
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


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
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, Atypon 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  
Prof. 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*
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