and founder of the Dreams of a Nation Palestinian cinema project, and an active author and poet. Having been banned from returning to Palestine, she now lives in Jordan.



Susanne Koppe

She spent several years scouting, translating and reviewing books after her studies in Munich and Boston. From 1997–2001 she ran the children's book list at Rowohlt Publishers. Her agency Auserlesen – Ausgezeichnet, founded in 2002, represents not only high-profile authors such as Lilli Thal and Franca Düwel, but also internationally acclaimed illustrators, among them Larissa Bertonasco, Franziska Biermann, Antje Damm and Vitali Konstantinov.



Prof Dr Onur Bilge Kula

Born in Kayseri, Turkey in 1954, he studied in Germany and Turkey, earning a PhD from Freie Universität Berlin in 1986. He has taught at Çukurova, Mersin and Hacettepe Universities, and served as founding Dean of the Faculty of Arts and Sciences at Mersin University. Since March 2010 he has held the post of Director General of Libraries and Publications in the Turkish Ministry of Culture and Tourism, and currently serves as Chief Executive of the Translation Subvention Project of Turkey (TEDA). He has written numerous books and articles about translation science, orientalism and the image of Turks in German literature and philosophy, and European culture and identity issues.



Tiina Lehtoranta

She holds an MA from the University of Helsinki. She majored in Literature and Communication Studies and has also studied economics and project management at the University of Jyväskylä. She is currently working for FILI (Finnish Literature Exchange) as a project manager, promoting Finnish literature in Russia, Asia and Arab countries. She specialises in children's literature.



Leif Mårtensson

He is head of Umeå City Library. After many years in the financial markets, Mårtensson entered the City Library with long experiences in business, marketing, services and customer relations. He is responsible for managing and coordinating the library's services, including those for children, adults, multi-cultural and linguistic minorities and disabled persons, and also for programmes and customer-related activities. The responsibilities also include the City Library's participation in the regional literature festival, planning for Umeå as European Capital of Culture 2014, implementing the new law of Swedish national minority languages and last but not least the planning for the new City Library.



Nermin Mollaoglu

She started working at the YKY publishing house in Turkey in 2002. In 2005 she established the Kalem Agency, which currently represents fifty-six Turkish authors and many publishers and agencies in the Turkish market. Kalem organises the Istanbul Tanpınar Literature Festival (ITLF), the only international literature festival in Istanbul. The four-person agency focuses primarily on fiction in all genres, but includes both children's books and non-fiction as well. Mollaoglu, who earned an MA in Literature and Language from Connecticut University, is currently writing a thesis on the loopholes in rights deals for authors and translators.



Anne-Solange Noble

She was born and raised in Montreal, Canada. After obtaining a degree in Hispanic Studies, she studied Latin-American literature in Mexico. She then moved to Paris, where she graduated from Sciences Po (the Institute of Political Studies) in International Relations. She also did a post-graduate year in education science, before taking a trip north-south across Africa in a truck for four months. After coming back from Africa, she worked at the European Commission in Brussels, before returning to Paris. She finally found her vocation in publishing and headed the Foreign Rights Department of Éditions Flammarion, before switching to Éditions Gallimard, where she promotes Gallimard authors in translation abroad.

Biographies of the Speakers



Akshay Pathak

He grew up in India, and having studied and taught German language, he has a strong affinity for German literature and culture. Apart from activities in dance and theatre, Pathak has been active as a journalist for various German daily papers, including culture and trade journals like the "Börsenblatt", "Die Tageszeitung" and "Zeitschrift für Kulturaustausch". He has had broad experience in cultural management and market studies (especially world trade). He has worked for the Goethe-Institut India, the Biennale Bonn, National School of Drama, New Delhi and Pro Helvetia, New Delhi. Since 2008, he has been Director of the German Book Office, New Delhi.



Sandrine Rondard

She has been a student and a lecturer at the National School of Beaux-Arts (Dijon) and at the National Superior School of Arts (Cergy). She started as graphic designer for publishing houses in books and specialised publications. She was art director of the most prestigious art magazine in France, "Connaissance des Arts". She now shares her time partly as a freelance art director for books, and she is also developing her activity as a contemporary and portrait painter.



Sahabudeen S.

