

Professional Programme at the Abu Dhabi International Book Fair

If you want to take part in the Professional Programme please register with abueltemeier@kitab.ae, stating the event(s) in which you want to participate, your name, company and contact details. For the matchmakings please mention to which group of attendees you belong (e.g. publisher, agent, service provider, etc.).

Tuesday, 2 March 2010

13.00 – 14.30

How ISBNs Help in Publishing (and How to Get the Numbers)

Speakers: Kassem Al-Tarras, Director of the Syrian ISBN Agency, Syria
Bachar Chebaro, Secretary General of the Arab Publishers Association,
Lebanon
Basema M. Younes, Head of Programmes and Prizes, Ministry of Culture,
Youth & Community Development, UAE

Business Lunch after the event | Arabic only | Venue: Capital Suite 19

13.00 – 14.30

How to Do Business in the Gulf *It's All About Local Knowledge*

Speaker: Ali Alsloom, Cultural Consultant and Founder of Embrace Arabia, UAE

Business Lunch after the event | English-Arabic | Venue: Capital Suite 18

15.00 – 17.30

Meet New Business Partners
MATCHMAKING for Arab and Non-Arab Publishers

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

Business Lunch before the event at 14:30 | Venue: Capital Suite 19

18.15 – 19.30

Get to Know Everything the ADIBF Has to Offer
Guided Tour of the Fair for International Exhibitors

Meeting point: Business & Rights Centre

Wednesday, 3 March 2010

8.00 – 17.00

THE EDUCATION CHAPTER: CHAPTER 2
A Strong Education is the Sum of All Parts

In partnership with Emirates College for Advanced Education, featuring international keynote speakers.

Free for exhibitors; group rate for trade visitors | English-Arabic | Venue: ADNEC Hall 6

9.00 – 10.00

Business Breakfast
Business Opportunities for Educational Publishers in the Gulf

Speaker: Mr. Massoud Alshareef, KSA, King Saud University
Dr. Khamis S. Al Bulushi, Deputy Director General Private Universities, Colleges programs & Quality Assurance, Ministry of Higher Education – Sultanate of Oman
Ms. Michelle Alwan, Area Sales Manager Middle East, Scholastic Lebanon
Susie Recsei, Advisor, and Ezette Grauf, Section Manager – from P - 12 Education Sector, Abu Dhabi Education Council, UAE

English-Arabic | Venue: Capital Suite 18

10.30 – 11.15

1001 Arabian eRights

About Arabic eBooks and the Advantages of eCommerce in the Arabic world

The session also tackles ISBNs and other forms of metadata collection for the purpose of giving books increased exposure.

Speaker: Ramy Habeeb, Founder of Kotobarabia.com, Egypt

English-Arabic | Venue: Service Providers Area & eZone

11.30 – 12.15

Business Models in the Digital Book Market

What is the workflow involved in making an ebook? Which providers of digital books are in the market and which licensing deals are possible between them and publishers? This session gives an overview.

Speaker: Ronald Schild, Managing Director of the MVB Marketing- und Verlagsservice des Buchhandels GmbH, Germany

English-Arabic | Venue: Service Providers Area & eZone

13.00 – 14.30

Agents – How They Operate, How to Cooperate

Speakers: Lucien Leitess, Founder of Unionsverlag publishing house, Switzerland
Nermin Mollaoglu, Kalem Agency, Turkey
Anna Soler-Pont, Founder of Pontas Agency, Spain
Ira Silverberg, Sterling Lord Literistic, USA

Host: Chad Post, Director of Open Letter Press, University of Rochester, USA

Business Lunch after the event | English-Arabic | Venue: Capital Suite 18

15.00 – 16.30

Meet international agents who look for Arab literature – and vice versa!

