

Under the Patronage of Her Majesty Queen Rania Al Abdullah

International Publishers Association Regional Seminar

READ.EMPOWER.TRANSFORM

THE ROLE OF READING FOR THE FUTURE OF THE ARAB WORLD

KEMPINSKI AMMAN

30 September
1 October **2019**

SEMINAR PROGRAM



international
publishers
association

union of
jordanian
publishers



About the International Publishers Association (IPA)

The International Publishers Association (IPA) is the world's largest federation of national, regional and specialist publishers' associations. Its membership comprises 81 organisations from 69 countries in Africa, Asia, Australasia, Europe and the Americas. Through its members, IPA represents thousands of individual publishers around the world who service markets containing more than 5.6 billion people.

Based in Geneva, Switzerland, IPA represents the interests of the publishing industry in international fora and wherever publishers' interests are at stake.

IPA was founded in 1896 in Paris by the leading publishers at the time. Its initial aim was to ensure that countries throughout the world showed respect for copyright, and properly implemented the 'Berne Convention for the Protection of Literary and Artistic Works'. The promotion and defence of copyright is still one of IPA's main objectives. IPA also promotes and defends freedom to publish, a fundamental aspect of the human right to freedom of expression.

IPA also stands for the promotion of literacy and reading and has always been a meeting place for publishers to network, exchange views and conduct business.

IPA is an accredited non-governmental organisation (NGO) enjoying consultative relations with the United Nations.

Rewrite the Future of the Region at Amman's Most Important Publishers Seminar

The International Publishers Association (IPA) and the Union of Jordanian Publishers (UJP) are hosting a first-of-its-kind Middle East publishers' seminar in Amman.

The seminar will take a fresh look at the publishing industry in the region and worldwide to answer the pivotal question: how can reading change the course of history?

A hub for key industry leaders, policy makers, and investors to come together to find solutions to the most pressing challenges we face in the region, the seminar will have an immersive range of activities including keynotes from industry leaders, workshops to improve your business and 10 inspiring panel discussions to join the debate and expand your knowledge. Discussions will include how reading can contribute to socio-economic development; pressing publishing industry issues and scalable solutions; analysis of education and literacy; the use of reading as a humanitarian response and therapy; and the rise of the digital era and the importance it plays for the future of the region.

DAY 1 Monday, 30th of September 2019

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| 8:00am – 9:00am | Registration |
| 9:00am – 9:10am | Welcome Address 1: Fathi Al Biss (Jordan) – President, Union of Jordanian Publishers |
| 9:10am – 9:20am | Welcome Address 2: Hugo Setzer (Mexico) – President, International Publishers Association |
| 9:20am – 9:50am | Opening Keynote Speech: Mourid Barghouti (Palestine) – Author and Poet |
| 9:50am – 10:00am | Coffee and Networking Break |
| 10:00am – 11:00am | Panel Discussion 1: Digital Disruption: Solving the Arab World's Book Distribution and Retail Challenges with Technology Moderator: Alaa Al Sallal (Jordan) – Founder and CEO, Jamalon With the rapid rise of the digital economy and the region's embrace of e-commerce, distribution intermediaries are becoming less important as brick-and-mortar retail strategies are eclipsed by e-commerce. The dawn of the digital economy will mean that the publishing chain will need to rethink distribution; evolve direct-to-consumer content creation models; and serve the increasingly digitally connected multi-channel buyers. This session brings together publishing stakeholders to build consensus on where the industry is headed and how the publishing ecosystem can work together to create new value in the digital economy. Panellists: <ul style="list-style-type: none">• Ammar Mardawi (Jordan) – Country Manager, Storytel Arabia• Eman Hylooz (Jordan) – Founder and CEO, Abjjad• Iman Ben Chaibah (UAE) – CEO, Sail Publishing |

11:00am – 12:00pm **Panel Discussion 2: The Role of the Publishing Industry in Humanitarian Response and Refugee Resettlement**

Moderator: Zeina Yazigi (Syria) – Journalist

According to statistics from the United Nations, over 26 million refugees and vulnerable individuals come from Arab countries. Publishers are emerging as a key tool in helping refugees become self-sufficient and successful through integration in their new communities. In particular, bilingual titles help discuss contemporary events and conflict to refugee and migrant youth, who find themselves trying to reconcile their personal identity and are struggling with social inclusion.

This session will discuss the prominent role that the publishing industry can play in healing and helping refugees build new lives, while remaining rooted in their culture.

Panellists:

- **Amna Al Mazmi** (UAE) – Manager, Kalimat Foundation for Children's Empowerment
- **Carlo Gallucci** (Italy) – Publisher and CEO, Gallucci Editore
- **Rabeea Alnasser** (Jordan) – Founder & Director, House of tales & music

12:00pm – 1:00pm **Lunch and networking break**

1:00pm – 2:00pm **Official Opening**

2:00pm – 3:00pm **Panel Discussion 3: Literacy and Book Accessibility in Conflict**

Moderator: Dr Shereen Kreidieh (Lebanon) – General Manager, Dar Asala Publishers

Countries in which conflict prevents school attendance have amongst the highest illiteracy levels in the world. In response, the publishing industry is increasingly playing a role in helping communities heal through programs such as bibliotherapy, rebuilding reading materials collections, and creating accessible books that are accessible for the visually impaired. There is a clear and urgent need to prioritise literacy and book accessibility interventions in conflict countries and in those with high out-of-school rates to avoid a lost generation in several Arab countries.

This panel will analyse the impact of conflict on literacy and book accessibility to present solutions on how publishers, governments, aid agencies, and international institutions can work together to promote literacy in conflict situations and ensure reading materials continue to reach affected individuals.