A software engineer, he has experience in web based applications with exposure to the web services in Java and new technologies like Oracle SOA Suite, Sharepoint Portal Server 2007. He currently works as a Corporate Trainer in Syscoms College, Abu Dhabi, UAE.



Muhammad Adnan Salem

He was born in Damascus in 1932 and earned a degree in Law from Damascus University. He has been General Manager of Dar El Fikr since its establishment in 1957. Muhammad is head of the Syrian Publishers Association, head of the Arab Children's Book Publishers Forum and head of the Syrian Association of Intellectual Property. The titles Dar El Fikr has published include "Reading First", "Arab Publisher's Concerns", "Arab Book and Culture Challenges", "The Book in the Third Millennium", "No Paper!! No Limits!!", "On the Line of Contact with the West", "Piracy in the Era of Knowledge Economy" and others.



Anna Soler-Pont

Born in Barcelona in 1968, she studied Arabic Language and Culture at the University of Barcelona while she began her professional career in publishing. In 1992 she launched Pontas, a literary, film and TV agency that represents a broad range of authors internationally. Pontas sells rights throughout the world in many markets and across many media. The company is also involved in the development production of feature films and TV projects and in the organisation of international cultural events.



Henk Pröpfer

The Managing Director of the Dutch Foundation for Literature, literary critic and author, former diplomat and Managing Director of the Institut Néerlandais in Paris, France.



Chip Rossetti

Born in Boston, he is the managing editor for the "Library of Arabic Literature", a new series of classical Arabic works in facing-page translation, established by New York University-Abu Dhabi and NYU Press. Previously, he worked as an acquiring editor at US trade publishers and at the American University in Cairo Press. He is currently a PhD student of modern Arabic literature at the University of Pennsylvania and writes on book publishing in the Middle East for "Publishing Perspectives". He also translates Arabic fiction, including novels and stories by Bahaa Abdelmegid, Mohamed Makhzangi, and Egyptian science fiction author Ahmed Khaled Towfik.



Balsam Salah El Din Saad

She is the founder and Managing Director of Al-Balsam Publishing House, founded in 2005, and the Cairo-based Al-Balsam Bookstore, launched in 2010. Al-Balsam specialises in content for children and young adults and strives to provide reading materials of outstanding content and design that will inspire, give hope and educate. Its aim is to revive Arab culture, language and values both through locally developed sources as well as through a global two-way flow of translated materials.



Inger Edebro Sikström

She is Library Director in the city of Umeå and Vice President of the Swedish Library Association. After her BA in Library and Information Science she worked as a school librarian. With inspiration from Canada she developed a method for teaching information literacy. Under her leadership the public libraries in Umeå have been awarded by several national and international awards, including the United Nations Public Service Award and the European Public Sector Award, which were given for innovative and efficient development, and the Amy Prize, from the Swedish Library of Talking Books and Braille, for developing good accessibility.



Ulf Stark

One of Sweden's most famous authors, he has published more than thirty titles—from picture-books to novels for young readers and adapted several of them into film scripts. He has received awards such as the August Prize and the German Youth Literature Award, as well as an Emmy for best original television programme. In his writings, Stark mixes the high and the low, the ordinary and the exceptional, with a joyful lack of respect. His books, characterised by their humour and courage, have been translated into thirty languages.



Biographies of the Speakers



Najah Taher

She is a Lebanese painter, graphic designer and illustrator based in Beirut. Over the past twenty-five years she has designed and illustrated hundreds of book covers for publishing houses in Lebanon and Egypt, including for the prestigious publishing house Dar Al Adab. She has held eight solo exhibitions of her paintings and prints, the most recent of which was in Cairo. Taher's book cover illustrations serve as reflections of life as well as creative works specific to the subject of the book. She approaches her book covers with the same dedication she gives her paintings.



Daniela Tully

Vice President of Development at Imagination, she heads up the company's creative affairs for regional Emirati film productions as well as the content divisions for the joint ventures with Participant Media and National Geographic Films, overlooking content strategy and development for Europe, Africa and Asia – with an emphasis on the Middle East. She is also a producer for Imagination's local film productions.



François de Waresquiel

He is Chairman of the Board of the Paris-based publishing house Citadelles & Mazenod since 1984. He has also been Chairman of ASFORED (a training organisation for French publishers) since 1995 and President of the Friends of Eugène Delacroix National Museum since 2000.



