INTERNATIONAL AUTHORS FORUM

ifrro International Federation of Reproduction Rights Organisations

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

Tuesday 24 March 2026

IAF – Annual General Meeting (AGM)

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

08:20 Departure from the hotels to the venue

AGENDA

- **09:30 – 09:45**
  Opening Speech, *Authority from CENART* (TBC)

- **09:45 – 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.
  Co-moderators: *Arjen Polman***,** Stichting Leenrecht, *Maria Fernanda Medoza,* IAF

- **13:30 – 15:00**
  Lunch

15:00 Coaches departure from the venue to the hotel or museum

- **15:00 – 17:00**
  (Optional) 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.
  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.

There will be no private transportation back to the hotel (the walk from the venue to the hotels is approximately 10 minutes)

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

08:15 Departure from the hotels to the venue

SCHEDULE

09:00 – 09:05 Welcome Speeches, *Kevin Fitzgerald,* Secretary General, IAF and Anita Huss-Ekerhult, CEO & Secretary General, IFRRO

09:05 – 09:15 Opening Speech, *Representative* from Instituto Nacional del Derecho de Autor (INDAUTOR) (TBC)

09:15– 10:40 **Panel 1: *AI in the creative industries: recent advances and perspectives***

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

The impact of AI in human creativity, *Alejandra Olvera*, President of the Asociación Mexicana de Traductores Literarios, 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*, Secretary General, IAF

10:40 – 11:00 Coffee break

11:00 – 12:30 **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: *Anita Huss-Ekerhult*, CEO & Secretary General IFRRO

12:30 – 13:55 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, *Letlhogonolo Makwinja*, Director, COSBOTS (Botswana)

Moderator: *Anita Huss-Ekerhult*, CEO & Secretary General IFRRO

13:55: – 14:00: Closing remarks, *Kevin Fitzgerald*, Secretary General, IAF, *Anita Huss-Ekerhult*, Director General & Secretary General, IFRRO

14:00 – 15:00: Lunch

15:00 Coach departure from the venue to the hotels

16:00 – 18:00:
(Optional) self-organized bilateral meetings at the hotel lobby (TBC)