



3rd
L/MASSOL
/INTERNAT/ONAL
BOOK FA/R
Conference

22 November 2024
Carob Mills



Programme



SEE THE "BIG PICTURE"



Join us!

*Dive into the magic of space and explore
the vast universe with us.
Become part of an exciting space journey where your star
adventure begins.
Space is calling, are you ready to answer?*

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Programme

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08:00-09:00

REGISTRATION AND RECEPTION

Registration will be open throughout the day

09:00-09:15

WELCOME REMARKS

- Anna Ioannidou, Co-founder, Limassol International Book Fair; Founder, Apotipomata.com; poet
- Michalis Kalamaras, Co-curator, Limassol International Book Fair Conference; publishing consultant; Head of Marketing and Content, Thinking; founder, eAnagnostis.gr

09:45-13:00

THE ROLE OF CYPRIOT LIBRARIES TODAY

Co-organised with Cyprus Association of Librarians – Information Scientists (CALIS) and University of Nicosia Library

Welcome remarks: Theodora Petrou, President, Cyprus Association of Librarians – Information Scientists (CALIS); Librarian, University of Cyprus Library

09:15-10:15

THE ROLE OF NATIONAL LIBRARIES TODAY

- The role of National Libraries today and the example of the National Library of Greece
- Planning, challenges and perspectives for the Cyprus Library
- Perspectives of cooperation and synergies for the preservation and promotion of the cultural heritage of Greece and Cyprus

Panel discussion

- Dr. Lina Kassianidou, Deputy Minister of Culture of the Republic of Cyprus
- Andreas Apostolou, Member of Parliament, Committee on Education, House of Representatives of the Republic of Cyprus
- Chrysa Nikolaou, Director General, National Library of Greece
- Andreas K. Andreou (Kapandreou), Head of the Library's Information Systems and Technologies Department, University of Cyprus Library; Member of the Advisory Committee of the Cyprus Library
- Moderator: Giorgos Savvinidis, Journalist

10:15-11:15

THE ROLE OF LIBRARIES IN PROMOTING DIGITAL SKILLS

Co-organised with CARDET (Centre for the Advancement of Research and Development Technology)

- Emerging digital skills in the age of Artificial Intelligence
- The renewed role of libraries in fostering modern skills
- Partnerships and inclusive policies to promote the necessary skills for people of all ages.

Talk: Dr. Charalambos Vrasidas, Executive Director, CARDET; Professor, University of Nicosia: “Artificial Intelligence, Literacy and Life Skills”

Panel discussion

- Dr. Christos Anagiotos, Director, e-Learning Pedagogical Support Unit (ePSU), University of Nicosia
- Christos Christofides, Member of Parliament, Committee on Education, House of Representatives of the Republic of Cyprus
- George Glossiotis, Librarian; Member, IFLA Regional Division Committee Europe; National Coordinator in Greece, Knowledge Rights 21
- Moderator: Andreas K. Andreou (Kapandreou), Head of the Library’s Information Systems and Technologies Department, University of Cyprus Library; Member of the Advisory Committee of the Cyprus Library

11:15-11:45

BREAK

11:45-12:45

LIBRARIES AND SUSTAINABLE DEVELOPMENT

- Libraries as effective and economic partners in promoting Sustainable Development Goals (SDGs)
- Sustainable development actions in Cypriot libraries and their connection with national and international strategies and initiatives
- International library best practices for the implementation of SDGs

Talk: George Glossiotis, Librarian; Member, IFLA Regional Division Committee Europe; National Coordinator in Greece, Knowledge Rights 21: “Libraries as levers for achieving the United Nations Sustainable Development Goals”

Panel discussion

- Ioanna Panayiotou, Board Member, CSR Cyprus; Executive Director, University of Limassol
- Mina Charalambous, Director, University of Nicosia Library

- Chrysanthi Stavrou, Librarian, Cyprus University of Technology
- Moderator: Eleni Singou, Senior Collection Management and Development Librarian, University of Nicosia Library

12:45-13:00

AWARD CEREMONY: “CYPRIOT LIBRARIES”