Panellists:

- **Taghreed Najjar** (Jordan) – Founder and Director, Al Salwa Publishers
- **Dana Jawad Amro** (Palestine) – Programs Officer, Dubai Cares
- **Dr Hasmig Chahinian** (Lebanon) – Liaison Officer, The National Library of France / IBBY France

3:00pm – 4:00pm

Panel Discussion 4: The Role of Technology in Overcoming Illiteracy and Promoting a Reading Culture

Moderator: Nour Al Hassan (Jordan) – Founder and CEO, Tarjama

The region now faces two immense challenges in the digital age: eradicating illiteracy and implementing reading strategies, and policies that cultivate national cultures of reading. Technology-based literacy training programs hold significant potential in addressing illiteracy, yet many Arab countries are resistant to transitioning to the digital era; many more have not formulated policies for the integration of existing technology into adult literacy programs.

This session will discuss promising new approaches in leveraging technology to address illiteracy, and how to catalyse collective action by the publishing industry, policymakers, non-profits, and aid agencies to develop national cultures of reading.

Panellists:

- Elizabeth Wood (USA) – Senior Director of Publishing and Innovation, Worldreader
- Rama Kayyali (Jordan) – CEO and Co-Founder, Little Thinking Minds
- Tarek El-Bolbol (Lebanon) – CEO, Booklava

4:00pm – 4:15pm

Coffee and networking break

4:15pm – 5:15pm

Panel Discussion 5: Digital Publishing and the Arab Classroom of the Future

Moderator: Zaidoun Karadsheh (Jordan) – Founder and Partner at Media Plus

Against the backdrop of rapid regional digitisation, the global textbook industry is being disrupted by digital publishing. Classrooms are being turned on their head by technologies that enable more personalised and immersive learning experiences. Digital publishing and technologies like artificial intelligence have significant potential to bring changes and reforms to classrooms and regional education systems to meet the needs of the 4th Industrial Revolution.

This session will focus on how governments, the publishing industry, and educators can work together to embrace digital publishing and classroom technologies, which can enable education innovation and leapfrog regional educational reform progress and outcomes.

Panellists:

- Siroun Shamigian (Lebanon) – CEO, Kamkalima
- Dr Hanada Taha Thomure (Lebanon) – Endowed Professor of Arabic Language Education, Zayed University UAE
- Mohamad Al Baghdadi (Jordan) – President and CEO, TechKnowlege

5:15pm – 5:30pm

Closing Remarks: Khaled Bilbeisi (Jordan) – Director, Dar Al Manhal Publishers

7:30pm – 9:00pm

Gala Dinner

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| 8:00am – 9:00am | Registration |
| 9:00am – 9:15am | Welcome Address: Bodour Al Qasimi (UAE) – Vice President, International Publishers Association |
| 9:15am – 9:45am | Opening Keynote: Joumana Haddad (Lebanon) – Author and Journalist |
| 9:45am – 10:45am | <p>Panel Discussion 6: Building a Creative Nation: Developing the Next Generation of Publishers, Writers, and Artists</p> <p>Moderator: Dr Rana Dajani (Jordan) – Founder and Director, We Love Reading</p> <p>Developing a well-functioning, market-responsive publishing ecosystem is critical not only to the growth of the publishing industry, but that of a nation. Building vibrant publishing and creative industries can generate substantial employment, drive economic growth, and lead to a progressive and sustainable country. However, the relationships between the various stakeholders that make up these industries are complex. In understanding this complexity, two questions emerge: how can the publishing industry be improved and how can the ecosystem evolve to develop the Arab world's next generation of publishers?</p> <p>This session draws on the experience of publishers, writers, and artists to discuss the current state of the Arab World's publishing ecosystem as well as explore recommendations on cultivating the publishers, writers, and artists of the future.</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Noura Al Kaabi (UAE) – Minister of Culture and Knowledge Development • Zeina Hashem Beck (Lebanon) – Poet • Ibrahim Nasrallah (Palestine) – Poet and Novelist |

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| 10:45am – 11:00am | Coffee and networking break |
| 11:00am – 12:00pm | <p>Panel Discussion 7: Bringing the Voice of Arab Writers, Publishers, and Content Creators to the World</p> <p>Moderator: Wael Attili (Jordan) – Co-Founder, Kharabeesh Innovation</p> <p>As global readers actively seek original, distinctive writing and diverse narratives, national markets are booming worldwide. Evolving consumer demand for more diversity is a trend that Arab writers, publishers, and the broader creative industries cannot afford to miss out on. Yet, despite the launch of several initiatives, grants, and awards, the Arab World has been less successful in getting Arabic publishing and cultural products in the hands of global consumers than other countries facing similar challenges accessing global markets.</p> <p>This session will explore how Arab writers, publishers, and cultural creators can benefit from surging global demand for more diverse cultural products.</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Dia Haykal (Syria) – Head of Content, Haykal Media • Dr Inaam Kachachi (Iraq) – Journalist and writer, Asharq Al Awsat daily newspaper • Dr Ali Bin Tamim (UAE) – Chairman, Abu Dhabi Arabic Language Authority |

12:00pm – 1:15pm **Lunch and networking break**

1:15pm – 2:15pm

Panel Discussion 8: The Future of Arab Libraries: Transforming Libraries from Print to Digital

Moderator: Dina Youssef (Egypt) – Director of Information Institutions and Professional Skills Department, and the IFLA-CASL, Bibliotheca Alexandrina

To stay relevant in the digital age, libraries will need to transition from lending books to becoming economic incubators, cultural hubs, and experiential learning centres. They will likely evolve into a hyper-connected, creative space that serves as a gateway to digital citizenship; where users will go to co-create and experience the future. Several technologies and trends are already shaping the library of today including bookless libraries, augmented reality, and e-lending.

This session will discuss the ongoing importance of libraries in the digital age and how they can start a new chapter to retain relevancy.

