

# Frankfurt International Booksellers

Official Programme  
17–20 October 2022

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# Frankfurt International Booksellers Programme 2022

Welcome to the Frankfurt International Booksellers Programme!

This programme is designed to facilitate your access to the German book market and to improve your knowledge of its book trade, publishers and partners. The programme is also intended to be a gesture of appreciation and recognition for your work.

We have a wide-ranging mix of seasoned participants as well as newcomers attending, from both small and large markets from around the world.

You will be given the opportunity to build and expand your own network, a process we would like to support by offering you our expertise and our contacts.

Pernille Starck and Iris Hunscheid, who will guide you through and moderate the programme, will be your contact persons.

The programme is funded by the Federal Foreign Office.

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## PROGRAMME

**Monday, October 17, 2022**

Haus des Buches, Lounge, Braubachstr. 16, 60311 Frankfurt

15:00h Welcome and introduction

19:00-22:30h Networking Dinner

**Tuesday, October 18, 2022**

Evangelische Akademie, Am Römerberg 9, 60311 Frankfurt

**Seminar Day**

- 09:05-10:25h      **An Introduction to the German Book Trade.** Iris Hunscheid, Chairwoman, Independent Booksellers' Forum within the German Publishers and Booksellers Association
- 10:25-10:40h      Coffeebreak
- 10:40-11:25h      **Intermediary Book Trade in Germany – role and function.** Stephan Schierke, Chairman of the Intermediary Book Trade Committee, German Publishers & Booksellers Association
- 11:30-12:15h      **The German Book Prize – Presentation of the long list 2022** by juror Frank Menden, Bookseller
- 12:15-13:45h      Lunch
- 13:45-14:30h      **Panel 1: Children's and Youth Books**  
Speaker: Esther Mallm, S. Fischer Verlage; Sylvia Schuster, Carlsen Verlag; Mariela Nagle, International children's bookstore Mundo Azul Berlin  
Moderation: Sylvia Mucke, Eselsohr (Trade journal for children's and youth book media)
- 13:45-14:30h      **Panel 2: Academic Books**  
Speaker: Philipp Neie, CEO Schweitzer Fachinformationen; Bianca Herzog, Director Global Trade Sales, Springer Nature, Sven Fund, Senior Director, Knowledge Unlatched  
Moderation: Iris Hunscheid, Bookseller
- 14.35-15:05h      **About the Frankfurt Book Fair/Booksellers Association – a short introduction with focus on booksellers.** Pascal Schneider, Consultant for business management consulting, German Publishers & Booksellers Association
- 15:05-15:45h      **Social Media Marketing for Bookshops.** Sarah Reul, Bookseller at the 'Buchladen am Freiheitsplatz, Hanau' and Pinkfisch – Blog and Instagram
- 17:00-21:00h      **Opening Ceremony Frankfurter Buchmesse, Congress Center, Hall Harmonie; incl. Opening Ceremony of Guest of Honour Pavilion Spain**

## Wednesday, October 19

Frankfurt Book Fair

### The German Book Market

- |              |   |
|--------------|---|
| 09:15-10:00h | <b>Independent Publishers: Kurt-Wolff-Stiftung.</b> Welcome by Daniel Beskos, Mairisch Verlag                               |
| 10:05-10:50h | <b>Publishing House: Presentation of S. Fischer Verlage.</b> Hans Jürgen Balmes, Editor-at-Large, Polina Wasserhosen, Sales |
| 10:50-11:05h | Break   |
| 11:05-11:50h | <b>Book Trade – Presentation of the Büchergilde.</b> Svenja Schaller, Sales & Marketing                                     |
| 11:55-12:40h | <b>Book Trade – Presentation of the Kulturkaufhaus Dussmann.</b> Andrea Ludorf, Managing Director                           |
| 17:00-19:00h | Guided Tour at the fair   |