Kindly sponsored by EBSCO

In memory of Filippou Tsimpoglou (1956-2023), Director of University of Cyprus Library (1999-2014), General Director of National Library of Greece (2014-2023)

13:00-14:00

LUNCH BREAK & NETWORKING

14:00-15:30

DIGITAL MARKETING FOR PUBLISHERS, BOOKSELLERS AND AUTHORS

Co-organised with Creative Europe Desk Cyprus

Welcome remarks: Elias Epiphaniou, President, Cyprus Publishers Association; Publisher, Elias Epiphaniou Publications

14:00-14:15

How to excel in digital marketing - without spending a fortune

- **Talk:** Giannis Pliotas, Marketing Director, Dioptra Publications

14:15-14:30

Best practices for social media marketing: from big to small

- **Talk:** Felicia Hofmann, social media team leader, dtv Publishing Company

14:30-15:30

The opportunity of digital marketing for small and midsize publishers and booksellers

- The key role of digital marketing for branding, reaching readers and sales
- Best practices for organising and implementing a digital marketing strategy
- Expanding digital marketing channels: TikTok, email marketing
- How AI is changing marketing

Panel Discussion

- Felicia Hofmann, social media team leader, dtv Publishing Company

- Giannis Pliotas, Marketing Director, Dioptra Publications
- Dimitris Papapolyviou, publisher, Rizes Books
- Sofia-Stella Christou, Digital Marketing Manager, Business Development Manager, Soloneion Book Centre
- Moderator: Michalis Kalamaras, Co-curator, Limassol International Book Fair Conference; publishing consultant; Head of Marketing and Content, Thinking; Founder, eAnagnostis.gr

15:30-16:00
BREAK

16:00-17:00
WOMEN IN THE BOOK INDUSTRY: IMPACT AND EMPOWERMENT

Co-organised with Creative Europe Desk Cyprus

- The impact of female professionals in the book industry in Cyprus and Europe
- Empowerment and challenges for women participation and leadership in the book industry
- Women publishers and women booksellers for women authors and women readers

Panel discussion

- Andry Chairalla, Publisher, Evgnomon Publications; author
- Tatiana Fragkouli, Director, KOMPOT bookstore
- Anna Ioannidou, Co-founder, Limassol International Book Fair; Founder, Apotipomata.com; poet
- Hanife İçten, Key Account Manager for English-Language World, Cyprus, Greece, Türkiye & Azerbaijan, Frankfurt Book Fair
- Moderator: Emma House, Publishing consultant, Orenham Group; ex-Board Member, PubisHer; Publishing lead, Shimmr AI

17:00-18:15
LITERARY EXCHANGES AND TRANSLATION IN EUROPE AND IN THE ARAB WORLD

Co-organised with Creative Europe Desk Cyprus

17:00-17:15

Current EU funding calls for publishers, writers and translators

- **Presentation:** Nenad Bogdanovic, Planning and Development Coordinator, Head of Creative Europe Desk Cyprus, Organization for European Programmes and Cultural Relations (OEPCR)

17:15-18:15

Translation of Greek and Arabic literature: intercultural exchange and opportunities for growth

- Emerging literary exchanges between the Greek speaking and the Arabic speaking cultures
- Discoverability of upcoming literary genres, works and authors in Greek and Arabic
- Networking and funding opportunities for publishers and authors

Panel discussion

- Persa Koumoutsis, translator of Arabic literature; Director, initiative Center of Greek and Arabic Literature and Culture (K.EL.A.L.P.); author
- Haris Ioannides, Co-founder, Limassol International Book Fair; publisher, Armida Books; Board member, Cyprus Publishers Association
- Argyris Kastaniotis, publisher, Kastaniotis Editions; Vice President of the Association of Greek Publishers and Booksellers (EN.EL.VI.)
- Nenad Bogdanovic, Planning and Development Coordinator, Head of Creative Europe Desk Cyprus, Organization for European Programmes and Cultural Relations (OEPCR)
- Moderator: Abdel-Wahab Khalifa, Associate Professor in Translation and Interpreting, Queen's University Belfast

