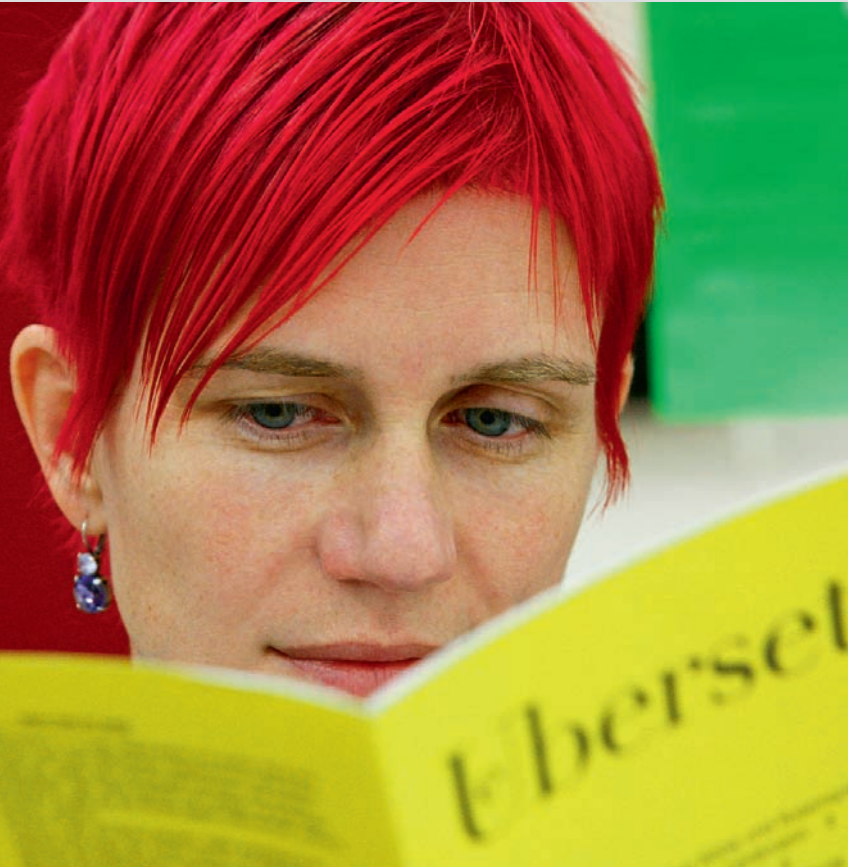




FRANKFURTER
BUCHMESSE



Frankfurt Book Fair Worldwide
Our key international activities
for publishing professionals

Publishing is an international business – so is the Frankfurt Book Fair

It is a well known fact that the Frankfurt Book Fair is the world's largest and most important industry meeting place, as well as a unique cultural event on an international scale. As a part of this, every October, publishing professionals come to Frankfurt to do business, most notably to sell and buy translation licences.

At the Rights Directors Meeting, current trends in the trade of rights and licences are discussed. At LitAG, the Literary Agents & Scouts Centre, deals for new releases are negotiated. At the numerous events of the Fair's Professional Programme, participants get informed about new developments, new media, and new business models for the publishing industry.

In today's global marketplace, up-to-date information is essential to make sound decisions. That's why the Frankfurt Book Fair continues its work throughout the year and around the globe. We present various collections of new German releases at around 20 of the world's most important book fairs. We have permanent offices set up in key world markets. We also offer prestigious fellowships, study trips and publisher training programmes. Take advantage of these opportunities!

This brochure will introduce you to the main international activities of the Frankfurt Book Fair. We look forward to your participation!

Tobias Voss
Frankfurt Book Fair
Vice President International Department

2011 at a glance

JANUARY

43rd Cairo International Book Fair
Cairo, 29 Jan.-6 Feb. 2011

FEBRUARY

Feria del Libro de La Habana
Havana, 10 Feb.-20 Feb. 2011

18th Minsk International Book Trade Fair
Minsk, 9-13 Feb. 2011
Germany Guest of Honour

25th Jerusalem International Book Fair
Jerusalem, 20-25 Feb. 2011

MARCH

21st Abu Dhabi International Book Fair
Abu Dhabi, 15-20 March 2011

31ème Salon du livre
Paris, 18-21 March 2011

Bologna Children's Book Fair
Bologna, 28-31 March 2011

APRIL

London Book Fair
London, 11-13 April 2011

37.a Feria Internacional del Libro
Buenos Aires, 19 April-9 May 2011

MAY

24rd Tehran International Book Fair
Tehran, 3-14 May 2011

2nd Warsaw Book Fair
Warsaw, 12-15 May 2011

BookExpo America
New York, 23-26 May 2011

JULY

18th Tokyo International Book Fair
Tokyo, 7-10 July 2011

AUGUST

18th Beijing International Book Fair
Beijing, 31 Aug.-4 Sept. 2011

SEPTEMBER

27th Bok & Bibliotek
Gothenburg, 22-25 Sept. 2011
German language in focus

NOVEMBER

30th Istanbul Book Fair
Istanbul, 12-15 Nov. 2011

25th Guadalajara International Book Fair
Guadalajara, 26 Nov.-4 Dec. 2011
Germany Guest of Honour

13th Non/Fiction
Moscow, 30 Nov.-4 Dec. 2011

The German Collective Stands in 2011 are organised by the Frankfurt Book Fair with partial financial support by the German Federal Foreign Office and the Federal Ministry of Economics.