Wednesday afternoon and evening at free disposal

## Thursday, October 20, Frankfurt Book Fair

Congress Center, Level 3 C, Room Fantasie 1

**Insights into the European Book Market**, programme organised by EIBF

- |              |   |
|--------------|---|
| 09:30-12:30h | <b>Booksellers Conference</b>   |
| 12:30-13:00h | Sandwich-Lunch  |
| Afternoon    | Visit to bookshops with own planning (list of bookstores incl. map is available)/at free disposal |
| 19:00h       | <b>Farewell-Dinner</b>  |

## Speaker



**Stephan Schierke** Right after he got his degree as Master of Industrial Engineering at Karlsruhe Institute of Technology (KIT) in 1993 he joined Arvato as executive assistant. One year later he took over line responsibility in the business unit Media Distribution (VVA). In this unit he worked on various positions before he took over the overall responsibility of this core business unit in 2002. Since that time Stephan has had various areas of responsibility, e.g. as CEO of the former strategic business units Arvato Publisher Services and Arvato E-Commerce. Currently he still chairs the Media Distribution business (VVA) as well as all the East European business of Arvato Supply Chain Solutions. Stephan Schierke has been holding honorary positions in the Börsenverein des deutschen Buchhandels (association of German publishers and book sellers) for many years. He is currently Chairman of the Intermediary Book Trade Committee and member of the Executive Board."



**Svenja Schaller** works as an assistant for distribution, sales and marketing at the publishing house **Büchergilde** in Frankfurt. She completed her previous training as a bookseller at Erlesenes & Büchergilde in Mayence, which has been a partner bookshop of the Büchergilde for a long time. Svenja Schaller is also involved in the Börsenverein's Young Professionals' Working Group, where she is the spokesperson for the taskforce "Seal of quality for apprenticeships". She has a Bachelor's degree in German literature and linguistics and lived in New Zealand for a year before going to University in Mayence.



**Iris Hunscheid** (49) is working in the bookselling business since 2001, when she started as a trainee in an independent bookstore in Cologne. She has been working in different independent and chain stores for a few years before she opened up her own bookstore in 2006 together with her husband, **Buchhandlung Hoffmann** in Achim (near Bremen). In 2014 they added a second store to their own little bookshop chain by taking over **Buchhandlung Jost**, a traditional independent bookshop in Bonn in the west of Germany. Besides her everyday routines in the shops she is also **engaged** in the German Publishers' and Booksellers' association, representing the interests of the **independent booksellers**.



**Frank Menden**, born in 1969, is a professional bookseller. Since 2011, he has been working in the bookshop "stories! Die Buchhandlung" in Hamburg, where he moderates readings and participates in the bookshop's podcast "stories!". In 2017, he started a Instagram account under his name, reviewing books and films and paying tribute to cultural figures. He was on the jury of the Hubert Fichte Prize in 2020.



**Esther Mallm**  
Foreign Rights Manager at S. Verlage, Germany since 2013. Responsible for foreign language sales of children's and YA fiction and non-fiction; mainly English language (USA, UK, Commonwealth), Spanish language (Spain, Latin America), Portuguese language (Portugal, Brazil), Italian, Greek and other languages of Southeast Europe, including Turkish.



**Sylvia Schuster**  
After studying Laws, American Literature and European Ethnology, I have been working in various jobs related to rights and distribution. Before I joined Carlsen Publishers' rights department in 2004, I gained experience in the field of rights from working at Aufbau Publishers and Gruner & Jahr's syndication department. Carlsen Publishers are Germany's children's book market leader, giving me the opportunity to pitch various kinds of books and gaining experience in various book markets worldwide. Born 1966 in Hamburg, I am married and have a 15-year-old daughter.



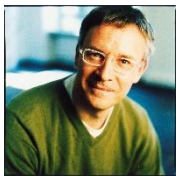
**Sylvia Mucke**, born in 1973, studied history and philosophy in Berlin. After completing her studies, she gave in to her wanderlust and went abroad. Japan was her destination. There she taught German as a foreign language, among other things. After returning, she worked as an editor for the magazine "Eselsohr" for several years before becoming editor-in-chief in 2008.



