

## **BOOKS ON THE MOVE: STRATEGIES FOR ENTERING THE GERMAN LANGUAGE BOOK MARKET**

The translation and circulation of literary works written in the “bigger” and “lesser-used” languages of Europe largely determine the safeguarding, development and promotion of European linguistic and cultural diversity.

While books written in German, French, Italian or Spanish are widely available in various book markets, there is an ever-widening gap in the European cultural space due to the challenging integration of minor languages, like Serbian, into major book markets. Together with publishers, agents, decision-makers and translators, as well as on the example of Slovenia, which is successfully developing a strategy for the placement and promotion of domestic literature, we will discuss the possibilities and strategies for the circulation of Serbian literature on the German language book market.

Discussion will be held on Wednesday, November 9<sup>th</sup> at 11:00 – 16:00, at the premises of the Association of Literary Translators of Serbia (Francuska St. 7, Belgrade), with participation of:

- Herbert Ohrlinger, Managing Director of Paul Zsolnay Verlag
- Janika Rüter, editor for East European literature at Suhrkamp publishing house
- Renata Zamida, former director of Slovene Book Agency and former director of the Slovenia Guest of Honor project at Frankfurt Book Fair 2023
- Andrej Lovšin, Traduki Network
- Vesna Stamenković, Association of Literary Translators of Serbia
- Dimitrije Tadić, Creative Europe Desk Serbia, and
- Mladen Vesković, Ministry of Culture and Media RS, who will moderate the conversation.

Everyone interested in publishing, literary translation, agency work, cultural diplomacy, project management and related fields is encouraged to participate in the discussion and offer their insights.

The event is organized in cooperation with the Creative Europe Desk Serbia, the Ministry of Culture and Media and the Association of Literary Translators of Serbia as a side program of the regular meeting of Traduki Network, held in Novi Sad on November 10-11<sup>th</sup>, 2022.

### **AGENDA**

10:30 – 11:00 Pre-session coffee

11:00 – 11:15 Introductions by Vesna Stamenković, President of the Board for international cooperation of UKPS, Dimitrije Tadić, Head of CED Serbia and Mladen Vesković, Senior Advisor at the Ministry of Culture

11:15 – 11:45 Presentation & discussion: How can national literary institutions support literature export, Renata Zamida, Director of Center Rog, Ljubljana

11:45 – 12:15 Presentation & discussion: How German publishers select books, Janika Rüter, Editor at Suhrkamp Verlag, Berlin

12:15 – 12:45 Q&A from the audience

12:45 – 13:45 Lunch break

13:45 – 15:00 Panel discussion: Books on the Move: how to succeed on the German language book market

Renata Zamida, Director of Center Rog, Ljubljana  
Herbert Ohrlinger, Paul Zsolnay Verlag, Vienna  
Janika Rüter, Suhrkamp Verlag, Berlin  
Moderator: Andrej Lovšin, TRADUKI, Berlin

15:00 – 16:00 Book pitches by Serbian publishers

16:00 Cocktail & Informal talks

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## **KNJIGE U POKRETU: STRATEGIJE NASTUPA NA NEMAČKOM TRŽIŠTU KNJIGA**

Prevod i promet književnih dela pisanih na „velikim“ i „malim“ jezicima Evrope u velikoj meri uslovljavaju očuvanje, razvoj i promociju evropske jezičke i kulturne raznolikosti.

Dok su knjige pisane na nemačkom, francuskom, italijanskom ili španskom jeziku u značajnoj meri dostupne u različitim jezičkim područjima, sve je veći jaz na evropskom kulturnom prostoru usled teškog proboja manjih jezika, poput srpskog, na velika tržišta knjiga.

Zajedno sa izdavačima, agentima, donosiocima odluka i prevodiocima, kao i na primeru Slovenije koja uspešno razvija strategiju plasmana i promocije domaće književnosti u međunarodnom kontekstu, želimo da razmotrimo mogućnosti i strategije prometa književnosti iz Srbije na tržištu knjiga nemačkog govornog područja.

U događaju koji se održava u sredu, **9. novembra** u 11h u prostoru Udruženja književnih prevodilaca Srbije (Francuska 7, Beograd) učestvuju:

- Herbert Ohrlinger, Generalni direktor izdavačkog preduzeća Paul Zsolnay Verlag iz Austrije
- Janika Rüter, urednik za istočnoevropsku književnost u izdavačkoj kući Suhrkamp iz Nemačke
- Renata Zamida, nekadašnja direktorka Javne agencije za knjigu Slovenije i nekadašnja rukovoditeljka projekta Počasnog gostovanja Slovenije na sajmu knjiga u Frankfurtu 2023, Slovenija
- Andrej Lovšin, Traduki mreža, Nemačka
- Vesna Stamenković, Udruženje književnih prevodilaca Srbije
- Dimitrije Tadić, Desk Kreativna Evropa Srbija
- Mladen Vesković, Ministarstvo kulture i informisanja Republike Srbije

Pozivamo sve koji se bave izdavaštvom, književnim prevodilaštvom, zatupanjem prava, kulturnom diplomatijom i upravljanjem projektima u ovoj oblasti da se pridruže i daju doprinos debati.

Događaj se organizuje u saradnji s Deskom Kreativna Evropa Srbija, Ministarstvom kulture i informisanja i Udruženjem književnih prevodilaca Srbije kao prateći program redovne sednice programskog saveta i uprave međunarodne prevodilačke mreže Traduki, koji se održava 10. do 11. novembra u Novom Sadu.

## **AGENDA**

10:30 – 11:00 Okupljanje učesnika uz kafu

11:00 – 11:15 Uvodna reč, Vesna Stamenković, Predsednica odbora za međ.saradnju UKPS, Dimitrije Tadić, Rukovodilac Deska Kreativna Evropa Srbija and Mladen Vesković, Viši savetnik u Ministarstvu kulture

11:15 – 11:45 Prezentacija sa diskusijom: How can national literary institutions support literature export, Renata Zamida, Rukovoditeljka Centra Rog, Ljubljana

11:45 – 12:15 Prezentacija sa diskusijom: How German publishers select books, Janika Rüter, Urednica izdavačke kuće Suhrkamp Verlag, Berlin

12:15 – 12:45 Pitanja iz publike

12:45 – 13:45 Pauza za ručak

13:45 – 15:00 Panel diskusija: Books on the Move: how to succeed on the German speaking book market

Renata Zamida, Centar Rog, Ljubljana  
Herbert Ohrlinger, Paul Zsolnay Verlag, Beč  
Janika Rüter, Suhrkamp Verlag, Berlin  
Moderator: Andrej Lovšin, TRADUKI, Berlin

15:00 – 16:00 Predstavljanje knjiga domaćih izdavača

16:00 Koktel i networking