

# APE 2007

## Academic Publishing in Europe

### "Innovation & Publishing"

23-24 January 2007  
Leibniz-Room  
Berlin-Brandenburg Academy of Sciences

Pre-Conference Day for Younger Academic Publishers: "Embracing Change"  
22 January 2007

An International Conference, organised under the auspices and with the support of the European Commission, Research Directorate-General and sponsored by ABPTOE, ALPSP, BioMed Central, Ebsco Information Services, the Electronic Publishing Working Group (AKEP), Elsevier, Federation of European Publishers (FEP), German Association of Information Theory and Practice (DGI), German Association of Publishers and Booksellers (Börsenverein), HGV, IPA, IOS Press, Klopotek & Partners, MPS Technologies, Royal Brill, Sage Publications, the International Association of Scientific, Technical and Medical Publishers (STM), Swets Information Services, Walter de Gruyter, John Wiley & Sons.

**APE 2007 is about Innovation & Publishing.** Societies and funding agencies have claimed that publishers in general are too much text-based and do not provide enough "space" for experiments, multimedia, semantic web etc. On the other hand, we will have to look more closely at what is going on in the area of search engines, standardisation, software development, reliable/secure infrastructures, authentication, authorization, referencing, document delivery, watermarking, indexing. Next to keeping up to date with recent and expected developments, APE 2007 will present case studies of how to implement new strategies in the organisation and how to gain the knowledge necessary. Many small and medium-sized organisations have a traditional operation lacking extensive budget or staff to initiate implementation. We look forward to a high level conference with excellent speakers and topics. And with room for many discussions!

On January 22, 2007 we offer a Pre-Conference Day to „**Younger Academic Publishers**“, who will have an opportunity to meet with international colleagues and who will enjoy special tutorials from professional colleagues in the morning and workshops in the afternoon. This Pre-Conference Day will be organised with special support from the European Commission, Research Directorate-General and the International Association of Scientific, Technical and Medical Publishers (STM): <http://www.ape2007.eu/06programe.htm>



A view of the Leibniz Room in the Berlin-Brandenburg Academy of Sciences, venue of the international conference Academic Publishing in Europe (APE 2007), 23-24 January 2007 and the Pre-Conference Day on 22 January 2007

The Academy is located at Gendarmenmarkt in the heart of Berlin, very close to Brandenburg Gate, Reichstag and the Museum Island, with the newly opened Bode Museum

Conference Hotels: NH Mitte and Artotel, Berlin

Entrance: Markgrafenstraße 38 at Gendarmenmarkt

Please book your hotel as early as possible as Berlin will be full in January 2007 > [www.ape2007.eu](http://www.ape2007.eu)

**Tuesday, 23 January**

- 08:00 Leibniz Room open for Registration (Coffee, Tea & Snacks)
- 09:30-11:00 **Welcome, Opening Addresses and Keynotes**  
*(Dr. Einar Fredriksson, Director, IOS Press, Amsterdam)*
- Dr. Gottfried Honnefelder, Chairman, German Association of Publishers and Booksellers (Börsenverein), Frankfurt
- Prof. Dr. Günter Stock, President, Berlin-Brandenburg Academy of Sciences, Berlin
- Dr. Horst Forster, Director, European Commission DG INFSO. E-Content
- 11:00-11:30 Coffee/Tea
- 11:30-12:30 **Keynotes**
- Dr. Ulrich Buller, Vice-President Research, Fraunhofer-Gesellschaft, München  
**Handling of Information – Integrity, Availability, Confidentiality**
- John Markus Lervik, CEO, FAST, Oslo  
**Search Driven Economy: Competitive Strategies for Information Companies**
- 12:30–13:30 Buffet Lunch
- 13:30–15:30 **Session: Innovation & Publishing I**
- Sabine Brünger-Weilandt, President & CEO, FIZ Karlsruhe  
**e-Science –Advancing New Ways of Scientific Communication**
- Sandra Sabathy, Director, Client Relations, MPS (Macmillan Publishing Services) Technologies, London  
**BookStore – Strategic Options of a Publisher-driven Service**
- Mayur Amin, Director, Research and Academic Relations, Elsevier, Oxford  
**Article Repositories and Journal Subscriptions – Future Scenarios**
- Dr. Barend Mons, KNEWCO, Rotterdam  
**From Reading to....? Second Generation Wiki`s with Semantic Support**
- 15:30-16:00 Coffee/Tea
- 16:00-18:00 **Session: Innovation & Publishing II**
- Dr. Laurent Romary, Max Planck Digital Library, Berlin  
**MPDL: From Digital Edition to Publication Archives**
- Gary Coker, MetaPress, Birmingham, USA  
**Usability in Emerging E-Content Environments**
- Prof. Dr. Hermann Maurer, Technical University Graz  
**Tools for Fighting Plagiarism and IPR Violations**
- 19:30 Cocktails at the Refugium
- 20:00 **Conference Dinner at the Refugium / After Dinner Speech**
- (**Please note:** Separate Registration for the Conference Dinner because of limited space)