18:15-18:45

BREAK

18:45 - 20:00

BOOK PUBLISHING AND ARTIFICIAL INTELLIGENCE

Co-organised with Creative Europe Desk Cyprus

18:45 - 19:00

Publishing in the era of AI: An orientation

- **Talk:** Fatimah Abbas, Publishing consultant, FALA Agency

19:00-20:00

Artificial Intelligence as a tool for publishing today

- The breakthrough of generative AI, like ChatGPT, for publishing
- Current AI use cases for publishers and booksellers
- Opportunities and challenges for small and medium scale publishers and booksellers
- The new regulatory framework of 2024 EU AI Act

Panel discussion

- Fatimah Abbas, publishing consultant, FALA Agency
- Emma House, publishing consultant, Orenham Group; ex-Board Member, PubisHer; Publishing lead, Shimmr AI
- Andrey Mishenev, CEO and co-founder, ABP Publishing and Booka
- Anne Bergman-Tahon, Director, Federation of European Publishers (FEP)
- Moderator: Michalis Kalamaras, Co-curator, Limassol International Book Fair Conference; publishing consultant; Head of Marketing and Content, Thinking; Founder, eAnagnostis.gr

20:00

COCKTAIL RECEPTION & NETWORKING

Free admission for Limassol International Book Fair Conference attendees.



B2B Space

Saturday, November 23, 2024, 10:00-14:00

The B2B Space at the Ceronia Hall, a new initiative by the Limassol International Book Fair, will be open on Saturday, November 22nd, from 10:00 to 14:00, and available to all the book professionals attending the Conference and the Limassol International Book Fair for their own, private business meetings.

Limassol Networking Meetings @ B2B Space

Saturday, November 23, 2024, 11:00-12:00

On Saturday November 22nd from 11:00 to 12:00, meet our Conference speakers and interested book professionals and discuss key topics of their expertise at the tables of our dedicated B2B Space.

11:00

Welcome remarks and Project Introduction: ThinkPub

Host: Michalis Kalamaras, co-curator of Limassol International Book Fair Conference, will offer brief welcome remarks, followed by a short presentation introducing the ThinkPub project.

Fields of interest and Participants

① CREATIVE EUROPE: COOPERATION GRANTS, TRANSLATION GRANTS, CULTURE MOVES EUROPE

- **Meet** The Creative Europe Desk Cyprus Team, Organization for European Programmes and Cultural Relations (OEPCR)
- **Interested to meet** Publishers and cultural organisations looking for cross-border cooperation grants, publishers looking for translation grants. Authors, artists and cultural professionals looking for mobility grants in the sectors of architecture, cultural heritage, design and fashion design, literature, music, performing arts and visual arts

② FRANKFURT BOOK FAIR

- **Meet** Hanife İçten, Key Account Manager for English-Language World, Cyprus, Greece & Turkey, Frankfurt Book Fair
- **Interested to meet** Publishers, booksellers, designers, illustrators

③ DIGITAL MARKETING

- **Meet** Felicia Hofmann, social media team leader, dtv Publishing Company. Giannis Pliotas, Marketing Director, Dioptra Publications. Sofia-Stella Christou, Assistant manager, Head of digital marketing, Soloneion Book Centre. Michalis Kalamaras, Co-curator, Limassol International Book Fair Conference; publishing consultant; Head of Marketing and Content, Thinking; founder, eAnagnostis.gr.
- **Interested to meet** Publishers, booksellers, authors

④ ARAB BOOK MARKET

- **Meet** Persa Koumoutsis, translator of Arabic literature; Director, initiative Center of Greek and Arabic Literature and Culture (K.EL.A.L.P.); author. Abdel-Wahab Khalifa, Associate Professor in Translation and Interpreting, Queen's University Belfast.
- **Interested to meet** Publishers, literary agents

⑤ ARTIFICIAL INTELLIGENCE (AI)

