

21η Διεθνής Έκθεση
Βιβλίου Θεσσαλονίκης

Α[Ι]νθρώπινη Δημιουργικότητα

ΤΙΜΩΜΕΝΗ ΧΩΡΑ ΙΤΑΛΙΑ

08-11
ΜΑΪΟΥ
2025**TBF 2025****INTERNATIONAL PROFESSIONAL PROGRAMME****8-10 May**

The 3rd International Professional Programme of the Thessaloniki Book Fair, which takes place at the DIALOGUE Rights Centre (Pavilion 15, HELEXPO Exhibition Centre), has become an institution that attracts prestigious publishers and literary agents from abroad, providing an opportunity for greater extroversion of Greek production, combined with the relaunch of the *GreekLit* translation programme. Now in its third year, the professional programme has attracted 30 participants from prominent publishing houses and 19 major countries, including Canada, USA, France, Italy, Germany, Spain, the UK, the Netherlands, India, Poland, Lithuania, Estonia, Serbia, Argentina, Egypt, Turkey, Romania, Bangladesh and Armenia, among others. Panel discussions on publishing in Europe and around the world, international book markets, a look at the transformative impact of AI on the publishing industry, audiobooks, translation, gender, smaller languages, book-to-screen, and more, in an amazing three-day programme organised by the Hellenic Foundation for Books and Culture (HFBC) as part of the 21st Thessaloniki International Book Fair.

Professional Panels Programme**8 -10 May 2025****Dialogue Stage, Pavilion 15, HELEXPO Exhibition Center****THURSDAY 8 MAY 2025****12.00–12.30 // Welcome and greetings****12.30-13.00 // INTERNATIONAL BOOK MARKETS****DISCUSSION****International Book Fairs as forums for sharing good practices, knowledge, ideas and business opportunities**A discussion with: Elena Pasoli, Director, Bologna Children's Book Fair, Jacks Thomas, Guest Director, Bologna Book PlusModerator: Lambrini Kouzeli, journalist

13.00 – 14.00 // INTERNATIONAL BOOK MARKETS

PRESENTATION-DISCUSSION

The Greek Book Market Today

The panorama of the Greek book market. Facts and figures, translation grants, international perspectives, GreekLit, the translation grant programme for the translation and promotion of Greek books.

Presented by: Panagiotis Kapos, Vice President, HFBC.

Followed by discussion with the publishers—HFBC board members: Argiris Kastaniotis (Kastaniotis Editions), Giorgos Mouroutis (Athens Bookstore Publications), Giannis Kranias (Entypo Publications)

14.00-15.00 // INTERNATIONAL BOOK MARKETS

DISCUSSION

Publishing in Europe and Across the World

Speakers: Celina Alonso, Founder & Editorial Director, Lecturita Ediciones — Argentina, Greta Milesi, Rights Executive, Quarto Group — UK & US, Neeta Gupta, Publishing Director, Tethys Books and AfterWord — India

Moderator: Prashant Pathak, Head of English Publishing Development, Giunti Editore S.p.A. — Italy & USA

15.00 – 16.00 // INTERNATIONAL BOOK MARKETS

DISCUSSION

Children's Book Market Worldwide

Speakers: Alise Nīgale, Founding Publisher, Liels un Mazs — Latvia, Lizzie Cameron, Senior Rights & Export Sales Manager, Sweet Cherry Publishing — UK, Sara Saorin, Publisher, CameloZampa; Agent, Just Right — Italy, Katlin Kaldmaa, Hunt Publishing — Estonia

Moderator: Prashant Pathak, Head of English Publishing Development, Giunti Editore S.p.A. — Italy & USA

16.00 – 17.00 // ITALY GUEST OF HONOUR / Italian Stand, Pavilion 13

PRESENTATION

Identikit Italia: Market, Trends, News

The current trends in the Italian publishing market. Production and sales data, new trends, differentiation by genre and sales channels, as well as trends in the purchase and sale of translation rights. An up-to-date and detailed picture of the industry.

A presentation by Bruno Giancarli (Italian Publishers Association – Research Office)

Organized by the Italian Publishers Association (AIE)

17.00 – 18.00 // ITALY GUEST OF HONOUR / Italian Stand, Pavilion 13

PRESENTATION-DISCUSSION

Interview with the Publishers

Who are the Italian publishers at the Thessaloniki International Book Fair? And what titles and authors will they be presenting to Greek colleagues, professionals and the public?

Introduced by Paola Seghi (Italian Publishers Association—International Relations)

Organized by the Italian Publishers Association (AIE)

19.30 // Opening Ceremony – Central Stage 'Mikis Theodorakis'

FRIDAY 9 MAY 2025

10.00 -11.00 // THE FUTURE IS NOW

DISCUSSION

Audiobooks in Greece: The State of the Market and Future Prospects
Costly Decisions in Uncertain Times

An open discussion, exploring the strategic dilemmas publishers face when navigating uncharted territory.

