



## ALDUS @ FRANKFURT BOOKFAIR: EVENTS AND MEETINGS BY THE ALDUS NETWORK AND PARTNERS

**18<sup>th</sup> October 2016, Tuesday**

**Title:** *Promoting translation rights with the help of prizes: Accelerators for success?*

**Abstract:** How can prizes stimulate the translation of works of lesser spoken languages and emerging authors? Which are the opportunities and how to access and better exploit these instruments? In the framework of the Frankfurt Rights Meeting, the biggest international meeting of rights professionals, a session will present The European Union Prize for Literature (EUPL) as a best practice

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Frankfurt Book Fair, Hall 4.2, Room Dimension

**Time:** 2.00 - 5.00 pm (entire conference); 3.00 pm (ALDUS session)

**More info:** <http://buchmesse.de/en/conferences/rdm/schedule/>

**Notes:** The 30th Frankfurt Rights Meeting is a separate event with a registration fee

**Title:** *EUPL sponsors Tuesday morning coffee at the Fair*

**Abstract:** In the morning of the 18th October, come and drink coffee and learn more about EUPL winners in the Literary Agents & Scouts Centre as well as in the Publisher's Rights Corner, The event is an occasion to promote the EUPL winners among literary agents, thus enhancing the possibility for the awarded works and authors to be translated into several languages. The anthology of EUPL winners will be available for distribution as well as EUPL leaflet on EU grants for literary translation.

**Organiser:** EUPL and FBF

**Stand/Room:** Publisher's Rights Corner and Literary Agents & Scouts Centre

**Time:** 09.00 -11.00 am

**19<sup>th</sup> October 2016, Wednesday**

**Title:** *THE ARTS+: THE POLITICS OF CREATIVITY - Breaking the mould: Innovation policies for the European creative and cultural sectors*

**Abstract:** The creative and cultural sectors create jobs and growth in the European context today. Their creativity often spills over into other areas despite the uncertain times. That's why these sectors are increasingly included on the strategic agendas of the EU, as well as national and regional governments. This high-level workshop and networking event will focus on innovation policies for the creative and cultural sectors, from a European perspective. Representatives of the European Commission (EC) and national and regional policy makers will meet CCI stakeholders to understand the present scenario and future perspectives in terms of support to innovation for CCIs. Who are the main players in this field? How can we build a strong European network – one that favours technological innovation, as well as innovations in areas like financing and skills? What funding programmes and initiatives already exist? How can European stakeholders cooperate more effectively? Following the open discussion, an intensive round of networking and close encounters will close the event.

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Hall 4.1, THE ARTS+ Salon, stand no. 4.1 Q109

**Time:** 11.15 am – 1.15 pm



**More info:** <http://theartsplus.com/sessions/arts-politics-creativity/>

**Notes:** The number of participants is limited, so please register under this [link](#) here to take part. The workshop is part of THE ARTS+ (theartsplus.com), a trade fair, networking hub and conference for the creative and cultural sectors, set for launch at the Frankfurter Buchmesse (19 – 23 October).

**Title:** *Ask the expert: Consulting on the Creative Europe Programme by the European Union*

**Abstract:** Funding for culture and publishing ventures is an increasingly important topic for publishers. Experts from funding institutions DG Culture and Executive Agency Creative Europe will disseminate information about funding possibilities and specific advice in a one-to-one conversations. The event is held within the Business Club programme.

**Organiser:** Frankfurt Bookfair

**Stand/Room:** Hall: 4.0 Business Club Meeting Area

**Time:** 4.00 - 5.30 pm

**More info:** <http://www.book-fair.com/en/businessclub/schedule/02905/index.html>

**Notes:** Preregistration is required. Individual appointments may also be booked on-site, subject to availability.

**Title:** *Lithuania as guest of honour at the Leipzig Book Fair 2017 programme*

**Abstract:** The Lithuanian Publishers' Association will present Lithuania as Guest of Honour of Leipzig bookfair 2017, promoting a country focus on the book market of the Baltic country. Warm welcome from: Oliver Zille, Director of the Leipzig Book Fair, Laimonas Ubavičius, Chancellor of Ministry of Culture of Lithuania, Alvydas Šlepikas, writer, Aušrinė Žilinskienė, Director of the Lithuanian Culture Institute, Aida V. Dobkevičiūtė, Executive Director of Lithuanian Publishers Association. Reception will follow.

**Organiser:** Lithuanian Publishers' Association

**Stand/Room:** Hall 5.0, Stand A31

**Time:** 2.00 pm

<b>20<sup>th</sup> October 2016, Thursday</b>
---

**Title:** *Reading à la carte in France: a literary land presents itself*

**Abstract:** France will be Guest of Honour at the Frankfurt Book Fair 2017. To let international publishers, literary editors and scouts familiarize themselves with current trends in the French book market, and to learn about the important authors and movements in this outstanding cultural nation, France and its literature will be the focus of this Business Breakfast. Potential buyers of French licences can also discover what support is available for translations from the language. At the same time, the Frankfurt Book Fair will present its Guest of Honour concept – a best-practice example for the promotion of literature worldwide. The event is held within the Business Club programme.

