

The Frankfurt Book Fair
Business Club
THE MARKETS

**CHANGE –
A 360-DEGREE VIEW**

**Tuesday,
10/10/2017**

Networking
the world's
business
cultures

BOOK NOW!

Early Bird
DISCOUNT UNTIL 31 AUGUST

www.book-fair.com/businessclub/tickets

9.00

Welcome address

This year, the Business Club Conference THE MARKETS will be focussing on the US, UK, France, India and South East Asia. Key players from each of these regions will be sharing their views and expertise about their respective markets. In addition, three experts from each market will be holding one-to-one talks, giving advice and answering questions regarding the specific topics of fiction, non-fiction, children's books, distribution, and co-editions.

Katja Böhne – Germany

**Vice President Marketing & Communications
Frankfurter Buchmesse**

9.05

Keynote

Donald Trump's presidency seems to be changing the world - but will his governing style also have a lasting influence on publishing, and how will authors and publishers react? In his opening address to the Business Club Conference THE MARKETS Andrew Wylie - agent for countless influential thinkers and statesmen - will reflect on the challenges and opportunities arising from this ideological change, and will be sharing his views on the current situation and the future of the international book industry.

Andrew Wylie – US

President, The Wylie Agency

Andrew Wylie, known as one of the world's most influential literary agents, founded his agency in New York in 1980; a London office opened in 1996. Today his agency represents and consults 1,000 international authors, photographers, and politicians.

9.30

In conversation with ...

"When everything around me is moving so fast, I stop and ask, 'Is it the world that's busy, or is it my mind?'"

In his book, Haemin Sunim, "the new Khalil Gibran" (*Publishers Weekly*), shows how to find lasting happiness in a rapidly changing world. The monk will talk to Porter Anderson, editor-in-chief at *Publishing Perspectives*, about the effects a deceleration of this kind could have on the publishing business, and how to stay grounded as an internationally successful author.

Haemin Sunim – South Korea / US

Zen Buddhist monk and international bestselling author

Born in South Korea, Haemin Sunim studied film in Berkeley, Harvard and Princeton before returning to his home country to become a monk and devote his life to Buddhism. He is now one of the most popular spiritual writers, with his book "The Things You Can See Only When You Slow Down", already translated into 26 languages and achieving global sales of more than 3 million copies.

10.00

Presentation

What are the most important recent changes in international publishing, in both print and digital? Are children's and YA books still trending long-term? What news from Amazon, where do independent publishers stand, and what about self-publishing? Which defining mergers have been reported? This session will provide facts and figures to these and other questions.

André Breedt – UK

Managing Director, Nielsen Book Research International

André Breedt has worked with Nielsen since 2007, and was appointed to the role of Managing Director Nielsen Book Research International in 2014.

10.30

Speech

Come October, the UK will be in the middle of the Brexit negotiations, with the outcome still unknown. The majority of British publishers and booksellers had voted remain, partly because of the perceived economic risk associated with the withdrawal from the EU. Katie Espiner, MD to the Orion Publishing Group since 2015, will be reflecting on the transition now facing the country, and the possible commercial impact this will have on the publishing industry worldwide.

Katie Espiner – UK

Managing Director, Orion Publishing Group

Katie Espiner joined Orion Publishing Group as Managing Director in September 2015, having spent sixteen years as an editor and publisher at HarperCollins and Penguin Random House. She has published authors including Curtis Sittenfeld, Tracy Chevalier and Lionel Shriver.

The Frankfurt Book Fair Business Club

THE MARKETS

CHANGE – A 360-DEGREE VIEW

Tuesday,
10/10/2017

Networking
the world's
business
cultures

www.book-fair.com/businessclub

www.book-fair.com

www.book-fair.com/international

#fbm17



Main Partner:



PUBLISHINGPERSPECTIVES

11.00

In conversation with ...

A growing number of authors published in France today have an immigrant background, or have family roots in the former French colonies. What does writing in a foreign language, or “translating” different cultural and creative backgrounds do to stories? Do they change? Is language itself changing as well in the process? And what about the reader? In an interview with *Publishing Perspectives*' Olivia Snaije of Bookwitty in Paris Jean Mattern will be exploring what effect this demographic change might have on his country's literature.

Jean Mattern – France

Head Literary Editor for international literature, Éditions Grasset
Jean Mattern, who grew up in Germany, spent eighteen years with Gallimard as head literary editor for international literature. In 2016 he took over the same position at Éditions Grasset. He has written four novels, translated into eight languages, and also has an oeuvre of non-fiction.

11.30

In conversation with ...

The publishing industry in India is growing at an impressive speed, both in print and digital. Many of the multinationals, like Penguin Random House, Hachette or HarperCollins, are already publishing directly into this market, in Hindi or Marathi, via their local Indian imprints, thereby reaching new reader groups and gaining new authors. Ananth Padmanabhan, CEO of HarperCollins India, and Prashasti Rastogi of the German Book Office New Delhi will be discussing how international publishers can make the most of this trend.

Ananth Padmanabhan – India

CEO, HarperCollins India

Ananth Padmanabhan is since 2015 CEO of HarperCollins India. He has more than 20 years of publishing experience. Before coming to HarperCollins he was Senior Vice President of Sales of Penguin Random House India.

12.00

In conversation with ...

South East Asia seems miles away from Europe geographically – and literally: hardly any books or publishing news from the region are making it to the West. The Malaysian book market in particular is undergoing dramatic changes due to the economic slowdown, changes in government policies, and overall digital disruption. Innovative publishers are transforming their business model to survive and finding new growth area. In an interview with Claudia Kaiser, Vice President Business Development Frankfurter Buchmesse, Arief Hakim will be sharing insights into Malaysian book industry's changes and successful innovations.

Arief Hakim – Malaysia

Managing Director, PTS Media Group

Arief Hakim was appointed MD to the Malaysian PTS Media Group in 2000; he is also deputy president of the Malaysian Book Publishers Association (MABOPA). PTS publishes up to 300 titles p.a. in Malay, on a wide range of topics, and distribute throughout Malaysia, Brunei and Singapore.

12.30

Panel Discussion

Women make up more than three quarters of the publishing workforce, by some estimates. Women buy more books than men do, and more women authors are making bestseller lists than ever before. So why are publishers' executive offices still dominated by men? Five female leaders in publishing discuss how they reached top leadership positions and what needs to change for more women to do the same.

Tracey Armstrong – US

President and CEO, Copyright Clearance Center

Sophie de Closets – FRANCE – CEO, Fayard

Arpita Das – INDIA – CEO and Owner, Yoda Press

Xandra Ramos-Padilla – PHILIPPINES

Managing Director, National Book Store / CEO, Anvil Publishing

Vicky Williams – UK

Group People Director, Emerald Group / CEO, Research Media

Jane Tappuni – Moderator

Head of Business Development, IPR License

13.15

Closing Statement

Katja Böhne

**Vice President Marketing & Communications
Frankfurter Buchmesse**