



**45.ª Feria Internacional  
del Libro de Buenos Aires**

Del 25 de abril al 13 de mayo, 2019  
Predio Ferial La Rural

## > Program

Training and formation opportunities for editors, booksellers, distributors and all the professionals in the industry.

Please ask about activities requiring special registration.

### > Tuesday 23 of April

9.30 am to 1.30 pm – **University Publishing Sessions 2019**

Organized by Red de Editoriales Universitarias Nacionales

Julio Cortázar hall, Yellow Pavilion (prior registration required)

Program available [here](#)

10.00 am to 11.30 am – **Presentation of American Librarians**

Organized by Fundación El Libro

Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

10.00 am to 6.00 pm – **VIII Professional Sessions for Illustrators**

Organized by Asociación de Dibujantes Argentinos

Tulio Halperín Donghi hall, Yellow Pavilion (prior registration required)

Program available [here](#)

10.00 am to 5.00 pm – **Librarian Meeting Session**

Organized by Asociación de Bibliotecarios Graduados de la Argentina (ABGRA)

Victoria Ocampo hall, White Pavilion (prior registration required).

10.00 am to 11.30 am – **Opportunities arrive taken by the hand of technology**

Participants: Buscalibre, Trevenque, Publica.la and Bibliomanager

Organized by: Librenza

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

12.00 am to 1.30 pm – Conference. **“Digital and audio books: a state of the question”**

Participants: Daniel Benchimol, Proyecto 451.

Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

12.00 am to 1.30 pm – Conference. **“Strategic management in the Publishing industries. Opportunities and diversity in business models”**, by Iñaki Alvarez Vázquez



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Organized by Comisión de Profesionales de la Fundación El Libro.

Presented by Ana Litvinoff

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 3.30 pm – **Cycle Perspectives on the Publishing Industry**

Round table I **“How to think about publishing in multiple supports”**

Organized by Professional Commission of Fundación El Libro

Participants: Fabiana Nolla Portillo (Gerbera), Jimena Basabez (Tiflonexos),  
Damián Tabarovsky (Mardulce editora), Darío Katzev and Paula Rodríguez  
(Estudio Trineo)

Coordinator: Mónica Herrero

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 to 3.30 pm – Conference: **“The new book paradigm and the digital evolution of the fairs”. State support for the Publishing Industry. Public policies for supporting the book industry**

Organized by Secretary of Culture. Argentine Agency of Investment and International Trade, International Endowment of the Arts, Ministry of Foreign Affairs and Worship.

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 5.30 pm – Conference **“Training Session for Public Translators”**

Organized by Colegio de Traductores Públicos de la Ciudad de Buenos Aires.  
Adolfo Bioy Casares hall, White Pavilion (prior registration required)

4.00 pm to 5.30 pm – Cycle: **Perspectives on the Publishing Industry.**

Round table II **“How to think of a collection”**

Organized by Professional Commission of Fundación El Libro.

Participants: Alberto Díaz, Juan Carlos Kreimer and Norma Huidobro

Coordinated by Mónica Herrero

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

4.00 pm to 5.30 pm – Conference. **Publishing Overview of Latin America.**

**Presentation of “The Hispanic American space of books 2018”**

Organized by Centro Regional para el Fomento del Libro en América Latina y el Caribe (Cerlalc-Unesco)

Presented by José Diego González, coordinator of the Book Ecosystem area of Cerlalc.