Speakers: Michalis Kalamaras (Publishing Consultant, Head of Marketing and Content at thinking.gr, founder of eAnagnostis.gr) and Giannis Pliotas (Marketing Director, Dioptra Publications)

11.00-12.00 // INTERNATIONAL BOOK MARKETS

DISCUSSION

Publishing and Translation Exchanges Between EU Countries

Speakers: Laure Pécher, Literary Agent, Astier-Pécher — France, James Tookey, Publisher, Peirene Press — UK, Jacoba Casier, Acquiring Editor, De Geus — The Netherlands, Ricardo López, Publisher, Armaenia — Spain

Moderator: Alexandra Büchler, Literature Across Frontiers — UK/Wales

12.00 -13.00 // THE FUTURE IS NOW

KEYNOTE SEMINAR

A View on AI's Transformative Impact on the Publishing Industry — what we expect in the near future

Artificial Intelligence is re-shaping not only how the world works, but also how books are published and 'consumed'. AI is steadily moving from corporate efficiency applications in publishing to greater creative emancipation. Nadim Sadek addresses the evolving nature of this new technology and its effects across the whole publishing workflow. He is the author of the book *Shimmer, don't Shake —How Publishing Can Embrace AI* (to be published soon in Greek by Kastaniotis Editions), and he is shortly releasing a collection of children's stories.

Speaker: Nadim Sadek, Founder & CEO, Shimmr AI; Author; Columnist

13.00-14.00 // LITERATURE IN MOTION

PRESENTATION

LEILA Catalogue Presentation: a Tool for Discovering Arabic Literature to be Translated and Published

Since 2023, the LEILA project has been aiming to promote the translation and dissemination of contemporary Arabic literature in Europe. The LEILA catalogue, compiled by an international jury that brought together Arabic literature experts and translators, features more than 90 authors and 70 titles and provides European publishers with resources on Arabic literature.

Speakers: Persa Koumoutsis, Translator; Member of the LEILA jury, Gabriel Tatibouet-Sadki, ATLAS, Olivia Snaije, Freelance Journalist; LEILA Website Editor

Moderator: Jörn Cambreleng, ATLAS Director

Organizer: ATLAS (Association for the Promotion of Literary Translation)

14.00 -15.00 // LITERATURE IN MOTION

DISCUSSION

Literature Traveling Around Writers' Festivals

Promoting literary translation through writers' festivals, residencies and book fairs results to a powerful network of the creative industry. Best practices from India and Europe as countries and continents connect.

A discussion with: Neeta Gupta, Publishing Director, Tethys Books and AfterWord— India, Alexandra Büchler, Literature Across Frontiers — UK/ Wales

14.00 -15.00 // BABEL STAGE, PAVILION 14

WORKSHOP

Frankfurt Book Fair Past and Present - How to use this international platform

Workshop about:

How can we make the region stronger in international Publishing?

What are the problems and issues of the region?

How can publishers from the region make themselves heard?

What could be the role of Frankfurt?

Speaker: Hanife İçten, key account manager, Frankfurter Buchmesse

Organizer: FRANKFURTER BUCHMESSE

15.00-16.00 // // THE FUTURE IS NOW

PRESENTATION-DISCUSSION

ThinkPub: A European Project for Advancing the Skills of the Book Professionals

How can publishers, publishing house executives, and book professionals address today's challenges by developing their skills? What should be the priorities and format of training for book professionals in Greece?

Speakers: Anna Ioannidou, Co-founder, Limassol International Book Fair (ThinkPub partner), Periklis Douvitsas, Board Member, ENELVI—Publishers Association; Publisher, Nefeli Publishing

Nikos Nikas, Representative, Publishers Association; Publisher, Nikasbooks

Giannis Pliotas, Marketing Director, Dioptra Publications

Moderator: Michalis Kalamaras, Publishing Consultant, Thinking (ThinkPub partner)

16.00-17.00 // LITERATURE IN MOTION

DISCUSSION

Smaller Languages in Translation, Gender and International Dialogue

The discussion will focus on the evolution of language, the challenges especially faced in the case of smaller languages when translating gender and queer related books, and how a translator responds to this new vocabulary while the language is still 'under construction'.

Speakers: Danele Sarriugarte Mochales, Freelance Translator; Writer; Journalist — Basque Country, Marija Dejanović, Translator; Writer, Effi Yannopoulou, Translator

Modarator: Athina Rossoglou, Translator; Public Historian

16.00-17.00 // POETRY BOX STAGE / PAVILION 14

PRESENTATION-DISCUSSION

From Bologna to Greece, from Greece to Bologna

Presentation of the project "From Bologna to the World: Fostering Talent in Illustration and Translation" by Deanna Belluti, Illustration and Translation Events Manager. Followed by discussion about the ongoing and fundamental relationship of the International Children's Book Fair with IBBY.

