

# Professional Programme Schedule | ADIBF 2010

Tue, 2 Mar

Wed, 3 Mar

Thurs, 4 Mar

Fri, 5 Mar

Sat, 6 Mar

8:00-17:00:  
The Education Chapter 2  
ADMEC Hall 6

8:00-17:00:  
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9:00 - 10:00  
*Business Breakfast*  
Abu Dhabi, Kuwait, Qatar – Business Opportunities for Educational Publishers  
Venue: Capital Suite 18

9:30 - 11:00  
*Business Breakfast*  
*Meet New Business Partners*  
MATCHMAKING for Publishers and Arab Distributors  
Venue: Capital Suite 19

10:30 - 11:15  
1001 Arabian eRights - About Arabic eBooks and the Advantages of eCommerce in the Arabic world  
Speaker: Ramy Habeeb, Kotobarabia, Egypt  
Venue: Service Providers Area & eZone

11:00 - 11:45  
Enhance Customer Relation via Modern Tools. The Use of Social Media – Facebook, Twitter and Co.  
Speaker: Farid Gasim, Grafdom, UAE  
Venue: Service Providers Area & eZone

11:30 - 12:15  
Business Models in the Digital Book Market  
Speaker: Ronald Schild, MVB, Germany  
Venue: Service Providers Area & eZone

12:00 - 12:45  
Publishing in the Digital Age: Processes, Quick Wins and Strategies  
Speaker: Carlo Emanuele Bona, Promedia, Italy/UAE  
Venue: Service Providers Area & eZone

13:00 - 14:30  
How ISBNs Help in Publishing  
Speakers:  
Kassem Al-Tarraf, Syrian ISBN Agency  
Bachar Chebaro, Arab Publishers Ass.  
Basema Younes, Ministry of Culture, Youth & Community Development, UAE  
Venue: Capital Suite 19

13:00 - 14:30  
How to Do Business in the Gulf  
*It's All About Local Knowledge*  
Speaker: Ali Alsaloom, UAE  
Venue: Capital Suite 18

13:00 - 14:30  
Agents - How They Operate, How to Cooperate  
Speakers:  
Lucien Leitess, Unionsverlag, Switzerland  
Anne Soler-Pont, Pontas Agency, Spain  
Nermin Mollaoglu, Kalem Agency, Turkey  
Ira Silverberg, Sterling Lord Literistic, USA  
Host:  
Chad Post, Open Letter, USA  
Venue: Capital Suite 18

13:00 - 14:00  
Overview of American Publishing  
Speakers:  
Philippa Brophy, Sterling Lord Literistic, USA  
Bettina Schrewe, Schrewe Literary Scouting, USA  
Geoffrey Kloske, Riverhead Books, USA  
Host:  
Seth Russo, Edureach, USA  
Venue: Capital Suite 18  
  
Business Lunch

Business Lunch

Business Lunch

Business Lunch

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

15:00 - 16:30  
MATCHMAKING for Agents, Scouts and Arab Publishers  
  
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

14:30 - 16:00  
*How Not to Become a Dinosaur!*  
Future Challenges and Opportunities for Publishers in the Digital Era  
Speaker: Dr. Marco Olavaria, Kirchner + Rabrecht, Management Consultants, Germany  
Venue: Capital Suite 18

14:30 - 16:00  
*Get Together for Rights Networking*  
Lunch for Cookbook Authors and Publishers  
Cooked by Chef Chakall  
  
Venue: Show Kitchen

Business Lunch

Business Lunch

16:15 - 18:00  
*Meet New Business Partners*  
MATCHMAKING for Exhibitors and Service Providers (Digital Solutions, Printing, Bindery, Packaging, etc.)  
  
Venue: Capital Suite 19

16:00 - 17:00  
*ADIBF Country Focus 2010: Algeria*  
Market Presentation - Algeria  
Speaker: Yasser Arafat Dana, Assistant Director for the Writers in Support of Literary Creativity at the Ministry of Culture, Algeria  
Venue: Capital Suite 18

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

18:15 - 19:00  
eBook Formats, Piracy and Digital Rights Management  
Speaker: Michael Smith, International Digital Publishing Forum  
Venue: Service Providers Area & eZone

21:00 - 22:00  
How to Publish a Cookbook  
Speaker: Edouard Cointreau, Gourmand World Cookbook Awards  
Venue: KITAB Sofa