



Publi Con 2013

EXPORT MARKETS

September 10-11, 2013 | FICCI, Federation House, New Delhi





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ABOUT THE CONFERENCE

India is at the cusp of tremendous socio-economic and technological developments. Amidst a stream of innovation and new business opportunities, publishing is one area which is going to grow exponentially in the coming decade. Indian publishing has re-positioned itself in global markets, not only in terms of sale of territorial rights, but also of direct sale of Indian books and content. Africa and South Asia are markets where Indian publishers have shown great interest.

PubliCon 2013 will focus on “Export Markets” for books and content, with Africa and South Asia in the spotlight. The sessions will focus on the potential for export of books and educational content from India to other emerging economies.

The programme will bring together eminent publishers and key stakeholders from India and abroad to discuss and debate the scope of book markets in emerging economies and the role India can play in the dissemination of knowledge. Delegates will be able to connect with speakers during networking sessions, and will get a chance to engage with industry experts on different areas of publishing.

Who Should Attend

- ⇒ Policymakers
- ⇒ Textbook and STM publishers
- ⇒ Trade publishers
- ⇒ Self Publishers
- ⇒ Booksellers & Distributors
- ⇒ Sales and marketing professionals
- ⇒ Content Creators
- ⇒ Authors
- ⇒ Editors
- ⇒ Technology Companies
- ⇒ Social Media Marketers
- ⇒ Media

How to Register

Please fill the registration form and send it along with cheque / demand draft in favour of FICCI payable at New Delhi

For online registration and payment please visit
<http://ficci.com/events-page.asp?evid=21529>

Registration Details

Indian Delegates (Non-member)	FICCI Associate Member (Discount 10%)	FICCI Corporate Member (Discount 25%)	Foreign Delegates
₹ 2500	₹ 2250	₹ 1875	US\$ 50

Please note:

- ⇒ Registration fee is inclusive of service tax.
- ⇒ Fee does not include travel and stay arrangements.

Registration fee includes

- ⇒ Access to all sessions
- ⇒ Lunches on both days
- ⇒ Networking cocktails on Day 1
- ⇒ DVD with complete coverage of proceedings of the programme



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DRAFT AGENDA

Day 1, September 10, 2013 (Tuesday)

0900 – 1000 hrs	Registration
1000 – 1100 hrs	Inaugural Session
1100 – 1115 hrs	Tea/Coffee Break
1115 – 1200 hrs	Keynote Addresses: <ul style="list-style-type: none">➤ Creating India as an Export Hub for Publishing➤ Africa: The Emerging Market for Indian Publishers
1200 – 1330 hrs	Session 1: Piracy, Counterfeit and its Impact on Book Exports <p>Piracy has been a burning issue for publishers around the world. The latest estimate from ICC BASCAP indicates that the total global value of counterfeit and piracy could reach a staggering USD 1.7 trillion by 2015. Piracy and counterfeit in books are not far behind. Piracy is an important issue for publishers from India, particularly because Indian publishers are seeking new business opportunities in emerging markets of Africa and South Asia. However, the quantum of exports is severely hampered by rampant piracy and counterfeit, particularly in South Asia. Pirate publishers from India and neighbouring countries supply counterfeit versions of exported books to these markets. The session will explore new models and best practices to tackle this issue.</p>
1330 – 1430 hrs	Networking Lunch
1430 – 1600 hrs	Session 2: Monetising Content through Exports to Emerging Markets <p>Content development is one area where India is emerging as an important destination, not only in terms of production but also of consumption. However, India has to develop novel business models for optimising books and content exports. We need to assess the evolutionary effects of new consumption trends in emerging markets, and adopt innovative business models. Particularly important are the consumption requirements of the new middle class. The session will delve into new ways of monetising content and enhance revenue streams, through exports of books and content from India.</p>
1600 – 1630 hrs	Tea/Coffee Break



1630 – 1800 hrs

Session 3: Indian STM Content for Africa and South Asia

Scientific, Technical and Medical books are in great demand in emerging economies. This has especially stepped up with the coming of numerous scientific and technical universities across Africa and South Asia. The Government of India is keen to invest in higher education with the coming up of new IITs, and premier healthcare institutions. These have not only brought to the fore good faculty, but have also increased the level of education, research and scholarship. The country's present technical expertise and the resources to create state-of-the-art educational content have made India a potential exporter of hi-quality educational books. India publishes books of international standard that are comparatively less priced than their Western counterparts. The session will delve into the area of academic and technical publishing and India's potential for exports to Africa and South Asia.

