

**INTERNATIONAL  
PROFESSIONAL  
PROGRAMME  
8-10 MAY**



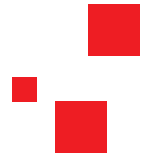
**21st Thessaloniki  
International Book Fair**

**Created by HumAI[ns]**

**08-11  
MAY  
2025**



**GUEST OF HONOUR ITALY**



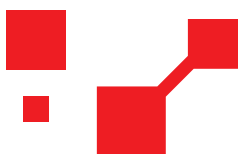
## TBF 2025 INTERNATIONAL PROFESSIONAL PROGRAMME

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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.



**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 Plus

Moderator: 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 (Entypois Publications)

**14.00-15.00**

**INTERNATIONAL BOOK MARKETS**

**DISCUSSION**

***Publishing in Europe and Across the World***

**Speakers:** Celina Alonso, Founder & Editorial Director, Lectorita 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:** Alīse 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

THURSDAY 8 MAY 2025

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, DeGeus — The Netherlands, Ricardo López, Publisher, Armaenia — Spain

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

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 Koumoutsi, 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 After-Word— 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**

FRIDAY 9 MAY 2025

***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  
Moderator: 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 and 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***

SATURDAY 10 MAY 2025

**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 & 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, Peny 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

SATURDAY 10 MAY 2025



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