Rania Zaghir

She is a children's book author and founder of the Beirut publishing house Al Khayyat Al Saghir. She aims to produce books that feature non-mainstream artwork and which instil in children an awareness of their cultural and literary environments that helps them as they grow. Her books have been very positively received and have even garnered her the annual award of Assabil Association in 2009. Several of Rania's books have been translated into Italian, German and Korean.



Pascale Le Thorel

She is a curator, scenographer, art critic and editor. She is a member of the International Association of Art Critics (AICA) and president of the group for art book publishers of the French Syndicate of Publishers (SNE). From 1990 until 2002, she curated personal exhibitions of contemporary artists for the chamber of commerce in Paris. Since 1999, she has been the director of the publishing house of the École Nationale Supérieure des Beaux-arts of Paris, which publishes books about art history, exhibition catalogues and artist's writings. Since 2007, she has been in charge of the collection of the Peter Stämpfli Foundation in Sitges, Spain. She is the curator of the drawing exhibition presented in the central hall of the Abu Dhabi International Book Fair.



A. Ali Ural

Poet and writer, he was born in Samsun, Ladik, Turkey in 1959, and studied Arabic Literature and Theology in Riyadh at the Muhammad ibn Saud Islamic University. His first poem was published in 1982, and he has continued to publish poems, stories and articles ever since. For the last fifteen years he has taught creative writing at organisations throughout Istanbul. He is the Vice President of the Turkish Authors Community, a member of the City Theatres Repertoire Board and a board member of the Istanbul International Poetry Festival. He was general coordinator of the inaugural Istanbul Literature Festival in 2009 and again in 2010.



Maria Westerlund

She is Head of Branch Libraries in the city of Umeå in northern Sweden, an upcoming European Capital of Culture 2014. She has a BA from Umeå University and has accrued significant experience working in public and school libraries. In her current position, Westerlund manages and coordinates the activities of the branch libraries. She also leads the restructuring of old libraries and new library projects, including the new cultural centre in one of Umeå's suburbs and the new, fantasy-inspired bookmobile.



Matthias Zentner

Born in 1967 in Munich, Germany, he began his career as a writer and photographer for travel magazines. He then worked as an editor and broadcast designer for European TV and cable channels, a job that familiarised him with a wide variety of postproduction tools. He co-founded velvet mediendesign in 1995 and developed it from a niche design studio into an internationally known art, event and film production company represented in America, the UK, Italy, France, Germany and Spain. Its client list includes: Mercedes Benz, Bombay Sapphire, Crown Hotel, Zain, Fiat, Showtime Networks, Motorola, Marriott, Illy, Toyota, Fiat, Audi, Canon and BMW. Zentner's works have earned him numerous international awards for directing and design.

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E-mail: ikea_dubai@alfuttaim.ae E-mail: ikea_abudhabi@alfuttaim.ae www.al-futtaim.ae

Professional Programme

→ **Tuesday** | 15 March 2011

13.00 – 14.15

Get to Know Everything the ADIBF Has to Offer

Guided Tour for Arab First-Timers

Monika Krauss, KITAB's General Manager, welcomes new exhibitors from the Arab world. The KITAB team introduces participants to the offerings and facilities at the fair.

Business lunch after the event
English–Arabic
Meeting point: Business & Rights Centre

13.00 – 14.15

Everything You Always Wanted to Know About the Gulf...

19 Rules for Doing Business in the Arab World – followed by a Q&A

Speaker:
→ Ali Alsloom, cultural consultant and founder of Embrace Arabia, UAE

Business lunch after the event
English–Arabic
Venue: Capital Suite 18

14.45 – 16.45

Meet New Business Partners

Matchmaking for Arab and Non-Arab Exhibitors

Please mention in your registration what kind of business you represent (eg, children's book publisher, STM publisher, literary agent, distributor, printer, etc).

We recommend that participants bring English versions of their catalogues, text proposals or excerpts to the event.

