

## Professional Programme

The Market Focus Mexico Professional Programme is brought to you by The London Book Fair, in partnership with The Publishers Association (UK), and CONACULTA and CANIEM in Mexico.

LBF Mexico's Market Focus is the twelfth Market Focus programme and is one of the most ambitious yet. The seminar programme at LBF itself is the centrepiece of 16 months of planned activity.

We are delighted to welcome the cream of the Mexican publishing community who will be taking part in a series of business-to-business events across the three days of the Fair. We are also pleased to be able to offer many more matchmaking opportunities than ever before for international and Mexican publishers. Read on for the full programme.

All sessions are **free-to-attend** once you have booked your ticket for LBF – available to buy at [www.londonbookfair.co.uk/booktoattend](http://www.londonbookfair.co.uk/booktoattend)

**We look forward to seeing you there!**

[>> Read on for the full programme](#)

## Tuesday 14<sup>th</sup> April 2015

10.00 – 11.00

Gallery Suite 1  
Grand Hall

### Overview of the Mexican Publishing Industry

**Chair:** Emma House, The Publishers Association (UK)  
**Speakers:** Rafael Tovar, Presidente, CONACULTA (National Council For Culture And the Arts)  
José Ignacio Echeverría, Chairman, CANIEM  
José Carreño, CEO, Fondo de Cultura Económica  
José Calafell, Grupo Planeta  
Eduardo Rabasa, Director, Sexto Piso

11.30 – 12.30

Children's Hub  
West Hall

### How does the conversation between children's authors and publishers go?

*Two unique and polemic writers who have, each in their own market, gone beyond what was hitherto allowed in children's and young adult literature, talk with their editors about the creative process.*

**Chair:** John McLay Literary Scout, author & founder Telegraph Bath Festival of Children's Literature  
**Speakers:** Juan Villoro, Writer & Journalist  
Socorro Venegas, Fondo de Cultura Económica  
Melvin Burgess, Author  
Klaus Flugge, Director, Andersen Press

12.45 – 13.30

Author HQ  
Olympia Central

### What we talk about when we talk about writing and reading in the digital era

*The influence that the internet has on the reading and writing habits that are shaping the cultural face of the new millennium is undeniable. But how beneficial is this influence; do we write and read better in a when the flow of electronic information forces us to rethink and reshape the future of books and printed publications? Three authors gather to talk about their personal literary processes in new technological platforms linked to the written word.*

**Chair:** Julio Trujillo, Editorial Director, CONACULTA  
**Speakers:** James Knight, Poet, fiction writer & essayist  
George Szirtes, Poet & translator  
Mauricio Montiel Figueiras, Editorial Director, INBA (Instituto Nacional de Bellas Artes)

14.15 – 15.15

### Opening of the Mexican Pavilion, Stand 6D100

15.30 – 16.30

### Publishers Matchmaking – Buying Rights from Mexico (Children's Publishing)

16.30 – 17.30

### Publishers Matchmaking – Selling Rights to Mexico (Children's Publishing)

Stand 6D100

*Meet with Mexican publishers in our bespoke matchmaking sessions, find out more at [www.londonbookfair.co.uk/matchme](http://www.londonbookfair.co.uk/matchme)*

## Wednesday 15<sup>th</sup> April 2015

11.30 – 12.30

The Faculty

### Books for Everyone: Promoting Academic Publishing – A Mexican Case Study

*Universities and books are institutions that have been closely related throughout history. Books have served to cover an important part of each one of the three missions of University: teaching, research, and the promotion of culture. This panel discussion will cover the strategies, actions and projects developed by Universidad Veracruzana, the Al texto Network of Academic Publishers, and the Universidad Nacional Autónoma de México, in order to bring academic books into the hands of the reader.*

**Speakers:** Édgar García, Director, Universidad Veracruzana  
Ana Elsa Pérez, Universidad Autónoma de México (UNAM)  
Javier Martínez, Universidad Autónoma de México (UNAM)

