

# **APE 2006**

## **Academic Publishing in Europe**

### The Role of Information in Science and Society

**4 – 5 April 2006**  
**Leibniz-Room**  
**Berlin-Brandenburg Academy of Sciences**  
**Gendarmenplatz, Markgrafenstraße 38**  
**10117 Berlin**  
**Germany**

An International Conference initiated by the Association of Learned and Professional Society Publishers (ALPSP) and the German Association of Publishers and Booksellers (Börsenverein). Organised under the auspices of the European Commission, sponsored by Atypon, BioMed Central, Blackwell Publishing, Ebsco Information Services, the Electronic Publishing Working Group (AKEP), Elsevier, IBM, IPA, IOS Press, mEDRA, Royal Society of Chemistry, Sage Publications, Springer Science + Business Media, STM, Swets Information Services, Walter de Gruyter, John Wiley & Sons and supported by leading research and library organisations in Germany and Europe.

What is happening in publishing and in the information market? This conference is organised so as to provide an international strategic forum for all parties involved in the role of information in science and society. Rather than simply restating well known positions we aim at a fresh approach which will deal with the many structural changes which have taken place in the information and value chains. Issues of language, culture, education, finance, technology, politics, standardisation and other matters will have a serious impact on the outreach of scientific communication. Academic publishing in Europe has a long tradition in which many small and medium-sized publishers and publishing societies have played a significant role. We have seen valuable initiatives for the creation of digital libraries. We have seen new funding models such as Open access and a major change from subscriptions to the licensing of information usage. The way in which we cite, quote and link information is changing as well. The correct use of information, however, depends also on the ability to search information and search engines do not yet come up to professional expectations.

The expected outcome of the conference is that stakeholders and interested parties will have a better understanding of the implications of change and will be able to identify the challenges and possibilities for more efficient production, dissemination and use of information. Many speakers, from different backgrounds and disciplines, will be giving their views in a unique setting in the middle of Berlin. Each participant will receive the report of the rapporteurs of the conference\*.



**The Programme Committee wishes you  
a very interesting conference!**

Matt Cockerill  
Einar Fredriksson  
Arnoud de Kemp  
Sally Morris  
Klaus Saur  
Vitek Tracz

Organization: digilibri GmbH & Co. KG, Heidelberg

## APE 2006

## Programme

### Tuesday, 4 April

12:30 Registration open

14:00-15:30 **Welcome and Opening Addresses**  
(Chair: Sally Morris, Chief Executive, ALPSP, London)

Dr. Gottfried Honnefelder, President, German Association of Publishers and Booksellers (Börsenverein), Frankfurt

Dr. Nicole Dewandre, European Commission - Research Directorate General, Scientific Advice and Governance (SDME), Brussels

Prof. Dr. Jürgen Renn, Max Planck Society, Max Planck Institute for the History of Science, Berlin

Dr. Derk Haank, CEO, Springer Science + Business Media, Berlin

15:30-16:00 Coffee/Tea

16:00-17:30 **Session: The Scope of European Publishing**  
(Chair: Dr. Einar H. Fredriksson, Managing Director, IOS Press BV, Amsterdam)

David Hoole, Head of Brand Marketing and Content Licensing, Nature Publishing Group, London

#### **The Changing Geography of an Industry and a Debate**

Prof. Dr. Willy Stalmans, former Chairman, FEBS Publication Committee, University of Leuven  
**Publishing Constraints experienced by a large European Scientific Society**

Vitek Tracz, Chairman, Science Navigation Group, London

#### **What shall we do? – Challenges and opportunities of the coming changes in science publishing**

Piero Attanasio, CEO, mEDRA srl, Milano/Bologna

#### **The Impact of Technology on European Small and Medium-Sized Publishers**

20:00 **Conference Dinner:** Speech by Dr. Pieter Bolman, CEO, STM, The Hague

**Venue:** Meistersaal, Köthenerstraße 38, 10963 Berlin (For Transportation see separate Invitation)

### Wednesday, 5 April

08:30 Leibniz Room open

09:00-10:30 **Session: Technology and Innovations**  
(Chair: Arnoud de Kemp, Electronic Publishing Working Group AKEP, and digilibri, Heidelberg)