Speakers: Deanna Belluti, Illustration and Translation Events Manager, Angeliki Mastromichalaki, general secretary of the Greek IBBY, Panagiota Strikou, treasurer of the Greek IBBY.

Organizer: BOLOGNA CHILDREN'S BOOK FAIR/ HFBC /GREEK IBBY

16.00-17.00 // LOGOS STAGE / PAVILION 12

DISCUSSION

"Inside Book Publishing" by Angus Phillips

A discussion between the author Angus Phillips, director of the Oxford International Centre for Publishing and the guest director of the Bologna Book Plus, Jacks Thomas, on the occasion of the Greek edition to come of the book "Inside Book Publishing" Routledge (2025).

Organizers: BOLOGNA BOOK PLUS / HFBC

SATURDAY 10 MAY 2025

10.00-11.00 // INTERNATIONAL BOOK MARKETS

DISCUSSION

Publishing and Translation Exchanges in Southeast European Literature and Languages

Speakers: Marta Górska, Rights Manager, GW Foksal — Poland, Dejan Aničić, Editor-in-chief, Karpos Publishing House — Serbia, Naz Saltan, Sales & Acquisitions Editor, Doğan Publishing — Turkey, Artak Aleksanyan, CEO, Newmag Publishing — Armenia

Moderator: Alex Popescu, Cultural Manager, Ministry of Culture — Romania

11.00-12.00 // LITERATURE IN MOTION

DISCUSSION

A Literary Encounter Between the Mediterranean and Northern Europe

How are books selected for translation in the North compared to the South? What are the reading preferences of Mediterranean readers compared to Northern Europeans? Common points of reference and different cultural environments that contribute to the palimpsest of European culture today.

Speakers: Riikka Pulkkinen, Translator — Finland, Priit-Hendrik Kaldma, Translator — Estonia, Danele Sarriugarte Mochales, Freelance Translator; Writer; Journalist — Basque Country, Maurizio de Rosa, Translator — Italy, Katerina Fragou, Literary Agent — Greece

Moderator: Athina Rossoglou, Translator; Public Historian

12.00-13.00 // LITERATURE IN MOTION

DISCUSSION

Book to Screen — Translating Literary Stories into Images

Agents and scouts are looking for new content from books to be adapted for cinema or tv productions worldwide. A new, emerging market appears at book fairs and film festivals. This talk will showcase best practices from the film industry for publishers, authors and book professionals, giving an insight into the art of storytelling from book to screen and highlight the role book fairs and film festivals can play in the process. Based on a case study: the film "Wishbone" by Penny Panagiotopoulou adapted from the Short Story "In forty days" by Kallia Papadaki.

Speakers: Kallia Papadaki, Author; Screenwriter, Penny Panagiotopoulou, Director; Film Producer, Orestis Andreadakis, Thessaloniki Film Festival Artistic Director

Moderator: Niki Théron, Frankfurter Buchmesse, International Programmes, Senior Manager

Organized by: Frankfurter Buchmesse / HFBC

13.00-14.00 // THE FUTURE IS NOW

PRESENTATION-DISCUSSION

Who's Afraid of AI?

Rethinking Publishing in the Age of Artificial Intelligence

Artificial Intelligence is no longer a distant future — it's reshaping the publishing industry today. From content creation to discoverability, AI is unlocking new tools, raising fresh concerns, and challenging the very essence of creative work. But is it a threat or an opportunity? In this session, leading voices from across the publishing ecosystem explore the promises and pitfalls of AI. Together, they'll address the "elephant in the room": what does this technological shift mean for publishers, authors, and readers? Expect an honest, forward-looking conversation with practical insights, real use cases, and strategic advice.

Speakers: Nadim Sadek, Founder & CEO, Shimmr AI, Prashant Pathak, Head of English Publishing Development, Giunti Editore, Argiris Kastaniotis, Publisher, Kastaniotis Publishing

Moderator: Carlo Carrenho, Publishing Consultant, Alpine Global Collective

14.00-15.00 // LITERATURE IN MOTION

PRESENTATION-DISCUSSION

EUPL – Literature Across Europe

Meet two EUPL awarded authors from Spain and North Macedonia, in a conversation with the Greek nominee for the 2025 EUPL prize, to be announced in Prague on 16 May. The European Union Prize for Literature (EUPL), supported by the European Union's programme Creative Europe, is an annual initiative to recognize the best emerging fiction writers in Europe.

Speakers: Raquel Martínez-Gómez, Author — Spain, Lidija Dimkovska, Author — North Macedonia, Makis Malafekas, Author — Greece

Moderator: Lambrini Kouzeli, journalist

Followed by a celebratory cocktail

