

The International Federation of Library Associations and Institutions (IFLA)
The International Federation of Reproductive Rights Organisations (IFRRO)
The World Intellectual Property Organisation (WIPO)
The International Publishers Association (IPA)
The European Writers Council (EWC)
Conference

In Association with the Frankfurt Book Fair

ENHANCING THE CULTURE OF READING AND BOOKS IN THE DIGITAL AGE
Frankfurt Book Fair, October 13th

Venue: Frankfurt Book Fair
Messe Frankfurt
Ludwig-Erhard-Anlage 1
D-60327 Frankfurt am Main;
Hall 4.2; Room Dimension

MORNING SESSION

10.15 a.m.

1. OPENING SESSION (25-30 MINS)

- a) Welcome remarks (Frankfurt Book Fair)
- b) Goal of the Conference (*Elizabeth Niggemann*, IFLA; *Magdalena Vinent*; President IFRRO, *Michael Keplinger*, Deputy Director General WIPO; *Herman P. Spruijt*, President IPA; *Pirjo Hiidenmaa*, President EWC)

10.45 a.m.

2. LEGAL FRAMEWORK IN THE DIGITAL ENVIRONMENT AND ISSUES UNDER DEVELOPMENT (45 MINS)

- a) The importance of the copyright sector to the economy (*Richard Owens*, Director WIPO)
- b) The importance of copyright to creativity (*Kai Ekholm*, IFLA,; *Olav Stokkmo*, CEO IFRRO)

11.30 a.m. Coffee Break

11.45 a.m.

3. ACCESS TO COPYRIGHT WORKS (45 MINS)

- a) New and emerging business models in publishing (including e-books, online licensing and emerging technical platforms) (*Herman P. Spruijt*, President IPA)
- b) Exceptions and limitations to exclusive rights in international instruments (*Victoria Owen*, IFLA)
- c) Access to copyright works through copyright licensing (*Tarja Koskinen-Olsson*, Honorary President IFRRO)

12.30 p.m. Lunch

AFTERNOON SESSION

2 p.m.

4. LITERACY, PUBLISHING, LIBRARIES AND READING (1 HOUR)

- a) National writing and publishing as a means to foster a reading culture and the importance of local publishing (*Herman P. Spruijt*, President IPA; *Anne Otterholm*, President Norwegian Authors Union)
- b) The importance of accessibility of reading material (including in libraries and IT access) in the promotion of a reading culture (*Pirjo Hiidenmaa*, President EWC)
- c) Digital preservation of the cultural heritage and the role of digital libraries in preserving culture (*Kai Ekholm*, IFLA)
- d) The top 100 Books Project – The European Library (*Elizabeth Niggemann*, IFLA)
- e) European Commission i2010 Digital Libraries Initiative – solutions developed as a potential model for others (*Olav Stokkmo*, CEO IFRRO (Arrow))

3 p.m. Coffee

3.15 P.M.

5. HOW CAN LIBRARIES AND RIGHTSHOLDERS COOPERATE TO ENHANCE ACCESSIBILITY TO COPYRIGHT WORKS? (PANEL DISCUSSION) (1 HOUR 15 MINS)

- *Herman P. Spruijt*, President IPA; *Ben White*, The British Library; *Magdalena Vinent*, President IFRRO; *Michael Keplinger*, Deputy Director General WIPO; *IPA*, *Pirjo Hiidenmaa*, President EWC

4.30 p.m.

6. CLOSING CEREMONY

5 p.m. End of Conference