

02.23 | thursday | 10 am
VBF Opening

02.23 | thursday | 12 am
VBF Tour

02.25 | saturday | 8 pm
Gala Dinner at Vilnius Town Hall
Address: Didžioji g. 31

VILNIUS BOOK FAIR LLA PROGRAM FOR SPECIALISTS



Literary —

— market

02.23 | thursday | 2 pm | hall 5.3

Discussion **The Bestseller: Books Race in the World and Lithuania**

Miha Kovač, Slovenian publishing professor and the editor of „Mladinska Knyga“ publishing house, will present the global research on bestsellers. Publishing experts from Lithuania, Slovenia, Latvia, Romania, Valencia and publishers from small language countries will continue the discussion and share insights on bestsellers, literature tendencies and books competition.

Moderator: Aida V. Dobkevičiūtė

Participants: Miha Kovač (Slovenia), Renate Punka (Latvia), Mihai Mitrica (Romania), representatives from Valencian and Lithuanian publishers associations.

02.23 | thursday | 3 pm | hall 5.3

Discussion **Book Piracy: Theft or Free Advertising?**

Publishing experts and authors from Lithuania, Slovenia, Latvia, Romania and Valencia will discuss book piracy online, challenges intellectual property is facing, damage for authors, publishers and society. Lithuanian publishers association will present a research „The stagnation of book publishing market as a consequence of online piracy“ which was accomplished in 2016.

Moderator: Aida V. Dobkevičiūtė

Participants: Miha Kovač (Slovenia), Renate Punka (Latvia), Mihai Mitrica (Romania), representative from Valencian publishers association, LLA representative, Lithuanian author.

02.23 | thursday | 5 pm | literary cafe

Readings. **Bob Dylan lyrics in LT, LV, RO, SI and Valencian**

LLA and international projects partners will hold public readings in different languages of this year's Noble prize winner for literature Bob Dylan lyrics. Poems will be read in Lithuanian, Latvian, Slovenian, Romanian and Valencian languages.

Moderator: Andrius Bialobžeskis

Jazz: Quartet of Leonardas Pilkauskas | Vocal: Kotryna Janulaitė

02.24 | friday | 9 am | vip lounge / hall 3 balcony

P2P for Publishers

P2P will be organized for Lithuanian, Latvian, Romanian, Valencian, Slovenian, Georgian, Ukrainian, German publishers, participating in Vilnius book fair.

Event for registered participants.

Moderator: Aida V. Dobkevičiūtė

Participants: 10 Valencian publishers, 4 Romanian publishers, 2 Latvian publishers, 2 Slovenian publishers, 6 Lithuanian publishers, 2 Georgian publishers, 2 Ukrainian publishers, 1 German publisher.

02.24 | friday | 11 am | vip lounge / hall 3 balcony

Publisher's Breakfast

Lithuanian and visiting publishers will be invited for Publisher's Breakfast to continue their previous interactions, develop collaboration opportunities, discuss on relative issues.

Participating: Valencian, Romanian, Latvian, Slovenian, Lithuanian, Georgian, Ukrainian, German publishers and other guests.



ALDUS (named after Aldo Manuzio) is the European Book Fairs' network, primary aimed at fostering transnational mobility of European literary works and book professionals.

Starting points are the presence in the network of the two leading B2B International book-fairs in the world (Frankfurt and Bologna), and the rich variety of national book fairs, open to the public (Rome, Vilnius, Riga, Lisbon and Bucharest book fairs). The former is already the place for professionals to meet at global level, the latter have a big potential to complement this by offering visibility to national book communities at a European level. The partnership will foster targeted mobility between professionals, through visits and joint events, including workshops, training initiatives and fellowship programmes.

Book-fairs are traditionally the main events for book professional to foster business opportunities (in particular exchanging translation rights), meet, share experiences and partnering for co-editions, or other initiatives. In this context, the dialogue between publishers is a prerequisite for translations, i.e., for mobility of literary works, which is the primary objective of the project and will be supported by dedicated networking and training activities.

In the digital era, Book-fairs are also experiencing change, transforming their format, through focusing on new ways to increase the editorial works mobility, capacity building and helping book professionals to seize the opportunities that digital technologies offer to establish new relations with readers. Aldus aims at experimenting with new event formats in these areas, more interactive and engaging. Supporting publishers to experiment new ways of using the fairs to engage with their audience is another project objective.

Literary — — market

PUBCOOP and portal *Literary market* partnership is a cooperation between the Valencian Publishers Association (AEPV) from Spain, the Lithuanian Publishers Association (LLA) and the Romanian Publishers Association (AER) in the Creative Europe Programme.

These 3 associations are working with small and independent publishers which work with Lesser Used Languages as Catalan, Lithuanian and Romanian. Those publishers, which are a relevant source of culture in Europe, have a lot of troubles to sell their products abroad, and to compete with big players on the market because of their reduced resources, and because of the reduced use of their languages. As a counterpart to these challenges there are opportunities in publishers cooperation and in associations collaboration to support companies in their internationalisation, and in the use of Internet.

Starting in May 2016 and ending in December 2018, PUBCOOP project has the objective of supporting the capacity of the independent publishers in Europe to compete internationally, working in cooperation with publishers from other European countries and reinforcing their capabilities through cooperation from publisher companies and publishers associations.

The partnership will cooperate directly with associations of independent publishers from France and Italy, but also with associations integrated in the Federation of European Publishers (FEP). LLA and AER are active associates of FEP.

Project results have a direct impact on around 150 publishers associated to the three associations partners, and a potential effect on around 1200 small and independent publishers in Europe.

LITHUANIAN PUBLISHERS ASSOCIATION

(Lietuvos leidybų asociacija, LLA)

LLA was founded in 1989. Its functions include the representation of the public opinion of its members on the national level and the introduction of their production on the international level. At the moment the Association unites private publishing houses as well as non-governmental organizations (NGO) mostly concentrating on specialized publishing. The membership of the LLA includes 39 members operating in the publishing sector. It equals about 1/3 of all active publishing houses that publish about 80 per cent of books. LLA believes that publishing is a very important sector as it directly influences and introduces the national culture, politics, education, art, leisure, tourism, etc.