Business lunch before the event at 14.15
Venue: Capital Suite 19

17.00 – 20.00

Un Jour en France Market Presentation

A Window onto the French Publishing Industry General Market Overview with a Focus on Children's Books and Social Sciences

Speakers:
→ Jean-Guy Boin, Director of the Bureau International de l'Édition Française
→ Dominique Korach, Director of Nathan Jeunesse

→ Paul Garapon, Editor-in-Chief of the Presses Universitaires de France

Brought to you by the Bureau International de l'Édition Française (BIEF)
French–English–Arabic
Venue: Capital Suite 19

18.15 – 19.15

Round Table: Academic Publishing

Market and Cooperation Opportunities for Academic Publishers in the Arab World: A Discussion with Industry Experts

Host:
→ David G Hirsch, Libraries Advisor at the Abu Dhabi National Library, UAE

Speakers:
→ Kai Henning Gerlach, owner of Gerlach Books, Germany
→ Peter Givler, Executive Director of the Association of American University Presses, USA
→ Rashed Abdulrahman Ali, Collection Development Director, UAE University Libraries Deanship
→ Mahmoud Fouda, managing owner of the Middle East Readers Information Center (MERIC), Egypt

English–Arabic
Venue: Capital Suite 18

→ **Wednesday** | 16 March 2011

9.30 – 10.30

Get to Know Everything the ADIBF Has to Offer

Guided Tour for International Exhibitors

The KITAB team introduces participants from outside the Arab world to the offerings and facilities at the fair.

English–Arabic
Meeting point: Business & Rights Centre

10.00 – 10.45

13+ | Session for the Next Generation Website Design and Publishing

Speaker:
→ Sahabudeen S., Corporate Trainer at Syscoms College, UAE

English
Venue: Service Providers Area & eZone

10.30 – 11.30

Explore–Discover–Be Inspired wLibrary Services for Everybody

Strategic Planning for the Future: Public Library, Mobile Services and Library Service for Disabled People

Speakers:
→ Inger Edebro Sikström, Director of Public Libraries, Umeå, Sweden
→ Maria Westerlund, Head of the Branch Libraries, Umeå, Sweden
→ Leif Mårtensson, Head of the City Library, Umeå, Sweden

English–Arabic
Venue: Capital Suite 18

10.45 – 11.45

Business Breakfast ADIBF Market Focus 2011: Korea

An Overview of the Korean Book Industry with a Focus on Korean Children's Books in the International Marketplace

Speaker:
→ Seung-Hyun Moon, Director, International Project Department, Korean Publishers Association

English–Arabic
Venue: Capital Suite 19

11.45 – 12.30

eBook Basics

Everything You Need to Know About File Formats, Reading Devices and Selling Platforms

Speaker:
→ Peter Balis, Director of Digital Content Sales, John Wiley & Sons, USA

English
Venue: Service Providers Area & eZone

12.00 – 13.00

Un Jour en France How to Deal with Translation Rights

Make Your Authors Known Abroad and Learn Which Titles Work Where

Speaker:
→ Anne-Solange Noble, Foreign Rights Director at Éditions Gallimard, France

English–Arabic
Venue: Capital Suite 18

All events are free of charge for exhibitors and registered trade visitors.

13.00 – 14.15

The State of the Art in Children's Books – followed by a Q&A

Profession and Passion: Children's Book Experts Talk about Trends, Market Demands, Threats, Opportunities – and What Gets Them Excited

Speakers:
→ Mazen Mhd Mehio, President of the Lebanese Children's Book Publishers Association, General Manager of Dar Al Maaref Bookshop for Printing, Publishing and Distribution, Lebanon
→ Anna Höglund, children's book illustrator and author, Sweden
→ Balsam Saad, founder and Managing Director of Al-Balsam Publishing House and Bookstore, Egypt
→ Hans ten Doornkaat, Editor of Atlantis Picture Books, reviewer of and lecturer on children's literature, Switzerland
→ Ulf Stark, children's book author, Sweden
→ Zeyna Al Jabri, founder of Buzoor, UAE

Business lunch after the event
English–Arabic
Venue: Capital Suite 19

14.45 – 16.15

Jazz up your Cover

Practical Knowledge on Cover Design for Publishers

Speaker:
→ Sandrine Rondard, painter and graphic designer, France
→ Najah Taher, artist and illustrator, Lebanon

Business lunch before the event at 14.15
French–English–Arabic
Venue: Capital Suite 19

16.30 – 17.30

Overview of the Turkish Book Market

Experienced editors, publishers, authors and literary agents will discuss developments in foreign rights, the publishing industry and the translation sector in Turkey.

