

# International Congress of Arabic Publishing and Creative Industries

المؤتمر الدولي  
للناشر العربي  
والصناعات الإبداعية  
International Congress of Arabic  
Publishing and Creative Industries



## Schedule

9:00 AM - 9:45 AM	<b>REGISTRATION AND REFRESHMENTS</b>
10:00 AM - 10:30 AM	<p><b>Opening Ceremony</b></p> <p><b>Welcome</b> <b>H.E. Mohamed Khalifa Al Mubarak</b>, Chairman, Department of Culture and Tourism - Abu Dhabi</p> <p><b>Special Guest Speaker</b> <b>Sheikha Bodour Al Qasimi</b>, President of the International Publishers Association (IPA)</p> <p><b>Opening Remarks</b> <b>H.E. Dr. Ali Bin Tamim</b>, Chairman, Abu Dhabi Arabic Language Centre</p>
10:30 AM - 10:50 AM	<p><b>Keynote Speech:</b> "The 70-20-10 Model for Innovation in Publishing". <b>Ann Hiatt</b>, Bestselling Author, Silicon Valley Veteran, and Investor</p>
10:50 AM - 11:05 AM	<b>Q&amp;A</b>
11:05 AM - 11:50 AM	<p><b>Panel Discussion 1: Arabic Publishing: Where Are We, and Where Are We Heading?</b> What are the top Arabic publishing markets? Which genres are most popular, and what are their market shares? How big are digital books? How important are imports? Are imports and exports fully serving the Arabic market?</p> <p><b>Moderator</b> <b>Carlo Carrenho</b>, Publisher</p> <p><b>Panelists</b> <b>Ruediger Wischenbart</b>, President and Founder, Content and Consulting <b>Shereen Kreidieh</b>, General Manager, Asala Publishing House <b>Sherif Bakr</b>, Publisher, Al Arabi Publishing and Distributing <b>Stefanie Lamprindi</b>, Regional Content Expansion Manager, Storytel</p>
11:50 AM - 12:30 PM	<p><b>Panel Discussion 2: Education and Publishing in the Virtual World</b> Few sectors are more affected by Covid than education. The pandemic heightened the importance of and brought significant attention to digital learning platforms. Are these new platforms here to stay? What is their role in higher education? Will open access become a reality?</p> <p><b>Moderator</b> <b>Hanada Taha Thomure</b>, Endowed Professor of Arabic Language and Director of the Arabic Language Center for Research &amp; Development, Zayed University</p> <p><b>Panelists</b> <b>John Russell</b>, Director of Education, Alef Education <b>Cristóbal Cobo</b>, Senior Education Specialist, World Bank <b>Bissan Korban</b>, Head of Higher Education Products and Services, MENAT Region, Pearson ME Publishing <b>Al Kingsley</b>, CEO of Edtech Company Netsupport and Chair of Multiple Educational Boards.</p>
12:30 - 1:30 PM	<b>LUNCH</b>
1:30 PM - 1:55 PM	<p><b>Keynote Speech:</b> "Reading in a Time of Distraction" <b>Nicholas Carr</b>, Pulitzer Prize Finalist for "The Shallows: What the Internet Is Doing to Our Brains," and New York Times Bestselling Author.</p>
1:55 PM - 2:05 PM	<b>Q&amp;A</b>