11.30 – 12.30

Gallery Suite 1  
Grand Hall

### UK Guest of Honour at Guadalajara Book Fair: Opportunities for UK Publishers & Writers

*The Feria Internacional del Libro de Guadalajara (FIL) is one of the most important book fairs for the Latin American region, providing not only a gateway to Mexico, but to the rest of Central and South America. Taking place in November 2015, the UK will be the Country Guest of Honour hosting a broad arts and cultural programme and pavilion showcasing the best of British art and literature. The British Council as organisers of the Guest of Honour will be designing the cultural programme and pavilion, and in this session you will hear about the purpose, design and opportunities for the UK. The Publishers Association will be responsible for the exhibitors on the pavilion and will showcase the offering for UK publishers.*

**Speakers:** Marisol Schultz and David Unger, Feria Internacional Del Libro de Guadalajara (FIL)  
Sofia Sjodin Architect of the UK Pavilion at FIL, Carmody Groarke  
Paul Howson and Cortina Butler, British Council  
Emma House, The Publishers Association

13.00 – 14.00

Children's Hub  
West Hall

### Bright Minds: Children's Publishing, Talent Working

*What are publishers' strategies nowadays for bringing books to children and young adults who are mesmerized by the world of visual communication? Four original publishers from two different countries discuss different ways of bringing together images, words, emotions and ideas.*

**Chair:** Karen Coeman, CONACULTA  
**Speakers:** Peggy Espinosa, Petra Ediciones  
Cristina Urrutia, Ediciones Tecolote  
Anna Ridley, Tate Publishing  
Deirdre McDermott, Walker Books

## Wednesday 15<sup>th</sup> April 2015

**14.00 – 15.00**

Mexican Pavilion  
Stand 6D100

### **Publishers Matchmaking – Buying Rights from Mexico (Fiction)**

*Meet with Mexican publishers in our bespoke matchmaking sessions, find out more at [www.londonbookfair.co.uk/matchme](http://www.londonbookfair.co.uk/matchme)*

**14.30 – 15.30**

Children's Hub  
Upper West Hall  
Level 1

### **Why do children read: case studies of reading promotion**

*A conversation between UK and Mexico publishers and literacy experts about aims and experiences in each country and the impact of their work on the reader*

**Chair:** Julia Eccleshare, The Guardian

**Speakers:** Jonathan Douglas, IBBY UK  
Adam Freudenheim, Pushkin Press  
Karen Coeman, CONACULTA  
Socorro Venegas, Fondo de Cultura Económica

**15.00 – 16.00**

Mexican Pavilion  
Stand 6D100

### **Publishers Matchmaking – Selling Rights to Mexico (Fiction)**

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## Thursday 16<sup>th</sup> April 2015

13.00 – 14.00

Mexican Pavilion  
Stand 6D100

### Translating Mexico: the Hows and the Whos

*Translators will be discussing how they came to establish a relationship with their authors, acting as champions and agents for them in the English speaking world, and how the avenues that have already been created can continue to be used to increase the visibility of Mexican literature.*

**Chair:** Juana Adcock, Translator  
**Speakers:** Amanda Hopkinson, Translator  
Lucy Greaves, Translator  
Christina MacSweeney, Translator  
Sophie Hughes, Translator

14.00 – 15.00

Mexican Pavilion  
Stand 6D100

### Digital Codex Mendoza for the LBF 2015, Mexican Heritage Institute

*This digital edition of the Codex Mendoza represents the first attempt in the world to create a digital resource that permits an in-depth study of a Mexican codex. Digital Codex Mendoza is available through a web app for a more complete approach intended for researchers and specialized users and an iPad app intended for the general public. Both are available, freely, through its website and through the iTunes store.*

*Through this work the Instituto Nacional de Antropología e Historia, INAH (National Institute of Anthropology and History) demonstrates the broad-based utility of this type of edition and the need to seek new forms of representation for such complex systems of knowledge. At the same time, the effort furthers the permanent calling of the INAH to study, preserve, and spread awareness of the cultural patrimony of the Mexican people.*

**Speakers:** Dr. Samuel Fanous, Head of Publishing, Bodleian Libraries  
Dr. Peter Stokes, Senior Lecturer in Digital Humanities, King's College London  
Ernesto Miranda, Director of Innovation, INAH

Find out more & book your ticket at  
[www.londonbookfair.co.uk/mexico](http://www.londonbookfair.co.uk/mexico)