Host:
→ Prof Dr Onur Bilge Kula, Director General of Libraries and Publications, Turkish Ministry of Culture and Tourism

Speakers:
→ Ümit Yaşar Gözüm, TEDA, project coordinator
→ A. Ali Ural, author and coordinator of the Istanbul Literature Festival
→ Nazlı Berivan Ak, writer and publisher, April Publishing House

→ Şaban Kurt, author and publisher, Çığır and Çağrı Publishing Houses
→ Nermin Mollaoğlu, founder of the Kalem Agency
→ Cemran Öder, Corporate Communication Manager, Istanbul Book Fair

English–Arabic
Venue: Capital Suite 18

16.45 – 18.15

From the Original to the Page

The Future of the Art Book

Speakers:
→ Pascale Le Thorel, Director of Publication Department, École Nationale Supérieure des Beaux-arts de Paris, France
→ Violaine Bouvet-Lanselle, Head of Publication Department, Louvre, France
→ Jules Maeght, Editor-in-Chief, Maeght Editions, France
→ François de Waresquiel, Chairman of the Board of Éditions Citadelles & Mazenod, France
→ Aleksandra Sokolov, Director of Thalia Éditions

Brought to you by the Bureau International de l'Édition Française (BIEF)
French–English–Arabic
Venue: Capital Suite 19

17.00 – 17.45

Who's Afraid of Piracy?

Online Piracy in the Arab World and the Basics of Digital Rights Management: How Does It Work, Where Does It Make Sense, What Are the Challenges?

Speakers:
→ Peter Balis, Director of Digital Content Sales, John Wiley & Sons, USA
→ Salah Chebaro, CEO, Neelwafurat.com, Lebanon

English
Venue: Service Providers Area & eZone

→ **Thursday** | 17 March 2011

8.00 – 17.00

THE EDUCATION CHAPTER: CHAPTER 3

Language, Literacy and Learning

Free for exhibitors, group rate for trade visitors
English–Arabic
Venue: ADNEC – Conference Hall A

Please find more information on the Education Chapter at www.educationchapter.com
www.educationchapter.com

10.00 – 10.45

13+ | Session for the Next Generation The Making of Visual Arts

How to Choose the Right Media to Broadcast Your Own Stories and Films

Speaker:
→ David Habchy, illustrator and animator, Lebanon

English
Venue: Service Providers Area & eZone

10.00 – 11.00

Business Breakfast Market Presentation – India

Speaker:
→ Akshay Pathak, Director, German Book Office, New Delhi, India

Brought to you by the German Book Office New Delhi, India
English–Arabic
Venue: Capital Suite 18

11.00 – 11.45

How to Launch and Expand Your Brand Online

Speaker:
→ Farid Gasim, Director of Operations, Grafdom, UAE

English
Venue: Service Providers Area & eZone

11.30 – 12.30

From the Text to the Screen

How to Sell Film Rights for Novels and the Process of "Translating" a Book into a Film

Host:
→ Anna Soler-Pont, founder of Pontas Agency, Spain

Speakers:
→ Daniela Tully, Vice President of Development, Imagenation Abu Dhabi, UAE
→ Annemarie Jacir, film director, Jordan

English–Arabic
Venue: Capital Suite 18

Professional Programme

12.45 – 14.15

How Can a Book Become a Brand? Best Practice Examples From Germany

Books are products as well as projects: they are economic as well as cultural goods. For a successful programme it is essential to develop sound strategies and clarify your wants and needs in advance.

Speaker:

- Susanne Koppe, founder and General Manager of Auserlesen – Ausgezeichnet Agency, Germany

Business lunch after the event
English–Arabic
Venue: Capital Suite 19

16.00 – 17.00

Do You Do as You Are Told?