Panellists:

- **Dr Nidal Al-Ahmad** (Jordan) – General Director, National Library of Jordan
- **Steven Rosato** (USA) – Business Development Executive, Rakuten OverDrive
- **José Borghino** (Australia) – Secretary General, International Publishers Association

2:15pm – 3:15pm

Panel Discussion 9: Freedom to Publish and New Media

Moderator: Porter Anderson (USA) – Editor-in-Chief, Publishing Perspectives

The Arab youth are increasingly using the internet, social media, and direct messaging to get news and information. At the dawn of the region's digital age, a key question has emerged: who should be responsible for low quality, misleading, false, and other offensive types of content online? The future of the internet and the publishing industry will depend on how a broad spectrum of stakeholders will address this question.

This session will discuss how stakeholders can tackle online hate speech, fake news, and other types of abusive and inflammatory online content; it will also discuss online safety and the importance of preserving freedom of expression and freedom to publish.

Panellists:

- **Faisal El-Fayez** (Jordan) – President, Jordanian Senate
- **Marcia Lynx Qualey** (USA) – Founding Editor, ArabLit
- **Kristenn Einarsson** (Norway) – Managing Director, The Norwegian Publishers Association

3:15pm – 3:30pm

Coffee and networking break

Day 2

Tuesday, 1st of October 2019

3:30pm – 4:30pm

Panel Discussion 10: Does the Arab World Need its Own Copyright Directive?

Moderator: Rawan Dabbas (Jordan) – Manager of International Relations, Emirates Publishers Association

It is imperative that publishers, authors, and content creators in the Arab world have their work protected. While several countries in the region have made significant gains in national frameworks for copyright to achieve this, the Arab world needs modern copyright laws for the digital age. One potential model that could be a reference point for the region is the recently passed European Union Copyright Directive, which promotes cross-border access to content online; balances between copyright and public policy objectives; and uses a fairer marketplace for online content. A similar region-wide push for a modernised copyright protection framework should also be a top priority.

This session will discuss how Arab countries can modernise copyright to support the rapid digital transformation that is currently ongoing.

Panellists:

- **Michael Healy** (USA) – Executive Director, International Relations, Copyright Clearance Center
- **Dr Abdelrahman Almuaini** (UAE) – Secretary General, Emirates Intellectual Property Association
- **Caroline Morgan** (Australia) – Secretary General and Chief Executive, International Federation of Reproduction Rights Organisations

4:30pm – 5:00pm

Closing Remarks

- **Fathi Al Biss** (Jordan) – President, Union of Jordanian Publishers
- **Hugo Setzer** (Mexico) – President, International Publishers Association

7:30pm – 9:00pm

Gala dinner - Certificates

Day 3

Wednesday, 2nd of October 2019

Sightseeing tour options

Spend a day discovering Jordan's rich history and culture. Attendance is optional and prior registration is required through the tour company, or you may also book at the registration desk during the seminar.

Half Day

Dead Sea

Duration: 9:00am – 3:00pm

A one-hour drive away from the city of Amman is one of the most incredible places in the world: the Dead Sea. This spectacular natural wonder is the lowest point on earth, with a rich history that dates as far back as Queen Cleopatra. Bring your swimming gear to enjoy a warm, soothing dip in the extremely salty water rich in chloride salts of magnesium, sodium, potassium, bromine and more, and be amused by its incredible buoyancy that is a picture worthy moment!



Day 3

Wednesday, 2nd of October 2019

Half Day

Ajloun and Jerash

Duration: 9:00am – 5:00pm

The first stop is a scenic two-hour drive away from the city of Amman: the great 12th century Islamic castle of Ajloun, which was built around 1184/85 AC by the famous Islamic leader Salah al-Din. Enjoy the small museum with artefacts from its long history then climb to the top for sweeping views of the Jordan Valley all the way to the Dead Sea.

The next stop is the ancient city of Jerash. As a must-visit site, it is second only to Petra in terms of historical and archaeological significance. Once known as Gerasa, this site has been inhabited for over 6,500 years. It is now a beautifully preserved landmark that includes the Roman Colonnaded street, the Nymphaeum and the Temple of Artemis.



Full Day

Petra

Duration: 7:30am – 7:00pm

The historical city of Petra, a three-hour drive away from the city of Amman, is a must-see destination on any trip to Jordan. Considered as one of the Seven Wonders of the World, this trip will have you in awe at the magnificence of the architecture carved by the Nabataeans over 2,000 years ago, the rich history that resided there, and the natural beauty of the rose-red city. Alongside your guide, you can learn more from the Petra Archaeological Museum and the Petra Nabataean Museum available on site.

To book, contact Rania Al Tarifi T: +962 6 5696911 M: +962 79 0320606
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Biographies



Dr Abdelrahman Almuaini (United Arab Emirates)

Dr Abdelrahman Almuaini is the secretary general of the Emirates Intellectual Property Association (EIPA), director of Organisational Development Office at Dubai Police HQ and member of Dubai Police Academy. He obtained a bachelor's degree in Law from Dubai Police Academy in 2001, a master's degree in Commercial Law from the University of Aberdeen in 2004 and a PhD from the same university for a thesis entitled "Enforcement of Copyright Law of Author in the UAE, 2009". Abdelrahman published many articles on the fight against intellectual property crimes and participated in many intellectual property conferences all over the world.



Alaa Al Sallal (Jordan)

Alaa Al Sallal is the founder and CEO of Jamalon, an Amman-based online book retailer. Delivering over 10 million Arabic and English titles to 22 MENA countries, Jamalon is the largest e-commerce website in the MENA region in terms of catalogue size. The website has forged strong partnerships with over 3,000 Arabic and 27,000 English-language publishers. Alaa has always been a tech-savvy savant. As a teenager, he volunteered for Ruwwad, an Amman-headquartered non-profit community development organisation, teaching other young people basic computer literacy. Alaa specialises in Web Development (web 2.0); Web Analytics; eMarketing; SEM; Affiliate Marketing and eCommerce.



