

## I. Discussion Forum

	Monday, 10.03.2008		Tuesday, 11.03.2008 Professional Day		Wednesday, 12.03.2008		Thursday, 13.03.2008		Friday, 14.03.2008		Saturday, 15.03.2008		Sunday, 16.03.2008
10 am 5 pm	<b>International Publishers Conference</b>  <b>Literature Travels the World – The Challenges of Publishing Translations</b>  Venue: ADACH/ Baynunah Hall, 2 <sup>nd</sup> Floor	11 am	<b>Opening Ceremony</b>  Venue: Atrium	11 am 1 pm	<b>Get Together for Women in Publishing</b>  Venue: Conference Room								
		1 pm 4 pm	<b>Meet New Business Partners – Targeted Matchmaking for Publishers</b>  Venue: Conference Room	11 am 1 pm	<b>Ibn Khaldoun's Muqaddima – A New of Edition</b> Ibrahim Sherbouh (Tunisia) Host: Dr. Ridwan al-Sayyid (Lebanon)  Organised by: Sheikh Zayed Book Award	11 am 1 pm	<b>Writing and its Value in the Arab World</b>  Jamal al-Ghitani (Egypt), Badrya Bishr (Saudi Arabia) and Nazir al-Adma (Syria)  Host: Dr. Wasseeni al-Araj (Algeria)  Organised by: Sheikh Zayed Book Award						
		4 pm 5 pm	<b>Enhancing Translations Worldwide</b>  Bas Pauw, Henk Proepper (Foundation for	2 pm 3 pm	<b>Copyright vs. Piracy</b>  Ibrahim al-Moallem (Former President of	2 pm 3 pm	<b>Scholastic – a Success Story in the Arab World</b>  Scholastic, Lebanon	2 pm 4 pm	<b>Presentation of the International Prize for Arabic Fiction (IPAF)</b>  <b>Followed by:</b>	2 pm 4 pm	<b>Academy of Poets</b> Presentation		

			the Production and Translation of Dutch Literature, Netherlands) Ute Reimer-Böhner (Goethe-Institut Cairo, Germany) Yana Genova (Next Page, Bulgaria)		the Arab Publishers Association, Egypt) Lynette Owen (Pearson, UK) Host: Jens Bammel (International Publishers Association, Switzerland)				<i>Get to Know the Jury's Opinion!</i>				
			Host: Alexandra Buechler (Literature Across Frontiers, UK)			<b>3 pm 4.30 pm</b>	<i>Let's read! – Creative Examples of Promoting Reading among Children from Germany, France and the UAE</i>					<b>3 pm 4 pm</b>	<i>Reading and Book Signing Session</i>  Basema Younis (UAE)
				<b>4 pm 5 pm</b>	<i>Talking Literature</i>  <i>Love Matters – Female Writing in Saudi Arabia</i>  Leila al-Juhani and Badrya al-Bishr (Saudi Arabia) Host: Mona Naggar			<b>4 pm 5 pm</b>	<i>Ecological Awareness in the UAE and the Middle East</i>  Eng. Emad Saad (Abu Dhabi Municipality, UAE) and Mariam Ali al-Hammadee (Federal Environmental Agency, UAE)			<b>4 pm 5 pm</b>	<i>Reading and Book Signing Session</i>  Muhammad al-Murr (UAE)
		<b>5 pm 6:30 pm</b>	<i>Setting up an Arab Books in Print Catalogue Preconditions for a Title</i>	<b>5 pm 6 pm</b>	<i>Online Global Marketing for Books: Google Books Search</i>	<b>5 pm 6 pm</b>	<i>Talking Literature</i>  Hassouna Mosbahi	<b>5 pm 6 pm</b>	<i>Body Intelligence</i>  Dr. med. Marianne Koch	<b>4:30 pm 6 pm</b>	<i>"Young Environmentalists" – a Case Study of the Abu Dhabi</i>	<b>5 pm 7 pm</b>	<i>Academy of Poets</i> Presentation

			<b>Database</b> Dr. Gerhard Dust (LIBRI, Germany) Venue: Conference Room		Santiago de la Mora (Google Books Search, UK) and Ramy Habeeb (kotobarabia.com, Egypt), Mohamed		(Tunisia) Host: Samuel Shimon (Iraq, UK)		(Germany) Host: Dina al-Shammaa (Gulf News, UAE)		<b>Municipality</b> Eng. Emad Saad (Abu Dhabi Municipality, UAE)		
		<b>6 pm 8 pm</b>	<b><i>Attractive Children's Libraries – Perspectives from Asia, Europe and the Middle East</i></b>  Katharina Lee (Singapore National Library Board, Singapore) and Linda de Vos (Children's Public Library Frankfurt, Germany) Ingrid Bon (International Federation of Library Associations, Netherlands), Ruqaya Abul Hassan (Dubai Public Library, UAE) Host: Dr. Shaheen (Library Tech, UAE)  Organised by: ADIBF and Library Tech		Sajed Hallaq (Obeikan Bookshop, Saudi Arabia)	<b>6 pm 7.30 pm</b>	<b><i>Talking Literature</i></b>  Khairy Shalaby (Egypt) and Mustafa Farouk (Egypt/USA)  Host: Margaret Obank (Banipal Magazine, UK)	<b>6 pm 7 pm</b>	<b><i>The Prague School and the Structural Functional Theory of Phonology</i></b>  Gaber Asfour (Egypt) and Said Ghanemy  Organised by: Kalima	<b>6 pm 7:30 pm</b>	<b><i>Lost History: The Enduring Legacy of Muslim Scientists, Thinkers and Artists</i></b> Michael Hamilton Morgan (USA)  Host: Zaki A. Nusseibeh (UAE)		
				<b>6 pm 7 pm</b>	<b><i>Talking Literature</i></b>  Alaa al-Aswany (Egypt) and Mustafa Farouk (Egypt/USA)  Host: Mark Linz (AUCP, Egypt)			<b>7 :30 pm 9 pm</b>	<b><i>Meet the Sheikh Zayed Book Award Winners 2008</i></b>  Host: Rashid al-Nu'ami  Ibrahim al-Koni (Libya) Winner of the SZBA for literature, Hoda al-Shawwa Qaddumi, Winner of the SZBA for Children's Literature, Winner of the SZBA for the Cultural	<b>7:30 pm 9 pm</b>	<b><i>The Prince of Poets: Kareem Matouq (UAE)</i></b>		

