

Creative Europe

PUSH BOUNDARIES

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Support to the book and publishing sector



FRANKFURTER BUCHMESSE

15–19 OCTOBER 2025

GUEST OF HONOUR PHILIPPINES

Creative Europe in Frankfurt Book Fair – Draft Programme (15-17 October)

Creative Europe Stand Hall 4.1 – B35

15-16-17 October – Creative Europe Stand

11.00 AM - 12.00 PM in German

2.00 – 3.00 PM in English

'Get to know Creative Europe CULTURE' (no registration required): short introduction to Creative Europe CULTURE and its funding opportunities, followed by a Q&A session

Wednesday 15 October

**12.00 –
12.30 PM**

Hall 4.1 –
Big stage

Project [RISE Bookselling](#) (Resilience, Innovation and Sustainability for the Enhancement of Bookselling PLUS) – coordinator [EIBF](#) (European & International Booksellers Federation)

[“Bookselling in times of war”](#)

The session [“Bookselling in times of war”](#) is organised by the Frankfurt Book Fair and it features in the “Frankfurt Calling – Perspectives on Culture and Politics” programme. The panel builds, in part, on the Industry Insights report the Creative Europe project RISE. For the occasion, RISE invited [Oleksii Erinchak, Ukrainian Bookseller](#), who was also present at the RISE conference in Riga this year.

**3.00 –
4.00 PM**

Hall 3.1 –
H12

CROSS-SECTOR project [Visionary Tales](#) – coordinator [WEDAVINCI](#)

The CROSS-SECTOR -INNOVLAB project Visionary Tales -an AI-based trailer generation tool for literary adaptations will be presented in an event sponsored by the Bavarian regional administration ([XPLR MEDIA in Bavaria](#))

**3.00 –
3.45 PM**

Hall 4.1 –
F79 –
Ukrainian
Stand

Project [TEUK](#) – coordinator [FEP](#)

Presentation of the project Tales of EUkraine & reading

Alessandra Luchetti (Deputy Director of EACEA – Head of Department B “Creativity, Citizens, EU values & Joint operations”) to introduce the session.

**4.00 –
4.30 PM**

Hall 4 -
Frankfurt
Studio

Project [APACE](#) – Fondazione [LIA](#) - Voices from the inside: what’s next for European accessible publishing?

Alessandra Luchetti to introduce the session.

The European Accessibility Act is no longer on the horizon – it’s here, and it’s transforming the publishing landscape across Europe. In this dynamic 30-minute fireside chat, representatives from the publishing industry will discuss how the industry is adapting now that the EAA is in force. The conversation will dive into the critical areas that still need to be addressed, how national implementations are unfolding, and the differences emerging across countries. Join us for a fast-paced exchange on what’s next for accessible publishing in Europe.

**4.00 –
4.50 PM**

Hall 4.1 –
F79 –
Ukrainian
Stand

Project [Read for Real](#) - coordinator [Fundacja Powszechnego Czytania](#)

Read for Resilience, Read for Real: How reading promotion campaigns strengthen the book sector

Georg Haeusler (Director DG EAC “Culture Creativity & Sport”) to introduce the session.

Reading is more than a cultural value – it is the backbone of sustainable development, resilience, and innovation. In this

session, we will discuss how reading promotion can become a powerful tool for the book trade: bringing artists, publishers, and booksellers together to grow audiences, strengthen literacy, and build a sustainable ecosystem. The Read for Real project, co-funded by the EU, will be presented as a concrete example of this approach.

**4.30 –
5.30 PM**

Hall 4 -
Frankfurt
Studio

Project APACE – APACE Meet Up

After the first session, participants are invited to join a networking event with international colleagues and accessibility experts. Following the walk-in with drinks and a snack, participants can choose between two thematic tables led by accessibility experts.

**4.30 –
5.30 PM**

Hall 4.1 –
B35 –
Creative
Europe stand

Creative Europe - EUPL reception at the Creative Europe Stand

Meet and greet with representatives of the European Commission, the EUPL, and other Creative Europe projects over a drink.

Thursday 16 October

**10.00 -
10.30 AM**

Hall 4.1 –
B35 –
Creative
Europe Stand

Project ENTALE – coordinator IMMER Systems

The coordinator of the project ENTALE (Exploring New Technology to Advance Literature in Europe) Niels 't Hooft will have a meeting with G. Haeusler and A. Luchetti to showcase the reading promotion app the project develops.

The app transforms the digital reading experience, and it will present at least 24 European literary works in 8 languages in novel, creative formats.

**3.00 –
4.00 PM**

Hall 4.1 –
B35 –
Creative
Europe stand

Meeting: Exploring synergies between the Creative Europe strands CULTURE, CROSS-SECTORAL & MEDIA on the topics of Books-to-Screen & Screen-to-Books

Meeting with: A. Luchetti, a representative from the German Creative Europe Desk-MEDIA, the MEDIA project "[La Biennale Cinema](#)", the CROSS-SECTORAL project "[Visionary Tales](#)", the CULTURE project "[WiM](#) – Words in Motion" and a representative of the Frankfurt Book Fair.

The objective of the meeting to bring in the same table EACEA, the Desks and relevant projects already working on the topics of Books-to-Screen & Screen-to-Books and explore synergies in a topic which has been gaining increased visibility.

**4.30 –
5.00 PM**

Hall 4.0 –
H106 -
Innovation
Stage

Project [ABELAB](#) – coordinator [ERDLAB](#) – [Enhancing digital reading experiences](#)

The coordinator of the (closed) project ABE LAB (accessibility) will present their organisation "The European Digital Reading Lab (EDRLab)". The coordinator is also a partner in the COOP project THINKPUB.

**5.00 –
6.00 PM**

Hall 4.0 –
H106 -
Innovation
Stage

Project [THINK PUB](#) – coordinator [Beletrina](#) - Learning how to innovate: The professional training programs for small and medium-sized publishers from ThinkPub

Alessandra Luchetti to introduce the session.

Public presentation of the project at the Innovation Stage.

Friday 17 October

2.00 –

2.30 PM

Hall 3.1 –

H12

The MEDIA project [Visionary Tales](#) will be presented in an event organised by Bavaria regional administration.

Alessandra Luchetti to introduce the session.