Dr Ali Bin Tamim (United Arab Emirates)

Dr Ali Bin Tamim has been the Secretary General of Sheikh Zayed Book Award since November 2011. He is also the Chairman of the newly established Abu Dhabi Arabic Language Authority.

Throughout his career, Bin Tamim assumed several roles. He served as a chairperson of the Sheikh Zayed Grand Mosque Centre, Jury member of several cultural awards in UAE; most notably the Prince of Poets Program, Dubai Cultural Award and the Khalifa Educational Award. He also served as member of the Supreme Committee of the State Appreciation Award. Bin Tamim managed the Kalima Translation Project and was the General Manager of Abu Dhabi Media Company from 2016 to 2019.

Bin Tamim received his Doctorate Degree in Literary Critique from Yarmouk University in Jordan in 2005. He is a seasoned patron of the Arabic written word with a long record of valuable contributions to the field of Culture and Heritage in the United Arab Emirates.



Ammar Mardawi (Jordan)

Ammar Mardawi is the country manager for Storytel Arabia, where he is leading the Arabic audiobooks catalogue production and offering Storytel subscription service in Arabic countries. Ammar boasts more than 18 years of experience in consumer internet applications. Before joining Storytel, Ammar founded Yaqut eBookstore, which quickly became one of the most popular Arabic eBookstores; and Kindi Software, which helped thousands of businesses around the world to protect their Adobe Flash applications. Ammar earned his BSc in Computer Science from the Princess Sumaya University for Technology and a master's degree in Computer Information Systems from the Arab Academy for Banking and Financial Sciences.



Amna Al Mazmi (United Arab Emirates)

Amna Al Mazmi is the manager of Kalimat Foundation for Children Empowerment, United Arab Emirates. Kalimat Foundation is a Sharjah-based non-profit organisation that aims to provide books and reading materials for children in deprived communities affected by war or are visually impaired. In her current role, Amna seeks to initiate and execute global knowledge outreach initiatives for the delivery of books and reading content to those who are most in need, while simultaneously developing a global network of partners and beneficiaries in collaboration with government institutions and international organisations to ensure seamless operations.



Bodour Al Qasimi (United Arab Emirates)

Bodour Al Qasimi is vice president of the International Publishers Association (IPA). She is also the founder and CEO of Kalimat Group, the first publishing house in the United Arab Emirates dedicated to publishing high quality children's books and educational content; and founder of the Emirates Publishers Association. Bodour also chairs the committee of Sharjah World Book Capital 2019—the esteemed title awarded by UNESCO. She has been pivotal in driving many global initiatives in the effort to develop the publishing industry worldwide—she particularly focuses on supporting efforts to transform the publishing and digital content industries to contribute to innovation and cultural exchange. She leads a number of initiatives to promote youth and gender empowerment, economic development, and cross-cultural exchange.

Biographies



Carlo Gallucci (Italy)

Carlo Gallucci is founder and publisher of Gallucci Editore, an Italian publishing house specialised in children's books and currently leading independent publisher targeting children aged 0-6. Published authors include Nobel Laureates, Oscar-nominee, Hans Christian Andersen Award winners. Internationally renowned authors published by Gallucci are Ray Bradbury, John Lennon, Carlo Fruttero, Arturo Perez-Reverte, Javier Marias Rodolfo Walsh, Quentin Blake, Richard Matheson, Yoko Ono and Denial Pennac. Carlo Gallucci is also a council member for the presidency of the Italian Publishers Association (AIE, a member of IPA), a journalist since 1988 and currently editor-in-chief of the Culture division at News Mediaset/Tg5, where he hosts the literary daily segment "La Lettura" on the television network Canale 5.



Caroline Morgan (Australia)

Caroline Morgan has been the chief executive and secretary general of the International Federation of Reproduction Rights Organisations (IFRRO) since November 2016. Prior to that, she was the general manager of Copyright Agency responsible for managing relations with licensing clients, including education and government sectors. She also managed VISCOPY, the Australian collective management organisation for visual arts. Caroline is the past president of the Copyright Society of Australia (2006 - 2014). She was also chair of the International Federation of Reproduction Rights Organization's (IFRRO), Asia Pacific Committee; and chair of IFRRO's Legal Forum. Prior to her appointment as CEO, she was deeply involved in the work of the IFRRO community for many years. Caroline has a BA and LLB from Sydney University and an MBA from the Australian Graduate School of Management (AGSM).



Dana Jawad Amro (Palestine)

Dana Jawad Amro is a lawyer living and working in the UAE. She is currently working with Dubai Cares as Programs Officer. In the last three years, Dana is managing Dubai Cares programs in different countries in Asia and Africa. She has a master's degree in international studies from the University of Wollongong and a bachelor's degree in law from Al Quds University (Jerusalem). Dana has over 10 years of experience in action development. Prior to joining Dubai Cares, she worked on youth and women empowerment projects in Palestine with several international and local organisations. Dana is passionate about making a difference in people's lives in real and tangible ways through education, empowerment and bringing justice to the victims of conflicts and war.



Dia Haykal (Syria)

Dia's was the founding editor-in-chief of Popular Science Arabia, and she is currently the Head of Content at Haykal Media, and the Editor in Chief of MIT Technology Review Arabia. She is also the content supervisor of EmTech MENA conference, and Leading Innovators Under 35 MENA awards. She holds a BA in Business Administration from the American University of Beirut; two Master's degrees in Corporate Communication, and in Visual Media, from IE Business School in Madrid.



Dina Youssef (Egypt)

Dina Youssef is the director of the Information Institutions and Professional Skills Department, and the IFLA-CASL based at the Bibliotheca Alexandrina, Egypt. She is also a certified IFLA trainer and associate leader. Dina received her bachelor's degree in Accounting from the University of Alexandria. She possesses three diplomas in Commerce, German Language and Foreign coordination. Dina joined the Books and Publishing Committee at the Ministry of Culture in Egypt from 2015 to 2017, and is an active member at the AFLI, the IAC, UNESCO MOW project, as well as the Egyptian Library Association. Dina began her career in 1994 at a multinational company for Mechanical Engineering (Keller Group) and joined the BA in 2007.