Contact:
international.dept@book-fair.com
Phone +49 (0) 69 2102-273

German Collective Stands around the world

Every year, German Collective Stands are presented by the Frankfurt Book Fair at international events throughout the world. Come visit us to do business, get advice or just browse our selection of new releases and featured titles. You can expect to find much more, as well:

- Networking opportunities with German publishers and Frankfurt Book Fair staff
- Detailed information about the exhibiting publishers, their titles, and up-to-date catalogues

- New titles, particularly within our collections “New Literary Releases”, “New Children’s Books”, and “Best-Designed German Books”
- The latest issues of “über:blick” and “New Books in German”
- Advice and tips for your participation at the Frankfurt Book Fair
- Insider information about the German book trade

Germany as Guest of Honour abroad

In 2011, Germany will be the Guest of Honour at the book fairs in Minsk (Belarus), Gothenburg (Sweden), and Guadalajara (Mexico), which is considered Latin America’s most important book fair. Our presence at these fairs will be augmented by additional

programme highlights, such as German author readings, round tables, music performances and art exhibitions. As a direct consequence of these Guest of Honour presentations, translations into regional languages are expected to reach new highs.



- 1 Cairo International Book Fair 2010
- 2 Agents at work
- 3 Deal-making at the German stand, Abu Dhabi International Book Fair 2010
- 4 German publisher Manfred Metzner (Das Wunderhorn) and colleague, Istanbul Book Fair 2009
- 5 Indian visitors listen to the Textbox, New Delhi World Book Fair 2010



1 Paris Salon du Livre 2010



2



3



4



5

Book collections that people talk about!

Every year, the Frankfurt Book Fair puts together a number of book collections on different subjects. The standard collections include a selection of children's books rights, new literary releases, as well as a selection of the best German book designs. Each year, additional featured collections focus on topics currently being discussed in Germany, and of interest to other countries, as well. In 2011, these include easy reading books for German learners, eco-friendly architecture and popular graphic novels.

Thanks to the current topics, the featured collections are typically covered by the media, thereby generating further market interest. The collections are also designed to facilitate business contact between professionals and publishers, as well promote the sale of licences.

These book collections are made possible thanks to the support of the German Federal Foreign Office.

www.book-fair.com/book-collections

- 2 Award-winning German crime fiction at the German collective stand in Guadalajara
- 3-4 The collections "New literary releases" and "Sunny Prospects" each feature a printed catalogue of all titles and their available rights. For all other selections, a bibliographical list is available.
- 5 New Children's Books Rights List 2011

German Book Collections 2011

- Sunny Prospects.
Green architecture now!
80 titles with a focus on eco-friendly planning and building
- Reading Away.
New literary releases from Germany
90 titles
- The Cloud
Graphic novels from German-speaking countries
25 titles

- Oktoberfest!
Easy reading for German language learners
50 titles
- Best-Designed German Books 2010
40 titles
- New Children's Books
New releases suitable for international licensing
50 titles
www.book-fair.com/childrens_books

Frankfurt at your doorstep – all year round

The German Book Offices (GBO) and Book Information Centres (BIZ) serve as regional contact points for international professionals interested in taking advantage of the offers of the Frankfurt Book Fair. They are an ideal place to plan your market entry into Germany or

expand your current business with German publishers. The Book Information Centres and the German Book Offices receive funding from the German Federal Foreign Office and work closely together with Goethe-Institutes worldwide.

Book Information Centres (BIZ)

The Frankfurt Book Fair also runs Book Information Centres in Beijing (China), Moscow (Russia), and Bucharest (Romania) to facilitate links between those regions' book industries and the German book market.

Contacts:

- Ioana Gruenwald
gruenwald@biz-bukarest.org
www.bukarest.buchinformationszentrum.org
- Tatjana Simon
simon@moskau.goethe.org
www.moskau.buchinformationszentrum.org
- Yuwen Karen Wang
ykw@biz-beijing.org
www.peking.buchinformationszentrum.org



“Like Frankfurt, the German Book Office New York is working to take full advantage of social media and new technological tools, while also promoting printed books and Germany's literary tradition in North America.”

