



GLOBALLOCAL

THE FORUM FOR CONTENT

GBO New Delhi's annual event, GLOBALLOCAL: The Forum for Content, started in 2009 and in its fourth year saw another successful edition completed at Jaipur on the 28th and 29th of January 2013. GLOBALLOCAL is an exclusive forum for content, tailored to the publishing and allied industry, and has evolved from a conference format to an exclusive B2B platform integrating expert speaks and networking opportunities among other avenues of business outreach.

Targeted at national and international players within the publishing and ancillary industry, this event is the once-in-a-year chance to come together and explore further business possibilities while exchanging and updating knowledge and expertise.

The participants' responses from 2013 encourage us to go further with this format. Publishers, printers, distributors and digital service providers and all connected with the book trade are all welcome to be a part of this forum geared towards a progressive industry outlook.

Visit these links to find out more about GLOBALLOCAL:
www.globallocal-forum.com, <http://globallocal.ibnlive.in.com> and
<http://www.youtube.com/watch?v=8CQndVnymHU>



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GLOBALLOCAL

THE FORUM FOR CONTENT

2014

13th-14th February, 2014 at The Lalit, New Delhi

EXCLUSIVE INDIA

an innovative trip into India's vibrant publishing industry

9th-15th February 2014 at New Delhi and Chennai

HIGHLIGHTS AT GLOBALLOCAL 2014

Roundtable Discussions - a forum for discussion where key decision makers talk about challenges, emerging trends and business models

Rights & Licenses Workshop - national and international experts share their best practices along with practical training on rights and licensing trade

Matchmakings - targeted one-on-one business meetings within a carefully curated group of participants matched as per their business interests

Keynote addresses/Presentations - speeches and presentations by experts and speakers on subjects dealing with digital innovations, publishing industry etc

Experts' Table - a table of experts in attendance will be set up where they can be approached directly for a one-on-one chat

Rights Catalogue - it houses selected book titles from publishers and interesting company profiles of GLOBALLOCAL participants.

TESTIMONIALS

Malcolm Neil,

Content Acquisition Direct for APAC, Kobo:
"I originally decided to come here [GLOBALLOCAL 2013] because Frankfurt was the place in which Kobo made its announcement to the world that we would take on the world in eBooks. To see that Frankfurt had identified India as the next place for them to invite the world to, it was an obvious choice for us to join them."

Lasse Holm, Holm Print Management [Denmark]:
"The matchmaking has been really great. It was great to meet up with the people... the right people to talk to."

Arpita Das, Owner, Yodakin/Yoda Press:
"The most important thing I am taking from GLOBALLOCAL is much more clarity about digital content/eBooks. The level of business meetings was particularly helpful."



PROGRAMME SCHEDULE

13th February 2014

10.00 Welcome
10.15 Keynote Speech
10.30 -12.30 CEO Roundtable: An industry in search of its identity.
We are the authors, we are the publishers, the crowd is our editor, our Facebook friends the audience, we populate what we want. What are the latest ideas, technical innovations and business models to keep the publishing industry relevant and alive?

10.30 -12.30
Workshop: Trans Media Storytelling
Mediums are many and diverse in this digital age. Explore the 360 degree world of transitions, across the page and screen.

10.30 – 12.30
Seminar: Buying and Selling Rights - A Rights and License seminar with:
Lynette Owen, Copyright Director at Pearson Education Ltd, UK and
Arpita Das, Publisher and Founder at Yodapress

SESSION I: PLANNING YOUR RIGHTS STRATEGY

12.30 – 13.00
Keynote Presentations

14.00 – 18.00
Business Matchmakings/ Experts' Table: One on One Talk/ Keynote Presentations

14th February 2014

10.00 Keynote Speech
10.15 Keynote Presentation
10.30 – 12.30
STM Roundtable: The icing on the cake – new pricing, access, distribution models
STM publishers were the first to react to the digital revolution and now it is time to take stock. In the bid to develop and sell newer content models, the issues of piracy still remain. So is change on its way or arrived already?

10.30 – 12.30
Workshop: Innovating Start-up
It takes more than a good idea to start a business or to model a sustainable business plan. Decode the dynamics with a unique approach.

10.30 – 12.30
Seminar: Buying and Selling Rights - A Rights and License seminar with:
Lynette Owen, Copyright Director at Pearson Education Ltd, UK and
Arpita Das, Publisher and Founder at Yodapress

SESSION II: NEGOTIATING TERMS & FINALISING DEALS

12.30 – 13.00
Keynote Presentations

14.00 – 18.00
Business Matchmakings/ Experts' Table: One on One Talk/ Keynote Presentations

EXCLUSIVE INDIA

An innovative trip into India's vibrant publishing industry
9th -15th February 2014, Delhi & Chennai

With a population of 1.2 billion, a literacy rate of 65% and growing, an economic growth rate of 6% annually, India comes across as a huge market with an ever expanding class of consumers. With facts like these in view already, an exclusive opportunity to further explore the internationally poised publishing and allied industry in this promising BRIC country is of particular significance to professionals outside India.

Therefore, we came up with this unique trip - **EXCLUSIVE INDIA**- to take you into the heart of this amazing industry. To optimise your visit to India we will offer you a mix of company visits and meetings with a range of selected industry players in two cities, New Delhi and Chennai. This will be followed by participation in GLOBALLOCAL 2014, leading the way into the New Delhi World Book Fair 2014. So, a compact combination of two major industry events and facilitated meetings/discussions will ensure you takeaway an insightful and fruitful experience of the publishing industry in India.

To find out more, please visit:
<http://globallocal-forum.com/11/Exclusive-India>



Schedule

9th Feb – arriving in Delhi

10th – 11th Feb – Chennai, known as the global hub for outsourcing digital publishing solutions, and houses well-known independent publishing companies

12th Feb – New Delhi, the nodal point with MNC publishing houses, major book retail chains, prominent independent publishers and booksellers

13th – 14th Feb – GLOBALLOCAL, the annual two-day B2B publishing industry conclave in Delhi

15th Feb – Opening of the New Delhi World Book Fair