Martin White, Managing Director, Intranet Focus Ltd., Horsham

#### **Is „Eureka“ attainable? – Some reflections and forecasts on search technologies**

Hans Jansen, Acting Director e-Strategy, National Library of the Netherlands, The Hague  
**Permanent Access to Electronic Journals**

Dr. Henk F. Moed, Centre for Science & Technology Studies (CWTS), Leiden University  
**New Developments in Citation Analysis and Research Evaluation**

Dr. Stefan Decker, Digital Enterprise Research Institute (DERI), Galway

#### **The Social Semantic Desktop – Next generation collaboration infrastructure**

10:30-11:00 Coffee/Tea

## Programme

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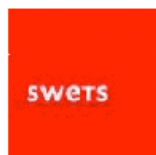
- 11:00-12:30 **Session: Outreach of Research Communication**  
(Chair: Arie Jongejan, CEO, Royal Swets BV, Lisse)
- Dr. Georg W. Botz, Max Planck Society, Munich  
**A Short Report from the 4th Berlin Open Access Conference, 29 – 31 March, Golm**
- Prof. Dr. Gudrun Gersmann, DFG Committee on Academic Library Services and Information Systems, Cologne University  
**Providing and Accessing Scientific Literature. How the German Research Foundation (DFG) supports scholarly communication**
- Dr. Matthew Cockerill, Publisher, BioMed Central Ltd, London  
**The Economics of Open Access Publishing**
- René Olivieri, CEO, Blackwell Publishing Ltd, Oxford  
**New Masters, New Rules**
- Henning P. Nielsen, Chairman, Pharma Documentation Ring (PDR), Novo Nordisk S/A, Bagsvaerd  
**Science Authorship – Product Support – Information Consumer**
- 12:30-13:30 Buffet Lunch
- 13:30-15:00 **Session: Strategic Change**  
(Chair: Dr. Kurt König, Head of Unit CORDIS, Office for Official Publications of the European Communities, Luxemburg)
- Mark Seeley, Legal Counsel, Elsevier Inc., New York  
**The Impact of the Internet on the Service Aspects of STM Publishing**
- Dr. Christian Sprang, Legal Counsel, German Association of Publishers and Booksellers, Frankfurt  
**Strategic Change – in which direction?**
- Antje Sörensen, Legal Counsel, International Publishers Association (IPA), Geneva  
**From Copyright to Access Rights? How public policy might shape industry strategies**
- Martin Marlow, VP, Atypion Ltd, Abingdon  
**E-volution or Revolution – Some observations on emerging trends in content, technology and service provision**
- 15:00-15:30 Coffee/Tea
- 15:30-17:00 **Closing Panel**  
(Chair: Dr. Herman P. Spruijt, Non-Executive Director of Royal Brill Academic Publishers NV, Leiden Vice President, International Publishers Association IPA, Geneva)
- Prof. Dr. Jürgen Renn, Max Planck Society, Max Planck Institute for the History of Science, Berlin
- Dr. Albrecht Hauff, Member of the Executive Committee IPA and CEO, Thieme Verlag KG, Stuttgart
- Prof. Dr. Klaus Saur, Chairman, Walter de Gruyter GmbH & Co.KG, Berlin
- Joachim Müller-Jung, Science Editor, Frankfurter Allgemeine Zeitung, Frankfurt
- Prof. Dr. Matthias Jarke, Fraunhofer Gesellschaft and President, German Informatics Society (GI), Aachen
- 17:00 **End of Conference APE 2006**
- \*A Report from the Rapporteurs (Dr. Einar H. Fredriksson and Björn Ortelbach) will be sent after the Conference to all participants

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What's next?

Do you want to participate in next year's APE on actual developments in scientific and professional publishing? To learn more about innovation?

Please send an e-mail to [info@digilibri.de](mailto:info@digilibri.de)

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