1800 hrs

Networking Cocktails

Day 2, September 11, 2013 (Wednesday)

1000 – 1130 hrs

Session 4. Indian K-12 Content: Potential Markets in Africa

School publishing is one area which has not seen a slowdown in the past few decades. Currently India publishes not only for consumption within the country, but has also ventured into markets in West Asia, South Asia and East Asia. Amidst innovative models to expand to new markets, Africa can offer Indian publishers a brilliant opportunity to further increase its export potential particularly in the areas of school publishing. The session will look into the export potential of school books in African and other policy related issue that can provide fillip to such exports.

1130 – 1200 hrs

Tea/Coffee Break

1200 – 1330 hrs

Session 5 : Selling Content Across Cultural Boundaries

The printed word may be fading away elsewhere in the world, but in emerging markets like Africa and Asia, readers of printed content are ensuring that publishing continues to grow despite international slowdown. Consumption of books and content is becoming global. On one hand Indian fiction writers are felicitated abroad, on the other hand writers from Africa and South Asia are getting popularity in India. The session will explore consumption patterns of readers in emerging markets and will look into barriers to export in trade books from India, from both legal and cultural perspective.

1330 hrs

Closing and Networking Lunch

Papers must be submitted by August 15, 2013 to Mr. Osamazaid Rahman, Senior Assistant Director, FICCI, at osamazaid.rahman@ficci.com. Selected papers would be published and circulated to all delegates attending the conference.

INVITE FOR PAPERS

FICCI is inviting papers for the conference on the following or related topics:

- Africa as an Export Market
- Piracy and Counterfeit as Hindrances for Book Exports
- Book Export, Piracy and Parallel Imports
- New Revenue Streams
- South Asia as an Export Market
- Business Development in Publishing
- Future of Digital Books Exports from India
- Emergence of Publishing Services in India

Papers must be submitted in the following format:

- File format: Word Document
- Font Style & Size: Calibri, 12 for text and 14 for titles/ level heads
- Line Spacing: 1.5 leading

ABOUT FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

FICCI provides a platform for sector specific consensus building and networking and as the first port of call for Indian industry and the international business community.

Our Vision

To be the thought leader for industry, its voice for policy change and its guardian for effective implementation.

Our Mission

To carry forward our initiatives in support of rapid, inclusive and sustainable growth that encompass health, education, livelihood, governance and skill development.

To enhance efficiency and global competitiveness of Indian industry and to expand business opportunities both in domestic and foreign markets through a range of specialised services and global linkages.

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REGISTRATION FORM

REGISTRATION DETAILS (per delegate):

Please tick (✓) the delegate category which you would like to register for:

Indian Delegates (Non-members)	FICCI Associate Members (Discount 10%)	FICCI Corporate Members (Discount 25%)	Foreign Delegates
<input type="checkbox"/> ₹2500	<input type="checkbox"/> ₹2250	<input type="checkbox"/> ₹1875	<input type="checkbox"/> US\$50

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- Networking Cocktails on Day 1
- DVD with the complete coverage of the programme

PERSONAL DETAILS

Name.....

Designation

Organisation.....

Type of Organisation.....

Industry, please specify business area Government

NGO Academia Others, please specify

Mailing Address (Please do not give Post Box number)

..... City

Pin State Country

Telephone (s)..... Fax.....

Email (Please provide email ID accessed by delegates directly).....

PAYMENT DETAILS

The payment should be made in Indian rupees for Indian delegates and in US dollar for foreign delegates by bank draft/cheque in favour of FICCI payable at New Delhi.

Cheque/DD No. _____ dated _____ drawn on (Name of the Bank) _____ in favour of FICCI payable at New Delhi for ₹/\$ _____.

<http://ficci.com/events-page.asp?evid=21529>



CONTACT US

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