

**IAF – Annual General Meeting (AGM) and
IFRRO Committee for Latin America and the Caribbean Meeting (LAC)
24-25 March 2026**

Tuesday 24 March 2026

Preliminary Schedule

IAF – Annual General Meeting (AGM)

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Salón de Usos Múltiples (SUM), Escuela Nacional de Pintura, Escultura y Grabado Artes “La Esmeralda”, Centro Nacional de las Artes (CENART), Avenida Río Churubusco 79, Churubusco, Country Club, Coyoacán, 04210 Ciudad de México.

Schedule*

- **09:30 – 11:30**
IAF Annual General Meeting
- **11:30 – 12:00**
Coffee break
- **12:00 – 13:30**
Panel: *Recent developments on PLR in Mexico and in the international context*
Panellists: *John Degen*, IAF Chair, *Arjen Polman*, Managing Director at Stichting Leenrecht, *Alejandra Olvera*, President of Asociación de Traductores Literarios de México, *Ametli A.C*, *Maria Fernanda Medoza*, IAF Consultant, *Carlos Wynter*, Author, SEA Panama.
- **13:30 – 15:00**
Lunch
- **15:00 – 17:00**
Visit to the Museo Nacional de Arte Moderno (MAM), Paseo de la Reforma y Gandhi s/n primera sección, Bosque de Chapultepec, Miguel Hidalgo. Ciudad de México (optional). SOMAAP kindly invites the guests to a guided tour of the Museum. The departure will be from the AGM, and the return will be directly to the cocktail reception.
- **18:00 – 20:00**
Cocktail Reception at the Sociedad de Autores y Compositores de México (SACM), Real de Mayorazgo 129, Colonia Xoco, Benito Juárez, Ciudad de México.

Wednesday 25 March 2026

Seminar IAF – IFRRO
In collaboration with SOMAAP, AMETLI y CeMPro
Teatro Raul Flores Canelo, CENART
Avenida Río Churubusco No 79, Country Club Churubusco
Coyoacán, 04210 Ciudad de México

Agenda

09:00 – 09:30 Opening Speech, *Karina Luján Luján*, Director General, Instituto Nacional del Derecho de Autor (INDAUTOR)

09:30 – 11:00 Panel 1: AI in the creative industry: recent advances and perspectives

Report from Canada, *John Degen*, Chair, IAF

The impact of AI in human creativity, *Alejandra Olvera*, President of the Asociación de Traductores Literarios de México, Ametli A.C.

Editorial Perspectives on AI: Roundtable at the Senate, *Quetzalli de la Concha Pichardo*, Vice president of CeMPro (Mexico)

Licensing: a fair solution, *Victoriano Colodrón*, Senior Director of International Relations, CCC (United States)

Moderator: *Kevin Fitzgerald*, General Secretary, IAF

11:00 – 11:30 Coffee break

11:30 – 13:30 Panel 2: Artists Resale Right

ARR, Uruguay's case, *María José de la Fuente*, Head of Audiovisuals, Visual Arts and Cultural Management, AGADU (Uruguay)

Efforts in the United States, *Janet Hicks*, Vice president and Licensing Director, ARS (United States)

Artists Resale Rights in Mexico: Current Perspectives, *Marco Morales*, Expert in Copyright Law

Advancements in Mexico in light of Recent Law Reforms, *Elizabeth Ambriz Olavarria*, President, SOMAAP (Mexico)

Moderator: *Samantha Holman*, President of IFRRO and Director ICLA (Ireland)

13:30 – 15:00 Lunch

15:00 – 16:30 Panel 3: Collective Management in Latin America: The Importance of Compensation for Private Use

IFRRO & CISAC Global Study on Private Copying: Insights and Trends, *Anita Huss-Ekerhult*, General Director and Secretary General, IFRRO (International)

Private Use Compensation: An Overview of Mexican Legislation, Prof. *María del Carmen Arteaga Alvarado*, UNAM.

Ensuring Compensation through Collective Management: A Latin American Need, *Quetzalli de la Concha Pichardo*, CeMPro (Mexico)

The Spanish Experience: Key Takeaways, *Javier Díaz de Olarte Barea*, Rights Director, CEDRO (Spain)

The experience in Botswana: Insights and Takeaways, *Lethogonolo Makwinja*, Director, COSBOTS (Botswana)

Moderator: *Anita Huss-Ekerhult*, IFRRO

** Clarification Note*

The schedules, speakers, and final panel structure are still being defined and may be subject to change.