Elizabeth Wood (USA)

Elizabeth Wood is the senior director Senior Director of Digital Publishing and Innovation at Worldreader. She leads the global content team to develop and grow strategic partnerships with publishers across the globe to ensure effective and engaging content for readers. Previously, Elizabeth was a senior business development manager for the Amazon books business in London and served as a Trustee on Worldreader's UK board. Elizabeth has an MBA from INSEAD and has spoken at many events over her career including Africa Writes, London, Bologna Book Fair, Mobile World Congress and TEDx Education, Barcelona.

Biographies



Eman Hylooz (Jordan)

Eman is CEO and founder of Abjjad. As a passionate reader who is in love with books, Eman was driven to create the biggest Arabic social reading platform in 2013: Abjjad. The company has received strong interest from top investors and has grown in record time. Eman has over 14 years in the information technology and marketing research fields.



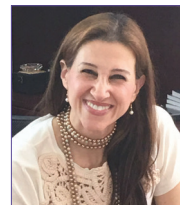
Faisel Akef El-Fayez (Jordan)

Faisel Akef El-Fayez is the president of the senate, appointed by a royal decree since 2015. His extensive career includes: speaker of the house of representatives (2010-2011) and member of the 16th parliament; member of the senate (21st, 22nd, 23rd and 26th senate); prime minister (2003-2005); chief of the Royal Hashemite Court per appointment of His Majesty King Abdullah II (2003); chief of the Royal Protocol (1999-2003) and deputy chief of the Royal Protocol (1995-1999) as well as assistant chief of the Royal Protocol (1986-1995). Prior to that, El-Fayez also worked at the Ministry of Foreign Affairs (1983-1986) and served as Consul at the Jordanian Embassy in Brussels (1979-1983). El-Fayez was born in 1952 and holds a master's degree in International Relations from Boston University and a bachelor's degree in Political Science from Cardiff University.



Fathi Al Biss (Jordan)

Fathi Khalil Al Biss is the president of the Union of Jordanian Publishers, and owner and manager of Dar Al-Shorouk Publishing and Distribution in Jordan and Palestine. He is the former director of the Amman International Book Fair and served as vice president and treasurer of the Arab Publishers Association. Mr. Al Biss holds a bachelor's degree in Pharmacy from the American University in Beirut, and a postgraduate diploma in Philosophy from the University of Jordan in Amman. He has published two books and written numerous articles on publishing and book issues.



Dr Hanada Taha Thomure (Lebanon)

Dr Hanada Taha Thomure is the endowed professor of Arabic Language at Zayed University. She served for six years as acting dean and associate dean of Bahrain Teachers College, and was the director of Arabic programmes at San Diego State University. Dr Thomure has worked on a \$6 million MEPI literacy project with Scholastic Publishing House. In addition, she served as an advisor for Arab Thought Foundation managing its Arabi21 project. She also serves on the board of trustees of H.H Shaikh Mohammad Bin Rashid Arabic Award; and has reviewed the national Jordanian Arabic language curriculum and wrote an educational reform policy paper — both commissioned by the Queen Rania Foundation. Moreover, Dr Hanada Thomure evaluated the Arabic language national curriculum in Morocco commissioned by the MOE and USAID.



Dr Hasmig Chahinian (Lebanon)

Hasmig Chahinian holds a PhD in children's literature from the University of Paris 2013 and is currently in charge of children's literature from the Arab world at the National Library of France and the National Centre for Children's Literature. She is also in charge of IBBY France (International Board on Books for Young People) and is liaison officer for Europe in the 2018-2020 IBBY Executive Committee. She is also an author of children's books and set up Kotot Publications, a publishing house for children's literature in Armenian, based in Paris. Hasmig collaborates on various publications, works on promoting reading and children's literature and holds training sessions in France and abroad.



Hugo Setzer (Mexico)

Hugo Setzer is the CEO of Manual Moderno, a leading publishing house in the fields of medicine and psychology specialising in Spanish publications and based in Mexico City. At present, Hugo is president of the International Publishers Association, where he has also served on its Executive Committee from 2004 to 2010 and from 2013 to present. He has participated in the Mexican Publishers Association since 1995, where he has served on its executive board on several occasions and was vice-president from 2004 to 2006 and from 2010 to 2013. He holds a bachelor's degree in Industrial Engineering from the National University in Mexico and an MBA degree from the IPADE Business School.

Biographies



Ibrahim Nasrallah (Palestine)

Ibrahim Nasrallah is the winner of the Arabic Booker Prize (2018). He has published 15 poetry collections and 21 novels. Five of his novels and a volume of poetry have been published in English, four works in Italian, and one novel in Danish, Turkish, and Persian. Nasrallah won nine prizes, among them the prestigious Sultan Owais Literary Award for Poetry in 1997. In January 2014, he succeeded in summiting Mount Kilimanjaro in a venture that involved two Palestinian adolescents, a boy and a girl. He wrote about this journey in a novel entitled *The Spirits of Kilimanjaro* (2015). In 2016, Nasrallah was awarded the Katara Prize for Arabic Novels for this work.



Iman Ben Chaibah (United Arab Emirates)

Iman Ben Chaibah founded Sail Publishing, which publishes digital and print books, as well as digital magazines, in order to grow the amount of local content published internationally and to increase young writers' chances to be published. Iman was recently appointed vice president of the Emirates Publishers Association Board. As a result of her efforts, she received the UAE's Young Digital Publisher Entrepreneur Award and was chosen as a delegate to the International Achievement Summit in San Francisco. She also received the Young Entrepreneur Award from *Startup Businesses* magazine and received the Arab Woman Award in literature. Iman has completed the elite Magazine Publishing Course in Yale University and was selected as a fellow in the Rosalynn Carter Journalism Fellowship in Mental Health.