**Pascal Schneider** joined the German Publishers and Booksellers Association in August 2021 and is responsible for all business and economical related topics. He is the contact person between members and business consultancies in the German book industry. Pascal Schneider holds a bachelor's degree in business administration and has more than 15 years of experiences in his field. Before he joined the book industry he worked as a Financial Controller and a Project Controller in various fields as well as a non-profit organization. On international projects he worked in countries such as Greece, India, Romania, Slovakia, and the United States. He now lives with his wife in Frankfurt, Germany.



**Sarah Reul**, born in 1986, is a trained bookseller and has worked for 19 years in a small, independent bookshop, the Buchladen am Freiheitsplatz in Hanau. On her blog Pinkfisch, she wants to inspire people to read and bring them together with books. She regularly gives talks and workshops on social media for the book industry.



**Hans Jürgen Balmes** (\*1958 in Koblenz), Editor-At-Large, joined S. Fischer in 1999. Before he worked for Carl Hanser Verlag in Munich and Ammann Verlag in Switzerland. At Fischer he works with authors like Arundhati Roy, Sharon Dodua Otoo, Warsan Shire, Richard Powers, or J. M. Coetzee. He coedits the literary journal Neue Rundschau and translates the books of John Berger. Since he is born at the river, he published "The Rhine. Biography of a River".



**Andrea Ludorf**, born in 1976, is Managing Director at Dussmann KulturKaufhaus in Berlin. After school she started her career as a bookseller in a small bookshop near Dortmund. She studied History, German and English Literature in Marburg and Munich. After university she went to different publishing houses. From 2012 to 2019 she worked as Director of Sales at Bastei Lübbe AG in Cologne, German publisher of Dan Brown, Jeff Kinney and Ken Follett. In 2019 she came to Dussmann KulturKaufhaus, a 7.500 sqm media department store in Berlin, which offers books, music and films since 1997 – open until midnight every day, with an 260 sqm vertical garden in the lobby and an unique sphinx from Egypt Museum Berlin.



**Mariela Nagle** is a consultant, curator and researcher, specialised in picture books and children literature around the world. She runs the international children's bookstore "mundo azul" in Berlin, Germany since 2007. She gives seminars and lectures in schools, universities and social and cultural institutions in Europe, Latin America and Asia. She works for Frankfurt Kids (Frankfurter Buchmesse), for the State Museums of Berlin as a researcher and curator and for the German government programme 360° focused on diversity in institutions, among other projects. Mariela Nagle was a jury member at the Bologna Ragazzi Award (2018) and the National German Children Literature Award (2018).



Educated in Business Administration in Banking, **Philipp Neie** worked as an Administrator for Transamerica Leasing, Inc. in San Francisco, CA from 1988 to 1991. Returning to Germany he entered the Gaming Industry where he joined Nintendo of Europe GmbH as Manager Credit and Collections and later Virgin Interactive Entertainment GmbH where he held the function of CFO. In 1998 Philipp Neie entered the Information Services Industry with Swets & Zeitlinger BV, Subscription Agent for Academic and Research Libraries. First in Frankfurt as Assistant Managing Director, then in New York as CEO North America, and finally as a Director in the Board at Headquarters in Lisse, The Netherlands, where he



managed the global Restructuring program. Since 2005 Philipp Neie is the CEO of Schweitzer Fachinformationen oHG.



**Sven Fund** is the Senior Director of Knowledge Unlatched, which is a part of Wiley since December 2021. He holds a degree in European Studies from Washington University in St. Louis and a PhD in Political Science from Muenster University. Prior to working with KU, Sven worked as a consultant on digitization, was the CEO of Berlin-based publisher De Gruyter and served in different functions from MD to Executive Board member at what is now SpringerNature. He is a lecturer in Library & Information Science at Humboldt University in Berlin. He lives in Berlin, Germany.



**Bianca Herzog** started her Publishing career in 1999 at Pearson where she held various positions in Marketing in Sales. In 2014 she joined Springer as Director Trade Sales for DACH & EMEA. After two years in this position Bianca took over the role as Director Global Trade Sales and since 2018 she is also in charge of the B2C eBook business. Springer Nature has the largest book catalog in the academic space with more than 300.000 titles, our books and eBooks are sold into more than 50 countries worldwide.

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