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Hall: 4.0 Business Club Meeting Area

**Time:** 8.30 - 9.30 am

**More info:** <http://www.book-fair.com/en/businessclub/schedule/02902/index.html>

**Title:** *Reception with International Publishers and Agents*



**Abstract:** The European Union Prize for Literature (EUPL) invites you to celebrate the Slovenian EUPL 2016 winning author Jasmin B. Frelih who will be present at the Slovenian Stand.

The event will be an opportunity to introduce the winning author to a wide, international audience and will increase the chances for his work to be translated into other languages.

**Organiser:** MLADINSKA KNJIGA ZALOŽBA, d.d., Slovenska 29, 1000 Ljubljana, SLOVENIA with the support of EUPL

**Stand/Room:** Hall 6.1, D36

**Time:** 4.00-6.00 pm

### 21<sup>st</sup> October 2016, Friday

**Title:** *European Union Prize for Literature: chances and opportunities*

**Abstract:** Diversity, the will to experiment, and an understanding of literature that crosses borders: three cultural-political viewpoints upheld by the “European Union Prize for Literature”. What is the underlying concept of the prize and what kind of response does it generate? Frankfurt Fellowship Programme participants from three different EU countries discuss its results and expectations, together with the European Network for Literary Translation (ENLIT).

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Weltempfang Salon (Hall 3.1 L 25)

**Time:** 4.00 – 5.00 pm

**More info:** [http://catalog.services.book-fair.com/en/events/day-overview/event/action\\_eventcalendar/detail/controller\\_eventcalendar/Eventcalendar/objid\\_eventcalendar/59/](http://catalog.services.book-fair.com/en/events/day-overview/event/action_eventcalendar/detail/controller_eventcalendar/Eventcalendar/objid_eventcalendar/59/)

**Notes:** languages of the event will be German/English

### 22<sup>nd</sup> October 2016, Saturday

**Title:** *Working Meeting of European grant translation institutions*

**Abstract:** Annual working meeting of the European network whose members are investing in translation support programmes – with the aim to give their literatures increased visibility internationally and in their respective countries. The members of the network strive for a dynamic, diverse and easily accessible literary landscape across and beyond European boundaries. This a partner event within the Business Club programme.

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Hall: 4.0 Business Club Stage

**Time:** 11.00 am - 1.00 pm

**More info:** <http://www.book-fair.com/en/businessclub/schedule/03050/index.html>

**Title:** *Reading Europe – new approaches to the promotion and networking of European book markets*

**Abstract:** The Network of European Book Fairs, ALDUS, is a project co-funded by the Creative Europe programme of the European Union. Its aim is to increase the professionalism with which literature is promoted in the relevant markets. This workshop will present three successful models, drawing on the example of the Frankfurt Book Fair. After the presentations, the participants will discuss the following questions together: How can collective stands at book fairs be made more interactive? How can we attract more European authors to appear at book fairs? How would it be possible to nurture the inter-European licensing trade? How can European publishers network more effectively? The workshop will kick off a four-



year strategy process intended to develop the promotion of literature across Europe through building a sustainable and professional network of European book fairs. The event is held within the Business Club programme.

**Organiser:** Frankfurt Book Fair

**Stand/Room:** Hall: 4.0 Business Club Stage

**Time:** 2.00 - 3.30 pm

**More info:** <http://www.book-fair.com/en/businessclub/schedule/03044/index.html>

## OTHER EVENTS OF INTEREST FOR ALDUS COMMUNITY

**20<sup>th</sup> October 2016, Thursday**

**Title:** *Presentation of the EU 4-year support to publishers (in German)*

**Abstract:** The Creative Europe programme plans to issue a call for proposals early 2017 to offer 4-year grants of up to 400 000 Euro per publisher to co-finance the translation, publication and promotion of European works. The support will take the form of 4-year Framework partnership agreements with annual grants of up to 100 000 . Publishers will have to commit to translate and publish between 5 to 10 European books per year. The 20-min presentation will describe the conditions to obtain such support and will be followed by Q&A

Speakers : Katharina Weinert (Creative Europe Desk KULTUR Germany ) & Arnaud Pasquali (European Commission, EACEA, Culture unit)

**Organiser:** DG Culture of the European Commission

**Stand/Room:** Room Entente, Hall 4, Level 4C

**Time:** 9.30-10.15am

**Title:** *Presentation of the EU 4-year support to publishers (in English)*

**Abstract:** The Creative Europe programme plans to issue a call for proposals early 2017 to offer 4-year grants of up to 400 000 Euro per publisher to co-finance the translation, publication and promotion of European works. The support will take the form of 4-year Framework partnership agreements with annual grants of up to 100 000 . Publishers will have to commit to translate and publish between 5 to 10 European books per year. The 20-min presentation will describe the conditions to obtain such support and will be followed by Q&A

Speakers : Arnaud Pasquali & Piero Fratini (European Commission , EACEA, Culture unit)

**Organiser:** DG Culture of the European Commission

**Stand/Room:** Room Entente, Hall 4, Level 4C

**Time:** 11.00-11.45am