Dr Inaam Kachachi (Iraq)

Inaam Kachachi was born in Baghdad and studied journalism. She is working in the Iraqi press and radio. She moved to Paris in 1979, where she gained a PhD and worked as a journalist. She is presently the Paris correspondent of *Asharq Al-Awsat* and *Kol Al-Usra* newspapers. Inaam has published four novels and two non-fiction books, some which have been translated to over six languages. Her second novel, *Al-Hafeeda al-Amreekiya* (*The American Granddaughter*), has been shortlisted for the International Prize for Arabic Fiction 2009. While her novel *Tashari* was shortlisted for the International Prize for Arabic Fiction 2014 and received the Lagardere Prize for novel in Paris. Her last novel, *Al Nabeetha* 2017, was shortlisted for the International Prize for Arabic Fiction 2018.



José Borghino (Australia)

José Borghino has been the secretary general of the International Publishers Association since September 2015. He joined the IPA as policy director in 2013, where he oversaw policy development, organised the Prix Voltaire (IPA's freedom to publish prize), and managed the IPA's activities in the educational publishing sector including the Educational Publishers Forum. Before joining the IPA, José worked as the manager of industry representation at the Australian Publishers Association. He has been executive director of the Australian Society of Authors; a lecturer in literary journalism and creative industries at the University of Sydney; and editor of the online news magazine "NewMatilda.com", *EDITIONS Review* magazine, and *Education Australia* magazine. José also held senior positions at the Literature Board of the Australia Council.



Joumana Haddad (Lebanon)

Joumana Haddad is a writer, journalist and university professor. She has been a long-time activist for human rights, equality, freedom of expression and secularism in Lebanon. Joumana worked for Lebanon's *An-Nahar* newspaper from 1997 to 2017 and was editor of the newspaper's cultural section from 2005. Joumana also taught creative writing, modern Arabic poetry and Italian at the Lebanese American University in Beirut from 2012 to 2016. She speaks seven languages and has published 15 books; most of her works of fiction, non-fiction, theatre and poetry have been translated into numerous languages. Joumana recently started her own TV show on Al Hurra channel, in which she highlights cases of human rights abuse, censorship and repression in Arab countries.



Khaled Bilbeisi (Jordan)

Eng. Khaled Bilbeisi is the director of Dar Al Manhal Publishers, an Arab publishing house specialised in publishing children's books and educational books. He is a representative of Jordan to the International Publishers Association and contributed to the launch of Arab Children's Book Publishers Forum. He held many senior and leadership positions in publishing industry. He was the vice-president of the Union of Jordanian Publishers, Chairman of the Professional Development Committee, Director of Amman International Book Fair and Chairman of the Arab Committee for Protecting Intellectual Property.

He has participated in several cultural seminars and courses on children's book and publishing in the Arab countries and all over the world.

Biographies



Kristenn Einarsson (Norway)

Kristenn Einarsson has been in the publishing business for more than 40 years. He chairs the International Publishers Association Freedom to Publish Committee; is managing director of the Norwegian Publishers Association; and president of The Norwegian Academy of Literature and Freedom of Expression. He also chairs the board of two companies in television distribution. In the past, he was CEO of The Norwegian Book Clubs and Kunnskapsforlaget, as well as chair of the Norwegian Film Fund and the Norwegian Film Council.



Marcia Lynx Qualey (USA)

Marcia Lynx Qualey is a critic, editor, translator, and ghost-writer. She is the founding editor of 'ArabLit' website, which won a 2017 London Book Fair prize. Besides running the website, Marcia also publishes the ArabLit Quarterly magazine and is co-host of the Bulaq podcast. Her co-translation of the co-authored middle-grade novel Ghady and Rawan recently appeared from University of Texas Press (August 2019).



Mohamad Baghdadi (Jordan)

Mohamad Al-Baghdadi was one of the earliest pioneers in electronic publishing, having successfully co-founded www.ebrary.com in 1998 in Silicon Valley. After selling ebrary to ProQuest, Mohamad moved back to the Middle East to found TechKnowledge and Al Manhal to bring the publishing and academic industries in the Arab world into the digital age. Today TechKnowledge and Al Manhal employ 180 people around the Middle East, and provide digital resources and educational technologies to over 500 universities and 1000 schools in the Middle East and Turkey.

He is a graduate of Case Western Reserve University (B.Sc. Systems Engineering) and Thunderbird (MBA).



Michael Healy (USA)

Michael Healy is the executive director, international relations, at the Copyright Clearance Center. He has worked in the publishing and information industries for more than 25 years and has spent most of that time in senior editorial, sales and distribution roles in digital publishing. He has been closely involved in the development of standards for the international book trade, and is particularly associated with standards for metadata, product information and electronic commerce. Michael has led many international standards groups and was chairman of the International ISBN Agency; a director of the International DOI Foundation; and led the international ISO committee that developed ISBN-13. He is currently a board member of the Copyright Hub Foundation (UK) and chairman of the Board of The International Standard Name Identifier.



Mourid Barghouti (Palestine)

Mourid Barghouti is a Palestinian poet and writer. He studied English literature at Cairo University. He has published 13 books of poetry in Arabic, including his 'Collected Works'. In 2000 he received the Palestine Award for Poetry, and in 1996 he was allowed to visit Palestine and the result was 'I Saw Ramallah', an autobiographical memoir about the ironies of homecoming, which won the Naguib Mahfouz Medal for Literature. In addition to his writing, Barghouti gave seminars on Palestinian and Arabi poetry in international universities such as Cairo, Beirut, Fes, Oxford, Manchester, Oslo, Madrid and Istanbul; and he was the chair of judges of the International Prize for Arabic Fiction in the year 2015.