									Personality of the Year 2008				
									Organised by: Sheikh Zayed Book Award				

## II. Kitab Sofa

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				11 am 12 pm	<b>Kitab – The New Venture</b>  Mohammad Khalaf (ADACH), Jumaa al-Qubaisi (ADIBF), Claudia Kaiser (Kitab, Frankfurt Book Fair)	11 am 1 pm	<i>Please Have a Seat! Shortlisted Authors of the International Prize for Arabic Fiction</i>	4 pm 5 pm	<i>Reading Promotion in the Arab World</i> Ute Reimer-Boehner (Germany, Goethe-Institut Cairo) Host: Dr. Elke Kaschl Mohni (Goethe-Institut Gulf Region)	4 pm 5 pm	<i>Please Have a Seat, Mrs.Frauke Heard-Bey!</i>  Host: Omar Gobash (Kaleem Books, UAE)		
				5 pm 6 pm	<i>Please Have a Seat, Mr. Alaa al-Aswany!</i> Host: Mark Linz (AUCP, Egypt)	2 pm 4 pm	<i>Please Have a Seat!</i> Shortlisted Authors of the International Prize for Arabic Fiction	5 pm 6 pm	<i>Please Have a Seat, Mrs. Samar al-Mouqrin!</i> Host: Dina Dally (Saqi Books, Lebanon)	5 pm 6 pm	<i>Please Have a Seat, Mr. Pablo Martínez!</i> Host: Cesar Espada (Consule General of Spain, Dubai)		
				6 pm 7 pm	<i>Please Have a Seat, the Winner of the International Prize for Arabic Fiction!</i>	4 pm 5 pm	<i>Please Have a Seat, Mr.Khairi Shalaby!</i> Host: Mustafa Farouk (USA/ Egypt)						
						6 pm 7 pm	<i>Please Have a Seat, Mrs.Geneviève Chauvel!</i>						

### III. Textbox

				<b>4 pm 8 pm</b>	<i>Performance</i> Bas Boettcher & Timotheus (Germany)	<b>4 pm 8 pm</b>	<i>Performance</i> Bas Boettcher & Timotheus (Germany)	<b>4 pm 8 pm</b>	<i>Performance</i> Bas Boettcher & Timotheus (Germany)	<b>4 pm 8 pm</b>	<i>Performance</i> Bas Boettcher & Timotheus (Germany)	<b>4 pm 8 pm</b>	<i>Performance</i> & Timotheus (Germany)
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### IV. Business Lounge

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		<b>11 am 2 pm</b>	<i>Ask The Expert: How to deal with Rights and Licences?</i> Khaled Abbas (Sphinx Agency, Egypt)	<b>11 am 2 pm</b>	<i>Ask The Expert: How to deal with Rights and Licences?</i> Khaled Abbas (Sphinx Agency, Egypt)	<b>11 am 2 pm</b>	<i>Ask The Expert: How to deal with Rights and Licences?</i> Khaled Abbas (Sphinx Agency, Egypt)						
				<b>11 am 12 pm</b>	<i>Briefing How to Approach the US Market?</i>  Jon Malinowski (American Collective Stand Inc., USA) and Charlene Gaynor (Educational Publishers Association, USA)	<b>11 am 12 pm</b>	<i>Ask the Expert: Professional Training for Publishers in the Arab World</i>  Cornelia Helle (Frankfurt Book Fair, Germany), Ute Reimer- Böhner (Goethe- Institut Cairo, Germany)						

		12 pm 12.30 pm	<b>Briefing</b> <i>Information on the Arab Book Market for International Publishers</i>  Bachar Chebaro (Arab Scientific Publishers, Lebanon)	12 pm 1 pm	<b>Ask the Expert:</b> <i>Promoting Translation – The Netherlands</i>  Henk Proepper (Foundation for the Production and Translation of Dutch Literature, Netherlands)	12 pm 1 pm	<b>Ask the Expert:</b> <i>Promoting Translation – a European Approach</i>  Alexandra Buechler (Literature Across Frontiers, UK)						
						2 pm 3 pm	<b>Ask The Expert:</b> <i>Promoting Translation – Programmes for Translation into Arabic</i>  Yana Genova (Next Page, Bulgaria)						
				4 pm 5 pm	<b>Briefing</b> <i>Advantages of Electronic Publishing in the Arab World</i>  Ramy Habeeb (kotobarabia.com, Egypt)	5 pm 6 pm	<b>Briefing</b> <i>NewspaperDirect – the world’s largest online newspaper and magazine kiosk</i>  Marc Ritchie (Global Business Development, Canada)						