MATCHMAKING for Agents, Scouts and Arab Publishers

Confirmed agents/scouts:

Philippa Brophy, President of Sterling Lord Literistic, USA

Nermin Mollaoglu, Founder of Kalem Agency, Turkey

Anna Soler-Pont, Founder of Pontas Agency, Spain

Ira Silverberg, Sterling Lord Literistic, USA

Ruth Weibel, Partner at Liepman Agency, Switzerland

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

Business Lunch before the event at 14:30 | Venue: Capital Suite 19

17.30 – 18.45

Best-Sellers: The Secrets Behind the Success

Speakers: Peter Smith, best-selling British author of historical fiction and spy novels under the pseudonyms 'James Barrington' and 'James Becker'
Haissam Fadel, Sales and Marketing Manager at Sama Publishing and the Arab Cultural Center, publisher of the Arabic editions of Stephenie Meyer's best-selling 'Twilight' series
Narain Jashanmal, General Manager of Jashanmal Bookstores and Jashanmalbooks.com, the UAE's leading bookstore chain

English-Arabic | Venue: Discussion Forum

21.00 – 22.00

How to Publish a Cookbook

Speaker: Edouard Cointreau, President and Founder of the Gourmand World Cookbook Awards

English-Arabic | Venue: KITAB Sofa

Thursday, 4 March 2010

8.00 – 17.00

THE EDUCATION CHAPTER: CHAPTER 2

A Strong Education is the Sum of All Parts

In partnership with Emirates College for Advanced Education, featuring international keynote speakers.

Free for exhibitors; group rate for trade visitors | English-Arabic | Venue: ADNEC Hall 6

9.30 – 11.00

Meet New Business Partners

MATCHMAKING for Publishers and Arab Distributors

Business Breakfast at the event | Venue: Capital Suite 19

11.00 – 11.45

Enhance Customer Relations via Modern Tools.

The Use of Social Media – Facebook, Twitter and Co.

You want to make your books known to the public, but print and TV advertising is usually out of your budget. Moreover, you never know if your ads are really noticed by potential customers. Social media is a solution that works in both directions: you can approach your target group with great precision and by involving its members in a conversation you learn about their wishes and get feedback on your products.

Speaker: Farid Gasim, Director of Operations, Middle East & North Africa, Grafdom, UAE

English-Arabic | Venue: Service Providers Area & eZone

12.00 – 12.45

Publishing in the Digital Age:

Processes, Quick Wins and Strategies

Technology, competences and processes for supporting the cross media strategy starting from enhancing the digital components used for the printed media.

Speaker: Carlo Emanuele Bona, President of Promedia, Italy/UAE

English-Arabic | Venue: Service Providers Area & eZone

13.00 – 14.00

Overview of American Publishing

How Does the Market Work and How to Approach It

Speaker: Philippa Brophy, President of Sterling Lord Literistic, USA
Ira Silverberg, Sterling Lord Literistic, USA
Geoffrey Kloske, Vice President and Publisher of Riverhead Books, USA

Host: Seth Russo, Principal of Edureach International Consulting LLC, USA

Business Lunch after the event | English-Arabic | Venue: Capital Suite 18

14.30 – 16.00

How Not to Become a Dinosaur!

Future Challenges and Opportunities for Publishers in the Digital Era

Speaker: Dr. Marco Olavarria, Executive Shareholder – Kirchner + Robrecht GmbH,
Management Consultants, Germany

Business Lunch before the event at 14:00 | English-Arabic | Venue: Capital Suite 18

16.15 – 18.00

Meet New Business Partners

MATCHMAKING for Exhibitors and Service Providers (Digital Solutions, Printing, Bindery, Packaging, etc.)

Venue: Capital Suite 19

18.15 – 19.00

eBook Formats, Piracy and Digital Rights Management

This session will share information gathered by Magellan Media Consulting Partners on research to establish the impact of peer-to-peer file sharing on paid content sites. Additionally the topics of Digital Rights Management and eBook formats need to be considered as publishers, distributors and retailers plan to create or enter ebook Markets.

Speaker: Michael Smith, Executive Director, International Digital Publishing Forum

English-Arabic | Venue: Service Providers Area & eZone

Friday, 5 March 2010

16.00 – 17.00

ADIBF Country Focus 2010: Algeria **Market Presentation – Algeria**

Speaker: Yasser Arafat Qana, Assistant Director for the Writers in Support of Literary Creativity at the Ministry of Culture, Algeria

English-Arabic | Venue: Capital Suite 18

Saturday, 6 March 2010

14.30– 16.00

Get Together for Rights Networking **Lunch for Cookbook Authors and Publishers**

Cooked by Chef Chakall

Venue: Show Kitchen