Dr Nidal Al-Ahmad (Jordan)

Dr Nidal Ibrahim Al-Ahmad is the director general of the Department of the National Library. He has a PhD in Library and Information Science from the University of Minsk (Belarus) and holds the rank of full-time professor; he was faculty at the University of Dammam, Philadelphia University and University of Jordan to name a few. He previously was president of the Jordan Library and Information Association for two years and vice president for two sessions. Dr Nidal was also chairman and managing editor of Jordan Journal for Libraries and Information; and member of several professional associations in the Arab region and internationally. He has many books and research papers published in scientific journals in the field of library science.

Biographies



Nour Al Hassan (Jordan)

Nour Al Hassan is a lawyer by education and an entrepreneur by practice. She is the founder and CEO of Tarjama, which houses different businesses including: Tarjama Enterprise, Ureed.com, TarjamaMS, and AdvanceML. She's currently managing over eight markets and leading a team of over 300 colleagues. As an advocate for women empowerment, Nour started Tarjama to empower women with economic opportunities when they do not have access to full-time jobs or office work. After starting Tarjama, Nour scaled this successful model into Ureed.com to provide access to clients and work opportunities for linguists and content creators across the region. Nour holds a degree from Al Ahliyya Amman University in law and is currently enrolled in Singularity University for Hi-Po entrepreneurs.



Noura Al Kaabi (United Arab Emirates)

Noura bint Mohammed Al Kaabi was appointed UAE Minister of Culture and Knowledge Development in October 2017. Al Kaabi is responsible for the promotion of UAE-based cultural initiatives on both national and international levels. In her capacity as minister, she is responsible for developing policies and legislations that support cultural activities in the UAE and to nurture young creative talent within the community. Previously, she has held the post of Minister of State for Federal National Council Affairs. In addition to her ministerial responsibilities, Al Kaabi is also president of Zayed University, chairperson of Abu Dhabi Media Zone Authority and Abu Dhabi National Exhibition Centre. She also sits on the board of Abu Dhabi Media and UAE's National Media Council.



Porter Anderson (USA)

Porter Anderson is a journalist and speaker in publishing. He has been named London Book Fair's inaugural International Trade Press Journalist, an honor in the fair's 2019 International Excellence Awards. Porter is Editor-in-Chief of Publishing Perspectives, founded and operated by Frankfurt Book Fair New York. PublishingPerspectives.com is the daily news medium for the international trade publishing industry. His impressive resume includes working with CNN, CNN.com and CNN International—as well as the Village Voice, the Dallas Times Herald, and The Bookseller. In addition to his coverage of publishing, Anderson has worked as a diplomat with the United Nations, posted to the world headquarters of the World Food Programme in Rome, and has served as executive media producer of INDEX: Design to Improve life, the Danish government's award for humanitarian design, a program that enjoys the patronage of HRH Frederik, Prince of Denmark.



Rabeea Alnasser (Jordan)

Rabeea Alnasser is the founder of the "House of Tales and Music", a new vision for children's and young libraries. Through her passion for books and reading, she helped establish and modernize a number of libraries in Amman and other Jordanian governorates to encourage young people to read.

Rabeea served as coordinator for the Children's Literature Development Program at the Anna Lindh Foundation (2007-2010). She was a member of the Committee of Experts for the preparation of the "Ketabi" Award regulation at the Arab Thought Foundation, and a jury member of the "Etisalat Award" for Children's Book. She is also a founding member of the Jordanian Council for Books of Young People (under establishment).

Rabeea is the award-winning of Synergos Arab world Social innovators 2011 for her "House of Tales and Music". She is a winner of "Euro-Med Dialogue Award" from Anna Lindh Foundation for the same project, and has participated in many Arab and international conferences on cultural development and childhood.



Rama Kayyali (Jordan)

Rama Kayyali is CEO and co-founder of Little Thinking Minds, an award-winning ed-tech start-up creating digital resources and online platforms to improve Arabic language literacy and fluency. A recent winner of the Queen Rania Award for Education in Entrepreneurship, Little Thinking Minds' platforms are used by more than 100,000 students in 150 private schools across the GCC and MENA region, and among 100 Jordanian public schools that cater to both Syrians and Jordanians. Rama is an Eisenhower Fellow and an Endeavor Entrepreneur and winner of the Arab Women's Awards.



Dr Rana Dajani (Jordan)

Dr Rana Dajani has a Ph.D. in Molecular Cell Biology. She is a writer in the Science and Nature, and author of the book "Five Scarves, Doing the Impossible: If We Can Reverse Cell Fate Why Can't We Redefine Success". Dr Rana is also a Harvard Radcliff and Eisenhower fellow; associate professor; and visiting professor at the Hashemite University, Yale and Cambridge. She is a higher education reform expert, a member of the UN women Jordan advisory council, has established a women mentor network, and organised the first gender summit for the Arab world in 2017. Dr Rana has over 10 titles and awards including the Partnerships for Enhanced Engagement in Research (PEER) Award, 2014; World Innovation Summit in Education Award, 2014; UNESCO International Literacy Prize, 2017

Biographies



Rawan Dabbas (Jordan)

Rawan Dabbas is the manager of international relations at the Emirates Publishers Association (EPA). In her role, she leverages her experience in the publishing industry to facilitate the Association's interaction with local, regional and international stakeholders on a range of issues of pertinence to the UAE's publishing industry. Since joining the EPA in January 2015, Ms. Dabbas has been instrumental in developing a manifesto for the publishing industry in the UAE, which advances a cohesive strategy for addressing the challenges that publishers face in the country. A lawyer by trade, she has leveraged her skills to enhance the legal framework for publishers in the UAE and has been instrumental in facilitating discussions between several stakeholders, including the EPA and Ministry of Economy, to establish the Arab world's first Reproduction Rights Organization.