Alfonsina Storni hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)



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### > Wednesday 24 of April

9.30 am to 1.30 pm – **University Publishing Sessions 2019**  
Organized by Red de Editoriales Universitarias Nacionales  
Julio Cortázar hall, Yellow Pavilion (prior registration required)  
Program available [here](#)

9.30 to 6.00 pm – **VI Translation in the Editorial World Sessions**  
Organized by Asociación Argentina de Traductores e Intérpretes  
Alfonsina Storni hall, White Pavilion (prior registration required)

10.00 am to 6.00 pm – **VIII Professional Sessions for Illustrators**  
Organized by Asociación de Dibujantes Argentinos  
Tulio Halperín Donghi hall, Yellow Pavilion (prior registration required)  
Program available [here](#)

10.00 am to 6.00 pm – **Sessions for School, Pedagogical and Especialized libraries**  
Organized by Biblioteca Nacional de Maestros, Biblioteca del Congreso de la Nación and Fundación El Libro  
Alejandra Pizarnik hall, Yellow Pavilion (prior registration required)

10.00 am to 1.00 pm – **7th Encounter of Argentine Book Fair Organizers**  
Organized by Professional Commission of Fundación El Libro  
Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 3.30 pm – Conference. **“The publishing industry facing the year 2020: challenges and opportunities”**  
Participants: Daniel Benchimol and Proyecto 451.  
Victoria Ocampo hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 3.30 pm – **“Overview of audiobooks in Latin America”**  
Organized by Storytel  
Presented by Eugenia Bascarán  
Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 3.30 pm – Conference. **“Now that we are read. Women of the book industry in Argentina, Brazil and Germany”**  
Organized by: Frankfurt Book Fair



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Participants: Britta Juergs (Aviva Verlag, Berlin), Raquel Menenez (Oficina Raquel, Rio de Janeiro), Ana Ojeda (Ed. Paidós, Buenos Aires) and Constanza Brunet (Ed. Marea, Buenos Aires)

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

2.00 pm to 3.30 pm – Cycle: **Perspectives on the publishing industry**

Round table III “Publishing industry”

Organized by the Professional Commission of Fundación El Libro.

Participants: Antonela de Alva (Guadal), Florencia Ure (Redacción) and Iñaki Vázquez Álvarez (Valor de cambio)

Coordinated by Mónica Herrero

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

3.30 pm to 5.00 pm – Presentation. **“Presentation of translation subsidy programs”**

Organized by AATI, Programa Sur de apoyo a las traducciones - Ministerio de Relaciones Exteriores y Culto and Fundación El Libro.

Alfonsina Storni hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

4.00 pm to 5.30 pm – Cycle: **Perspectives on the Publishing Industry**

Round table IV **“Diverse forms of distribution: self distribution, national distribution, foreign distribution and digital distribution”**

Organized by Professional Commission de Profesionales de la Fundación El Libro

Participants: Anibal Iguisonis (Ediciones Journal), Maria Belen Marinone Soriano (Indie Books), Abel Moretti (V&R editoras), and Manuel Rud (Limonero)

Coordinated by Mónica Herrero

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

4.00 pm to 5.30 pm – Conference. **“Evolution of the data exchange in the Industry: launch of the book repository, cover service and SINLI”**

Organized by Sistema Fierro

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

6.15 pm – **Cocktail for Professionals of the Book Industry. Award ceremony.**

Organized by Professional Commission of Fundación El Libro.

Jorge Luis Borges hall, Pabellón Frers (access with invitation only)



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**> Thursday 25 of April**

9.30 am to 1.30 pm – **University Publishing Sessions 2019**  
Organized by Red de Editoriales Universitarias Nacionales  
Julio Cortázar hall, Yellow Pavilion (prior registration required)  
Program available [here](#)

9.30 to 6.00 pm – **VI Sessions of Translation in the Editorial World**  
Organized by Asociación Argentina de Traductores e Intérpretes  
Alfonsina Storni hall, White Pavilion (prior registration required)

10.00 am to 6.00 pm – **VIII Professional Sessions for Illustrators**  
Organized by Asociación de Dibujantes Argentinos  
Tulio Halperín Donghi hall, Yellow Pavilion (prior registration required)  
Program available [here](#)