**Wednesday, 24 January**

- 08:00           Leibniz Room open (Coffee, Tea & Snacks)
- 09:00-10:30    **Session: Publishers & Libraries and the Web**  
*(Piero Attanasio, CEO, mEDRA, Bologna)*
- Dr. Peter Johan Lor, Secretary General, International Federation of Library Associations, The Hague  
**Libraries in Times of Open Access**
- Oliver Pesch, EBSCO Information Services, Birmingham, USA  
**Usage Statistics: About COUNTER and SUSHI**
- Brian Green, EDItEUR / International ISBN Agency, London  
**Automated Communication of Publisher/Library Licenses**
- Geoffrey M. Bilder, Scholarly Information Strategies Ltd, Oxford  
**The Semantic Web: Opportunities for Authors, Publishers and Librarians**
- 10:30-11:00    Coffee/Tea
- 11:00-12:30    **Panel Discussion: Library Provision in STM & Humanities**  
*(Chair: Prof. Gabriele Beger, Director, State und University Library Hamburg)*
- Topics: Books, Documents, Course Packs, Open Access & Licenses, Opening Hours, DOI**
- Dr. Uwe Rosemann, Director, TIB and University Library, Hannover  
Michele Casalini, Director, Casalini Libri, Firenze  
Alex C. Klugkist, Director, University Library Groningen  
Lluís Anglada, Director, CBUC, Barcelona
- 12:30-13:30    Buffet Lunch
- 13:30-15:00    **Session: Pricing and Pricing Strategies**  
*(Chair: Dr. Manfred Antoni, Managing Director, Wiley-VCH, Weinheim)*
- Dr. Rainer Meckes, Simon, Kucher & Partner  
**Pricing and Pricing Strategies: An Evaluation**
- Dr. Wolfram Neubauer, Director, ETH Libraries, Zürich  
**Pricing and Pricing Developments from the Library Perspective**
- Thomas Snyder, CCO, Royal Swets, Lisse  
**Pricing and Pricing Policies from the Perspective of a Subscription Agency**
- Dr. Matthew Cockerill, Publisher, BioMed Central Ltd., London  
**Pricing and Pricing Strategies from the Open Access Perspective**
- 15:00-15:30    Coffee/Tea
- 15:30-16:30    **Closing Panel (will be announced later)**
- 16:30 -17:00    Jean-Michel Baer, Director of Science, Economy and Society, Research Directorate-General,  
European Commission  
**Academic Publishing in Europe: Looking Ahead**
- 17:00           End of Conference

APE 2007 Sponsors (Status 5 December, 2006):

European Commission, Research Directorate-General  
ABPTOE  
Association of Learned and Professional Society Publishers (ALPSP)  
BioMed Central  
Ebsco Information Services  
Electronic Publishing Working Group (AKEP)  
Elsevier  
Federation of European Publishers (FEP)  
German Association of Information Theory and Practice (DGI)  
German Association of Publishers and Booksellers (Börsenverein)  
HGV (A Holtzbrinck Company)  
International Publishers Association (IPA)  
IOS Press  
Klopotek & Partners  
mEDRA  
MPS Technologies (Macmillan Publishing Services)  
Royal Brill (Koninklijke Brill)  
Sage Publications  
Springer Science + Business Media  
STM - The International Association of Scientific, Technical and Medical Publishers  
Swets Information Services  
Walter de Gruyter  
John Wiley & Sons

(Room for more sponsors)

A Short Report of APE 2007 will be written by two rapporteurs

The proceedings of APE 2007 will appear as a Special Open Access Issue of the journal „Information Services and Use“

For Programme Committee see our website: <http://www.ape2007.eu/04committee.htm>

**For actual information, registration and hotel reservation (please book early!):**

> <http://www.ape2007.eu/02register1.htm>

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