



**BOLOGNA
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**BOLOGNA
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59th edition

Children's Content Rocks!
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Panels

PublisHer

Chris Modafferi, Senior Art Agent, Advocate Art, Italy-America

Chris Modafferi is an Italian-American with over seven years of experience in publishing. She has worked at Topps, Penguin Random House, Bloomsbury and Scholastic. Chris is currently senior art agent at Advocate Art, specialist art licensing & children's book illustration agency. Chris also manages a TikTok account (@chrisisagenting) which counts over 11,000 followers and is a resource for artists looking for information.

Senja Požar, M.Sc, Senior Rights Manager, Mladinska knjiga Publishing House; Cankarjeva založba Publishing House, Slovenia

Motivated by my openness, curiosity, interdisciplinarity and desire for knowledge and personal growth, I have done many things in life. I am open-minded, positive and can easily adapt.

I am also driven by connecting with other people, teamwork, motivating others and interdisciplinary encounters of different professional fields. I enjoy working in an environment that offers a breadth of experience, not only in the sense of demanding challenges, but also opportunities to improve processes, develop new areas and cooperate with foreign markets. In publishing, I often thrive in areas where others despair. I like working with people and I enjoy sharing their success.

I have been working in the publishing industry for more than 25 years. During this time I have held various positions including Director of Marketing, Editor and Developer of Digital Textbook Publishing, Editor-in-chief of the Reference Book Department, Editorial Director, and Editor-in-chief for Magazines. Over the last five years I have been developing foreign sales and international cooperation to a highly professional level for two publishing houses in Slovenia. Throughout my career I have been through great and tough times, but – as I describe myself as responsible, strategic, decisive, persistent, inventive and tolerant – I have taken thousands of tiny steps along the way to improve and develop.

As is common knowledge, the sale of foreign rights includes the entire marketing function as well as appearances by authors in foreign countries, literary readings, meetings with foreign agents and publishers. I have also created access to new markets worldwide. While in the early days I only had a few contacts, I now work with a huge network of more than 2,000 publishers. Not only has this led to an increase in income, but the active participation of our publishing house in foreign countries has also increased fourfold. I

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succeeded in selling rights for a book in the United States with a print run of forty thousand, which is still a record in my country. We have enhanced our diplomatic channels throughout the world. I am also currently working on projects for Frankfurt 2023 and Bologna 2024, where Slovenia will be the country in focus. I am also a proud member and group expert of Publishers Without Borders, helping each other, providing useful information and being a wide multicultural publishing community.

Sandra Tamele, Publisher, Editora Trinta Zero Nove, Mozambique

Sandra Tamele was born in Pemba, Mozambique. In the early 1980's she moved with her parents to Maputo, where she is currently based. She has a degree in architecture from the Mozambican Eduardo Mondlane University and a diploma in translation from the UK's Institute of Linguists Educational Trust. She speaks Portuguese, English, and Italian and is learning German, Mandarin and Mozambican Sign Language. She started translating in 2002 and in 2004 established SM Traduções, a language service provider. In 2007 she became the first Mozambican to translate and publish literature with her debut translation of Niccolò Ammaniti's novel *Io non ho paura* into Portuguese. From 2010 she has engaged in initiatives to promote literary translation in Mozambique that has led to the annual Literary Translation Competition she has sponsored and organized since 2015. In 2018 Sandra established Editora Trinta Zero Nove, the first Mozambican independent press dedicated to publishing translation.



PublisHer is a call to action by female publishing leaders to address their industry's entrenched gender imbalances and drive an international agenda for change.

PublisHer is an empowered community seeking creative, viable solutions to the many gender-based inequities that have long characterized world publishing and the other creative industries.

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