10.00 am to 6.00 pm – **Seminar on Copyright Law**  
Organized by Dirección Nacional del Derecho de Autor and Organización  
Mundial de la Propiedad Intelectual (OMPI).  
Sala Victoria Ocampo, Pabellón Blanco (prior registration required)

10:00 am to 11:30 am – **Open dialogue between Carlo Feltrinelli and Silvia Sesé**  
Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included  
in your registration as a professional visitor)

12.00 am to 1.30 pm – **Round table. “Hispanic forum of educators. Encounter of  
educational publishers of Hispanic America looking for solutions for common  
problems of the industry”**  
Organized by Unión Internacional de Editores  
Participants Jorge Muñoz Rau and educational publishers  
Presented by Ana Maria Cabanellas  
Adolfo Bioy Casares hall, White Pavilion (activity with limited capacity, included  
in your registration as a professional visitor)

2.30 pm to 4.30 pm – **Meeting of the Hispanic American Group of Editors**  
Protocol hall (Access with invitation only).

2.00 pm to 3.30 pm – **Conference. “Women who read – First national report on  
women’s reading habits and consumption”**  
Participants: Trini Vergara and Lucila Quintana  
Organized by Entre Editores  
Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity,  
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2.00 pm to 4.00 pm – **Encounter for booksellers.**

Workshop "Neuromarketing applied to bookselling"

Organized by the Professional Commission of Fundación El Libro

Participant: Pablo Braidot (Instituto Braidot)

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

4.30 pm to 5.30 pm – **Encounter for booksellers**

Round table. "The booksellers of Barcelona"

Organized by the Professional Commission of Fundación El Libro and Barcelona Guest City of Honor.

Participants: Antonio Ramírez (La Central) e Isabel Sucunza (La Calders)

Carlos Gorostiza hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

4.30 to 6.00 pm – **"Editorial design as a social tool – Graphic production as a maker of the printed book"**

Organized by Fundación Gutenberg and Instituto Argentino de Artes Gráficas.

Participants: María Laura Garrido, Virginia Cruz, and Diego Barros

Moderator: Marina González Carrera

Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)

6.00 pm to 9.00 pm – **Inauguration act. Official inauguration of the 45th Buenos Aires International Book Fair**

Jorge Luis Borges hall, Frers Pavilion (Access with invitation only)

### > Friday 26 of Abril

9.30 to 6.00 pm – **VI Sessions of Translation in the Editorial World**

Organized by Asociación Argentina de Traductores e Intérpretes

Alfonsina Storni hall, White Pavilion (prior registration required)

10.00 am to 6.00 pm – **VIII Professional Sessions for Illustrators**

Organized by Asociación de Dibujantes Argentinos

Tulio Halperín Donghi hall, Yellow Pavilion (prior registration required)

Program available [here](#)

10.00 pm to 6.00 pm – **Seminar CONTEC Buenos Aires**

Organized by Frankfurt Book Fair

Adolfo Bioy Casares hall, White Pavilion (prior registration required)



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10.00 am to 2.00 pm – **Sessions for designers “Designing for reading”**  
Organized by Chair of Typography III – Facultad de Arquitectura, Diseño y Urbanismo, Universidad de Buenos Aires, and Fundación El Libro.  
Rodolfo Walsh hall, Yellow Pavilion (activity with limited capacity, included in your registration as a professional visitor)

10.00 am to 2.00 pm – **Seminar on Copyright Law**  
Organized by Dirección Nacional del Derecho de Autor and Organización Mundial de la Propiedad Intelectual (OMPI)  
Victoria Ocampo hall, White Pavilion (prior registration required)

10.30 am to 12.00 am – **Meeting with Film Directors**  
Organized by Directores Argentinos Cinematográficos and Fundación El Libro  
Participants: Lorena Muñoz, Santiago Mitre, and Gonzalo Calzada.  
Coordinator: Inés de Oliveira Cézar  
Domingo Faustino Sarmiento hall, White Pavilion (activity with limited capacity, included in your registration as a professional visitor)