



WEDNESDAY MARCH 28

04:45 pm – 05:45 pm – Capital Suite 18

Effective marketing and expanding market

Jean-Louis Hocq – Solar éditions

Jean-Michel Ollé – Hachette Livre International

Two directors of successful publishing houses explain their tools and devices to reach a high level diffusion. Jean-Louis Hocq, director of Solar (practical-life and illustrated books) and Jean-Michel Ollé (editorial director of Hachette Livre International – educational books) will alternately present how they proceed both on a national (France) and international (French-speaking) market.

THURSDAY MARCH 29

12.00 am – 01.30 pm – Capital Suite 19

Creating edutaining content in the fields of science and nonfiction. Featuring success stories from France and the Arab world.

Sana Ghenima - Sanabil Med Publishing (www.sanabilmed.com)

Hedwige Pasquet - Gallimard jeunesse (www.gallimard-jeunesse.fr)

Sinan Sweiss – Jabal Amman Publishers (www.japublishers.com)

Natalie Vock Verley - éditions du Ricochet (www.editionricochet.free.fr)

At the intersection of works for learning and leisure, books about science or non-fiction are a significant and well-defined sector for publishers. The originality of this category –formats, lay-outs or textual content – quite naturally encourages young readers to explore these themes even after school hours, which confers on their creators considerable freedom to break away from the editorial rigidity of the school textbook, in content and in presentation. The aim of this round table is to identify the editorial characteristics of this category and its specific market sector, and to reflect on the various ways of blending learning and recreation.



THURSDAY MARCH 29

04:00 pm – 05:00 pm – eZone

Making Arabic eBooks: A guide to creating ePubs and the technology behind it

Samer Al Sayyah, Senior Developer at Flagship Pro

Emmanuelle Corne, Publisher, Edition de la Maison des Sciences de l'Homme,

Two different processes are presented to convert into ePub format.

Emmanuelle Corne presents a process that permits the production of works encoded in XML information set – TEI in the course of the editorial preparation of the print book. This operating system, constructed on the basis of the "single source publishing" model, generates PDF, XHTML and ePub versions, greatly simplifying the possibilities of diffusing the same material on or via various media.

It is suitable for the treatment and production of works with basic texts, as well as more complex publications such as academic books, covering all right to left writing systems.