ALDUS UP
EUROPEAN BOOKFAIRS' NETWORK

Co-funded by the Creative Europe Programme of the European Union

Aldus Up events in FBM digital programme

- **October 13th, h.12.30 –13.30 CEST: "The Role of Book Fairs in an Increasingly Digital Context": a networking event organised by Aldus Up**

A discussion group on future strategies for book fairs during the next years. In this session, ideas will be generated about three types of fairs: fairs aimed exclusively at professionals, fairs with spaces or times dedicated to professionals and the general public and, finally, fairs aimed exclusively at the public, at readers. Should each or some of the three categories evolve quickly? Must radical changes be introduced to meet their goals? Should those goals be transformed for each of the three categories? All these questions will focus on generating ideas about a possible new value proposition.

Speakers: Luis González (Fundación Germán Sánchez Ruipérez)*;* Elena Pasoli (Bologna Children's Book Fair); Marifé Boix Garcia, (Frankfurt Bookfair)

Event page

- **October 15th, h.12:30-13:30: "FEP Rendez – Vous" organised by FEP in the framework of Aldus Up**

European publishers ask Commissioner Mariya Gabriel and EU policymakers how the EU can support culture and in particular the book sector, from the impact of the Covid-19.

Speakers: Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth; Members of EU Parliament

Event page
Note: this event can be followed on FEP YouTube channel and Facebook Page

- **October 15th, h.16:00 "Reading Matters!" organised by IPA and LitCam, in collaboration with Aldus Up**

An exclusive in-depth look at a new IPA report looking at the evolution of reading habits around the world followed by an international panel on literacy that will discuss best practices for reading promotion and thoughts about way forward. The panel will feature also a contribution by Aldus Up on activities planned in the field of reading habits and reading promotion.

Speakers: line up to be announced on event page.

Event page

- **October 16th, h.11.30- 12.30: "European Accessibility Act (EAA): a chance for publishers - All you need to know from international accessibility experts"- organised by FEP and IPA in collaboration with Fondazione LIA and Aldus Up**

Any publisher selling their e-books in Europe in 2025 and all the actors of the e-publishing supply chain will need to respect the European Accessibility Act. This panel gathers international accessibility experts who will tell you everything you need to know about the act and how to be compliant. The European Commission and the World Intellectual Property Organisation will present the Act before industry experts will answer questions like: why is the Act so important? what makes a publication accessible? How can be sure that an e-book is accessible? What platforms can I use? What e-readers can I use? Full programme available here

Video presentations of the event by FEP President Peter Kraus vom Cleff (video) and by IPA President Hugo Setzer (video).

Speakers: Luc Audrain (Expert on digital accessibility), Anne Bergman-Tahon (Director of Federation of European Publishers), Paolo Casarini (CTO / IT Director at Società editrice Il Mulino), Peter Kraus vom Cleff (President of Federation of European Publishers), Monica Halil Lövblad (Head of ABC-Accessible Books Consortium), Thomas Kahlisch (University of Leipzig), Cristina Mussinelli (Secretary General of the LIA Foundation), Inmaculada Placencia-Porrero (Senior Expert in the Unit Disability and Inclusion at the European Commission), Wendy Reid (Accessibility and Publishing Standards Lead at Rakuten Kobo, Hugo Setzer (President of the International Publishers Association).

Event page
Note: this event will be streamed on Frankfurt Book Fair website. To access the livestream, please register once via My Book Fair: https://services.book-fair.com/login

Market Insights: European data presented in collaboration with Aldus Up in FBM digital programme

The international markets area of the FBM website will feature a Market Insights page dedicated to publishing market data from individual countries worldwide. European market data are presented in collaboration with Aldus Up.

Market Insights page