



Book Conference 2021 (Chapter 2)

Frankfurt Book Fair, 21 October 2021

AGENDA

- 09:15-09:30** **Conference opening**
Ulrich Stetter, President of Intergraf and Managing Director of Druckhaus Mainfranken GmbH
- 09:30-10:00** **The book market and beyond**
Thomas Poetz, Associate Consultant at Smithers
- 10:00-10:30** **Printing and publishing in the EU – the regulatory framework, an outlook**
Anne Bergman-Tahon, Director of the Federation of European Publishers
- 10:30-11:00** **Retail is not physical vs. online, it is omnichannel**
Andre Breedt, Managing Director of Nielsen Book
- 11:00-11:30** **Coffee break**
- 11:30-12:00** **The changing world of book production**
Vicky Ellis, Sales Director at Clays UK; and Edoardo Cuomo, Deputy CEO of Clays UK
- 12:00-12:30** **How do 15-year-olds read in today's world?**
Miyako Ikeda, Lead Analyst at the OECD (Directorate for Education and Skills)
- 12:30-13:00** **On-demand book production**
Mohammad Zeeshan Mehmood, Print Media Technologies Student at Hochschule der Medien Stuttgart
- 13:00-14:30** **Lunch**

- 14:30-14:45** **Bringing books to all parts of the world with Gutenberg One**
Hubert Pedurand, CEO of LABALLERY and Vice-President of UNIIC
- 14:45-15:00** **P-books & E-books: consumer behaviour perspective**
Olga Munroe, Researcher, UK
- 15:00-15:30** **What we can do for the future of the book**
Peter Kraus vom Cleff, President of the Federation of European Publishers
- 15:30-16:00** **Coffee break**
- 16:00-16:30** **Publishers' work on climate change**
Rachel Martin, Global Director of Sustainability at Elsevier; and Michiel Kolman, Senior VP and Academic Ambassador at Elsevier
- 16:30-17:00** **Environmental challenges in the book industry**
Steve Walker, Commercial Products Manager at the BPIF; and Lisa Faratro, Director of Environment and Sustainability at CPI Group
- 17:00-17:15** **Conference Closing**
Ulrich Stetter, President of Intergraf and Managing Director of Druckhaus Mainfranken GmbH