Art, Aims and Commerce in the Work of Illustrators and Graphic Designers When Dealing with Publishers and Authors

Host:

- Chip Rossetti, Managing Editor, Library of Arabic Literature

Speakers:

- Behzad Gharibpour, graphic designer, illustrator and lecturer at Vije School of Visual Communication, Iran
- Rania Zaghir, author and founder of the publishing house Al Khayyat Al Saghir, Lebanon
- Matthias Zentner, CEO and Executive Creative Director, velvet mediendesign, Germany
- Najah Taher, artist and illustrator, Lebanon

English–Arabic
Venue: Capital Suite 18

17.00 – 17.45

Beyond eBooks

The Next Generation of Enhanced Content and Mobile Applications

Speaker:

- Peter Balis, Director of Digital Content Sales, John Wiley & Sons, USA

English
Venue: Service Providers Area & eZone

17.15 – 18.30

Making Literature Travel

A Mapping of Literary Translations, Literary Exchange and Support Models

Speakers:

- Alexandra Büchler, Director of Literature Across Frontiers, UK
- Tiina Lehtoranta, Project Manager, Finnish Literature Exchange
- Henk Pröpper, Managing Director, Dutch Foundation for Literature
- Inam Bioud, Director of the Higher Arab Institute for Translation of the Arab League, Algeria
- Yakup Koç, General Directorate for Libraries and Publications at the Ministry of Culture, Turkey

English–Arabic
Venue: Capital Suite 18

17.45 – 18.45

Emirati Authors Write for Emirati Children

New Children's Books for the UAE

What do Emirati children want in a book? Emirati authors and instructors will present the results of a recent workshop addressing that question, contextualised within the increasing demand for Emirati children's books and efforts to promote the local children's book industry.

Brought to you by the Goethe-Institut Gulf Region
English–Arabic
Venue: Discussion Forum

→ **Saturday** | 19 March 2011

12.30 – 13.30

Arabs and the Freedom of Publishing

Host:

- Dr Mohammad Ghiath Al Maktabi, General Manager of Dar Al Maktabi, co-founder of the Arab Children's Book Publishers Forum, board member of the Arab Publishers Association and the Executive Office of the Federation of Syrian Publishers

Speaker:

- Muhammad Adnan Salem, General Manager of Dar El Fikr, head of the Syrian Publishers Association, head of the Arab Children's Book Publishers Forum, head of the Syrian Association of Intellectual Property

English–Arabic
Venue: Capital Suite 18

14.00 – 15.00

Get Together at the Show Kitchen

Lunch for Cookbook Publishers and Authors
Prepared by Star Chef and Author Suzanne Husseini

Prior registration required
Venue: Show Kitchen

15.15 – 16.00

iKitab and iMagaleh Applications from nwf.com

Now You Can Read Arabic Books and Magazines on Your iPad

Speaker:

- Salah Chebaro, CEO, Neelwafurat.com, Lebanon

English
Venue: Service Providers Area & eZone

Don't Just Read All About It! Sample It For Yourself

With a host of new visitor offerings Abu Dhabi has been dubbed "arguably the world's most exciting new tourism hotspot" by Britain's influential Travel Weekly UK magazine.

From stunning new golf courses to the thrills of Ferrari World Abu Dhabi – the world's largest indoor theme park – the destination has opened a new chapter in its development.

Get the full story on this emirate and its exciting attractions – visitabudhabi.ae



A Home for our Exhibitors

The Business and Rights Centre - 10E36

The Business and Rights Centre is a dedicated area for professional fair visitors, equipped with online terminals, and meeting facilities tailored to meet your business needs.

The centre's relaxed atmosphere makes it easy to strike deals with publishers and agents or have a casual chat over coffee with colleagues in an area away from the buzz of your stand.

Situated within the centre is the Spotlight on Rights desk, where you can apply for subsidies of up to US \$ 1,000 per title to help offset the purchase of translation rights.

As to better assist you, the staff at the Business and Rights Centre speaks English, Arabic and French and are happy to provide translation support to facilitate communication between you and your business partners.

We look forward to seeing you there!

Spotlight on Rights

Apply for up to \$10,000 to get your rights subsidised!

Spotlight on Rights, now in its third year, is a subsidy scheme that supports the translation of books into and out of Arabic.

The program offers a subsidy of US \$1,000 for each rights deal negotiated at the Abu Dhabi International Book Fair 2011 that produces a signed letter of intent. The funds acts as a contribution towards the licensing fees of the new publication. You may apply for a maximum of ten subsidies per year.

Details are available at the Spotlight on Rights booth in the fair's Business & Rights Centre or at kitab.ae

An initiative by KITAB and
The Abu Dhabi Authority for Culture and Heritage



كتاب **Kitab**

