



**IFRRO Business Models Forum**  
***Disrupt or be Disrupted: Evolving to Meet User Needs***

10 November 2015 / 11:00 – 17:00, Regency Ballroom C, Hyatt Regency Hotel  
Mexico City, Mexico

**11:00**

**Welcome and Opening**

*Tracey Armstrong, Chair IFRRO Business Models Forum*

**Key Note Speaker**

*Anne Leer, Deputy Director General, WIPO*

**Speech on challenges in the digital environment required to be addressed**

*Kiyoshi Tsuru, Tsuru, Morales, Isla Abogados, S.C.*

**13:00**

**Lunch**

**14:00**

**Best Practices in Education Licensing**

Moderator: *Caroline Morgan, General Manager, Copyright Agency*

Panelists:

- Digital Content Store, *Madeleine Pow, International Rights Manager, CLA*
- Licensing of E-libro, *Ana María Cabanellas, Vice President, CADRA*

**Break**

**Speech on the importance of addressing adequately legitimate user requests for legal access to intellectual property**

*Paul Goldstein, Stella W. and Ira S. Lillick Professor of Law, Stanford Law School*

**Technologies Designed to Meet User Needs**

Moderator: *Tracey Armstrong, Copyright Clearance Center*

- Text and Data Mining  
*Babis Marmanis, Copyright Clearance Center*
- Simplified Access for Multidisciplinary Education and Learning (SAMUEL)  
*Frédérique Couette, Copibec*

**Teachers: A view from the trenches**

*David Robinson, Special Advisor, Education International (EI)*

**17:00**

**Closing: Key Takeaways for IFRRO**

*Olav Stokkmo, Chief Executive, IFRRO*

*Tracey Armstrong, Chair, IFRRO Business Models Forum*