Dr Shereen Kreidieh (Lebanon)

Dr Shereen Kreidieh has a bachelor's degree in elementary education, a teaching diploma in early childhood education, a master's in children's literature, and a PhD in publishing from Oxford Brookes University. Ms. Kreidieh has established and manages Dar Asala in 1998, which produces high quality children's books in Arabic. She was a member of several organisations in Lebanon and abroad including Alumni: International Young Publishers and Cultural Leader (British Council). She was a member of the Book and Reading Promotion Committee in the Ministry of Culture in Lebanon and a member of Hans Christian Anderson Award Jury for 2018. Currently, Shereen is the president of Lebanese Board of Books for Young Children.



Siroun Shamigian (Lebanon)

Siroun Shamigian is the executive director of the Kamkalima educational e-learning platform, which uses smart technology and beautiful design to enable the learning process. Through Kamkalima, Siroun has been able to support schools by developing capacity-building plans and strategies to integrate technology and education with a focus on 21st century skills. She has 24 years of experience in education, particularly in the field of technology, in a number of leading schools in the Middle East, and looks forward to employing her expertise to serve the Arabic language.



Steven Rosato (USA)

Steven Rosato is an executive with Rakuten OverDrive, the largest digital distribution company for libraries, corporations and schools in the world. Prior to joining OverDrive in 2016, Steven was the event director of BookExpo America, spending 20 years as an executive with Reed Exhibitions and working extensively with senior government officials and publishing luminaries from China, Russia, Poland, Italy, Mexico, Spain and the Middle East while running BEA's Global Market Forum program. Mr. Rosato is a graduate of Eastern Connecticut State University with a degree in Business Management, married with two teenage boys and a member of the Democratic Town Committee as well as the Economic Development Commission in the town of Fairfield, Connecticut.



Wael Attili (Jordan)

Wael Attili is an architect, an avid digital innovator and media entrepreneur; and a passionate storyteller. He has a solid experience of 25 years in technology, design media companies and entrepreneurship. Wael has contributed strongly in shaping the digital media industry in the Arab world and making an impact among young aspiring generation. He is an entrepreneur in Endeavor Global Organization, a 2014 Eisenhower Innovation fellow and he was awarded by Sheikh Mohammad Bin Rashid the Social Media Entrepreneur of the Year at the Arab Social Media Summit in 2016.



Taghreed Najjar (Jordan)

Taghreed Najjar is an author and has been writing for children for more than 40 years. Her published works include picture books for ages 3 to 7 that have become classics; books for early readers ages 7 to 8; and inspiring novels for teens and young adults that address difficult subjects reflecting the realities of political and cultural conflicts in the area. Several of Taghreed's books have been translated into various languages including English, French, Danish, Swedish, Italian, Turkish and Greek. Many of her books have won awards including the Etisalat Book Award 2017 for her book "What happened to my Brother Ramez?" and the Kitabi Arab thought Award 2013 for her picture book "Grandma Nafeesa". Taghreed has been nominated for the prestigious Alma Award 2019.

Biographies



Tarek El-Bolbol (Lebanon)

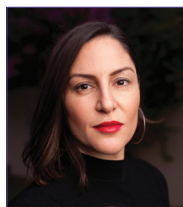
Tarek El-Bolbol is a Dubai-based tech entrepreneur and expert in the field of spoken-audio in the Arab World. He founded the first subscription based Arabic audiobook platform in 2016 called Booklava. It was later selected by Harvard University in 2017 as a Top 10 Most Promising Start-Up Founded by Arab Entrepreneurs around the world. In 2018, Tarek was selected by the Ruler of Dubai and Prime Minister of the UAE as an Arab Youth Pioneer and was awarded the prestigious Audiobook Publisher of the Year Award from the London Book Fair's Excellence Awards in 2019. He has over 15 years of experience covering over 50 global and regional markets. He is passionate about the intersection of knowledge, technology, media and digital transformation.



Zaidoun Karadsheh (Jordan)

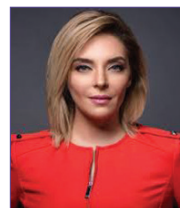
Zaidoun Karadsheh has been active in media sector since 2003. He is the co-founder of Media Plus, a website design and development company, and BeeLabs which grew to be a leading educational game and interactive application provider in the Arab region.

In 2014, Zaidoun published his best-selling comic book "Lessa Fi" (there is more in it), which encouraged him to publish a second edition of this title. Zaidoun has a vision to develop the future of his country and community and he seeks to convert his entrepreneurial ideas into reality by leading an integrated team of designers and animators who share the same passion through creating cartoon and animation content and e-learning games.



Zeina Hachem Beck (Lebanon)

Zeina Hashem Beck is a Lebanese poet. Her second collection, "Louder than Hearts", won the 2016 May Sarton New Hampshire Poetry Prize. She's also the author of two chapbooks: "3arabi Song" (winner of the 2016 Rattle Chapbook Prize) and "There Was and How Much There Was" (a 2016 Laureate's Choice selected by Carol Ann Duffy). Her first collection, "To Live in Autumn", won the 2013 Backwaters Prize. Her work appeared widely in literary journals, among which are Poetry, Ploughshares, the Academy of American Poets, Poetry London, and World Literature Today. Her poem "Maqam" won Poetry Magazine's 2017 Frederick Bock Prize. She grew up in Lebanon and now lives in Dubai where she has founded the poetry collective PUNCH.



Zeina Yazigi (Syria)

Zeina Yazigi is a Syrian journalist, news agency reporter and television news anchor. She started her career working for Reuters and then for the Associated Press in its Beirut bureau. Zeina became a reporter for CNBC in Syria and later moved to the Syrian Television as a presenter of political programs for a year and a half. She was also an anchor and presenter on the weekly political program Tahta Al-Daw (Under the Light) Air on Al Arabiya channel. Yazigi was named one of the 100 Most Powerful Arab Women by Arabian Business magazine in 2013. She has a bachelor's in English Literature from Tishreen University and a degree in Media from the Lebanese American University.

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