- **Meet** Fatimah Abbas, Publishing consultant, FALA Agency. Emma House, Publishing consultant, Orenham Group; ex-Board Member, PubisHer; Publishing lead, Shimmr AI. Anne Bergman-Tahon, Director, Federation of European Publishers (FEP).
- **Interested to meet** Publishers, booksellers, authors

⑥ BUYING AND SELLING RIGHTS

- **Meet** Nikos Argyris, publisher, Ikaros Publishing. Chrysostemis Armefti, senior agent, 2 Seas Agency. Haris Ioannides, Co-founder, Limassol International Book Fair; publisher, Armida Books; Board member, Cyprus Publishers Association. Argyris Kastaniotis, publisher, Kastaniotis Editions; Vice President of the Association of Greek Publishers and Booksellers (EN.EL.VI.)
- **Interested to meet** Publishers, literary agents

Speakers



Lina Kasianidou

Deputy Minister of Culture of the Republic of Cyprus



Andreas Apostolou

Member of Parliament, Committee on Education, House of Representatives of the Republic of Cyprus



Chrysa Nikolaou

Director General of the National Library of Greece



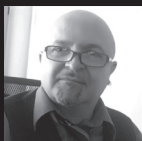
Andreas K. Andreou

Head of the Library's Information Systems and Technologies Department, University of Cyprus Library; Member of the Advisory Committee of the Cyprus Library



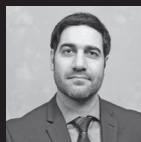
Giorgos Savvinidis

Journalist



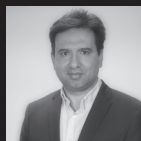
Charalambos Vrasidas

Executive Director, CARDET; Professor, University of Nicosia



Christos Anagiotos

Director, e-Learning Pedagogical Support Unit (ePSU), University of Nicosia



Christos Christofides

Member of Parliament, Committee on Education, House of Representatives of the Republic of Cyprus



George Glossiotis

Librarian, Member of the IFLA Regional Division Committee Europe, National Coordinator in Greece for the Knowledge Rights 21 project



Ioanna Panayiotou

Board Member, CSR Cyprus; Executive Director, University of Limassol



Mina Charalambous

Director, University of Nicosia Library



Chrysanthi Stavrou

Librarian, Cyprus University of Technology



Eleni Singou

Senior Collection Management and
Development Librarian, University of Nicosia
Library



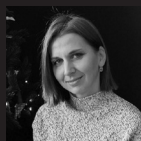
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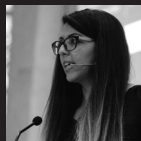
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Director, KOMPOT bookstore



Felicia Hofmann

Social media team leader, dtv Publishing
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Anna Ioannidou

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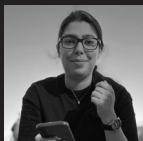
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Key Account Manager for English-Language
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Sofia-Stella Christou

Digital Marketing Manager, Business
Development Manager, Soloneion Book
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Emma House

Publishing consultant, Orenham Group; ex-
Board Member, PubisHer; Publishing lead,
Shimmr AI



Michalis Kalamaras

Co-curator, Limassol International Book Fair
Conference; publishing consultant; Head of
Marketing and Content, Thinking; founder,
eAnagnostis.gr



Nenad Bogdanovic

Planning and Development Coordinator,
Head of Creative Europe Desk Cyprus,
Organization for European Programmes and
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Persa Koumoutsis

Translator of Arabic literature; Director, initiative Center of Greek and Arabic Literature and Culture (K.EL.A.L.P.); author



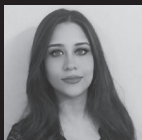
Haris Ioannides

Co-founder, Limassol International Book Fair; publisher, Armida Books; Board Member, Cyprus Publishers Association



Argyris Kastaniotis

Publisher, Kastaniotis Editions; Vice President of the Association of Greek Publishers and Booksellers (EN.EL.VI.)



Fatimah Abbas

Publishing consultant, FALA Agency



Andrey Mishenev

CEO and co-founder, ABP Publishing and Booka



Anne Bergman-Tahon

Director, Federation of European Publishers (FEP)

Strategic Partners

thinking



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Session 2: Co-organised with



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