

**PUBLISHING FOR DIGITAL MINDS EMBRACES  
GLOBAL AUDIENCE WITH VIRTUAL CONFERENCE  
ON WORLD PUBLISHING**

***‘Around the World in 8 Hours’ brings publishing leaders from four continents together, on social media, to discuss the state of the book business***

**NEWS FOR RELEASE, LONDON, For release 20 February 2015:** The London Book Fair is delighted to announce that it will extend the Publishing for Digital Minds conference into the virtual arena on 18 March 2015, with the first social media conference to focus on trends in global publishing.

The virtual conference, ‘Around the World in 8 Hours’ will take place throughout the day from 09:00 UK time on 18 March across Twitter, YouTube, Facebook, LinkedIn and Google Plus, with publishing leaders from four continents confirmed as speakers.

‘Around the World in 8 Hours’ will begin in China, with a blog tour setting out the major trends and innovations in the world’s biggest consumer market’s digital publishing scene. It will then proceed to Australia, with a live Google Hangout with HarperCollins Australia **CEO, James Kellow**, moderated by the Publishing for Digital Minds deputy chair for 2015 **Sam Missingham**.

Next stop on the tour will be India, where one of the world’s fastest growing book markets will be represented through Twitter chats by three leading figures from the country’s publishing industry. **Thomas Abraham**, managing director of **Hachette India**, and **Hemali Sodhi**, director of **Penguin Random House India**’s children’s division will represent trade publishing. Meanwhile the Indian author, **Amish Tripathi**, whose books retelling the Indian national epic the Ramayana have sold millions of copies around the world, will cover Indian publishing from the author’s perspective.

From India, the conference will progress to Malaysia. This market will be represented on Twitter by **Amir Muhammed**, CEO of one of the region's most dynamic publishers **Buku Fixi**.

The global spotlight will then shift to Germany and to LinkedIn with a pair of events summarising the state of publishing in Europe's biggest book market. **Klaus Renkl** and **Christian Scheidemann** of **Tolino**, the ebook platform that has captured 40% of Germany's digital book sales, will explain how they are competing with Amazon's Kindle on equal terms. And for a broader view, publishing consultant **Ruediger Wischenbart** will be at hand to provide more information on how Germany's publishing industry connects with the rest of the world.

The final phase of the conference will see 'Around The World in 8 Hours' travel across the Atlantic to look at publishing in Latin America and the United States. A special London Book Fair Market Focus session will lift the lid on the rapidly changing publishing market in Mexico. This will be followed by a final CEO Q&A on Twitter with **Dominique Raccah**, the CEO of Source Books, one of the world's most innovative and experimental trade publishers, moderated by Publishers Weekly's **Kat Meyer**.

Also on hand throughout the conference will be The Publishers Association (UK), who will provide extra context, insight and relevant statistics for individual markets.

'Around the World in 8 Hours' will be a free-to-attend event, taking place across multiple social networks on 18 March. Delegates wishing to receive a copy of the full programme, including details of accounts to follow, hashtags and regular updates should sign up at [Eventbrite](#). On the day delegates will be encouraged to get involved, with time set aside in each virtual event for them to ask questions and share their expertise on issues affecting global publishing.

**Orna O'Brien, Conference Manager, The London Book Fair, said:** *"We're delighted to welcome some of the leading*

*voices in trade publishing to an event that we think demonstrates just how global and international in reach the publishing business has become. Around the World in 8 Hours is an exciting initiative that will bring a global audience of publishers together on social media to discuss the state of the industry. As such it's the perfect opportunity to set the scene for the 7th edition of Publishing for Digital Minds on 13 April. We hope that the conversations it sparks off on social media on 18 March will be continued and deepened at the conference itself at Olympia the following month."*

Tickets for Publishing for Digital Minds are on sale now via [www.publishingfordigitalminds.co.uk](http://www.publishingfordigitalminds.co.uk) Entry to the conference includes free entry to LBF itself (Tuesday 14 - Thursday 16 April 2015, Olympia, West London).

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