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<p><b>2:05 PM - 2:50 PM</b></p>	<p><b>Panel Discussion 3: Is Social Media the New Book Market?</b> Social media is playing an increasingly important role in book publishing. Big western houses now want authors with a platform, usually in the form of thousands of followers on social media. Publishers invest heavily in digital marketing as e-commerce comprises an increasing portion of the book market. Is this a bubble or a solid trend? Does the Arabic market have the same relationship to social media as other markets? How influential are booktubers and TikTok influencers in terms of book sales?</p> <p><b>Moderator</b> <b>Ed Nawotka</b>, International and Bookselling Editor, Publishers Weekly</p> <p><b>Panelists</b> <b>Sami Al-Batati</b>, Founder and Presenter of YouTube Channel the Shadow of the Book <b>Annie Arsane</b>, Head of Platform Strategy, METAP, TikTok <b>Joelle Yazbeck</b>, Partner Manager, MENA, Twitter</p>
<p><b>2:50 PM - 3:30 PM</b></p>	<p><b>Panel Discussion 4: Exporting Arabic to the World</b> What are the challenges of selling Arabic translation rights to other markets? What are the best practices and success stories? How can Arabic literature reach more readers around the world?</p> <p><b>Moderator</b> <b>Hannah Johnson</b>, Publisher, Publishing Perspectives</p> <p><b>Panelists</b> <b>Saeed Al Tunaiji</b>, Acting Executive Director, Abu Dhabi Arabic Language Centre <b>Rawan Al-Dabbas</b>, MENA Regional Director, International Federation of the Phonographic Industry (IFPI) <b>Juergen Boos</b>, President and Chief Executive Officer, the Frankfurt Book Fair/Frankfurt Buchmesse <b>Persa Koumoutsi</b>, Writer, Translator of Arabic literature, and Co-founder and Director, the Centre of Greek and Arabic Literature and Culture in Greece</p>
<p><b>3:30 PM - 3:45 PM</b></p>	<p><b>REFRESHMENTS BREAK/NETWORKING</b></p>
<p><b>3:45 PM - 4:05 PM</b></p>	<p><b>Keynote Speech:</b> "Digital Self-Determination: How Countries Can Choose Their Own Paths in Ebooks &amp; Audiobooks" <b>Michael Tamblin</b>, CEO of Global Digital Bookseller Rakuten Kobo</p>
<p><b>4:05 PM - 4:20 PM</b></p>	<p><b>Q&amp;A</b></p>
<p><b>4:20 PM - 5:05 PM</b></p>	<p><b>Panel Discussion 5: Arabic Media Crossover: Adapting Books Into Audio, Film, and Games</b> Streaming video is becoming the main source of content for users all over the world, and companies are seeking localised, original content in numerous languages. This has inspired production companies to generate creative content in multiple formats, including music, film, TV, and digital gaming. How can the Arabic publishing industry maximize the appeal of original Arabic content around the world while maintaining its cultural distinctiveness?</p> <p><b>Moderator</b> <b>Michael Garin</b>, CEO of twofour54 Abu Dhabi</p> <p><b>Panelists</b> <b>Jonathan Knight</b>, General Manager, Games, the New York Times <b>Maha Abdullah</b>, MENA Localization Consultant and Regional Languages Expert – Ex-NETFLIX and Disney+ Streaming Services <b>Sultan Al Ryami</b>, Head of Gaming and eSports, AD Gaming, Creative Media Authority, Department of Culture and Tourism - Abu Dhabi <b>Todd Gallicano</b>, Author, Hollywood Screenwriter; Podcast Host</p>

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5:05 PM - 5:50 PM	<p><b>Panel Discussion 6: Is the Reader the New Author?</b></p> <p>New digital platforms have facilitated content creation and publication to such an extent that traditional publishers are no longer required. Are digital platforms the future of publishing? What are the advantages and risks of this market? Will the trend have a significant effect on the Arabic language market?</p> <p><b>Moderator</b> <b>Ed Nawotka</b>, International and Bookselling Editor, Publishers Weekly</p> <p><b>Panelists</b> <b>Giacomo D'Angelo</b>, CEO, StreetLib.com <b>Mohamed Ellabban</b>, Head of Arabic community, Quora <b>Alan Lee Janney</b>, Award-winning Self-published Author</p>
6:00 PM - 6:20 PM	<p><b>Fireside Discussion: What Does the Future Hold for Arabic Content on the Internet?</b></p> <p>Good-quality Arabic content on the internet is limited, despite Arabic being the fifth-most spoken language in the world. Trusted sources are very difficult to find, leading to less trust and high levels of frustration among knowledge seekers. This is an opportunity loss for the region. Can we bridge this divide before the knowledge gap with the rest of the world widens further? If so, how?</p> <p><b>Interviewer</b> <b>Nafez Dakkak</b>, Managing Partner at Work and Learning Venture Studio BLDR.</p> <p><b>Speaker</b> <b>Abdulsalam Haykal</b>, Executive Chairman, Digital Knowledge and Platform Provider Majarra</p>
6:20 PM-6:30 PM	<b>CLOSING REMARKS</b>