Riky Stock, Director,
German Book Office New York



“Founded in 2008, the German Book Office New Delhi is now a well-established local and international partner for Asian publishing professionals, as well as for people looking to work in an emerging and challenging market like India.”

Akshay Pathak, Director,
German Book Office New Delhi

German Book Office New York

The GBO New York serves to promote German literature in North America. To this end, the office works to present the best of contemporary German literature to the American market through the GBO Rights Lists, as well as various readings and literature festivals throughout the year.

With the daily newsletter “Publishing Perspectives”, the office promotes the distribution of cutting edge knowledge to the entire industry worldwide. The GBO New

York also puts an emphasis on networking opportunities, through trade events, as well as through the well-established editors' trips to Germany.

Contact: Riky Stock
stock@newyork.gbo.org
www.newyork.gbo.org

German Book Office New Delhi

Besides promoting German books and the activities of the Frankfurt Book Fair, the GBO New Delhi also serves as a contact point between German publishers and the book industry in South Asia. By balancing both culture and commerce, the GBO New Delhi provides a clear representation of interests and the fulfilment of both a cultural and a political mission.

The GBO New Delhi has initiated various projects related to content, publishing and exchange, including:

- Jumpstart: an event bringing together major players in the children's book segment in Asia.
- GLOBALLOCAL: the largest GBO event, tackling issues of content and publishing in the region.
- Publishers Training Programme: a unique initiative with the best business school in India, offering professional training for the fast growing Indian publishing industry.

Contact: Akshay Pathak
www.newdelhi.gbo.org
pathak@newdelhi.gbo.org

Frankfurt Book Fair fellowships – an invaluable network

With our prestigious fellowship programme, the Frankfurt Book Fair promotes rising stars in the international publishing industry. With only 16 fellows chosen each year, the 10-day programme brings the participants to important centres of German publishing. The tour provides an overview of the German market and ends in Frankfurt – just in time for the opening of the Frankfurt Book Fair. Particularly

the alumni network of fellows makes the programme a true career-building and life-changing experience. For this year's programme, applications must be placed before the end of April 2011.

For more information on applying, please refer to the Frankfurt Book Fair website, under "Networking/Promotion Programmes".

Contact: Niki Théron,
theron@book-fair.com

1 Luciana Veit, Rights Manager, Editora WMF Martins Fontes (Brazil)
"The Frankfurt Fellowship was a wonderful experience of learning a lot about the rich and exciting German publishing industry and about the markets of all of the other fellows. It was very inspiring for me and, I am sure, for my colleagues. I believe we all came back home with new ideas and interested in many titles we have discovered. And also with lots of new contacts: last night I e-mailed a fellow asking about a comic writer from her country and this morning I already knew everything about the author! That's just an example of how things can be easy when you know the right person to ask."



2 Tom Mayer, Senior Editor, W.W. Norton & Company (USA)
"The wide experience with German publishers gave us a sense of the business and the international group of astute young editors helped interpret it across many countries and continents in the context of our own national expertise."



3 In August 2010, illustrious publishers and academics from around the world attended "Exclusive Shanghai – a discovery of innovative publishing and reading". The participants were able to meet the leaders and decision-makers of the Chinese publishing industry, visit China's forthcoming digital publishing companies, attend lectures and presentations on the latest business models in digital publishing, and take part in panel discussions with authors, publishers, booksellers, journalists, intellectuals and representatives of cultural organisations from China and abroad.

Study trips for publishers, editors & translators

There is nothing like travelling a country with a select group of individuals to get to know its culture and business structures better. The Frankfurt Book Fair therefore regularly helps organise different trips for publishing professionals at an attractive package price. The most recent study trips brought international groups of professionals to Buenos Aires and Shanghai.

In 2011 we will be inviting U.S. editors, as well as Chinese and Indian publishers to Germany.

For more details on study trips available for your region or your profession, please contact the Frankfurt Book Fair or your closest German Book Office/Book Information Centre.



4 In November 2010, the German Book Office led a group of American acquisitions editors from prestigious university presses throughout Germany to meet with representatives of academic and nonfiction publishing houses. The trip allowed participating editors to both establish new relationships with their German counterparts in Berlin and Munich, as well as learn more about the German publishing industry and the translation process.



1 StoryDrive Conference 2010

2 Speaker: Media Theorist Douglas Rushkoff, Tools of Change for Publishing Frankfurt 2010

3 Last year's RDM, entitled "Off the Page. New Ways to Sell New Rights", was attended by over 250 publishing rights professionals.

Contacts and Information:

- **Best Practice | New Ideas**
Iris Klose
klose@book-fair.com
- **Tools of Change for Publishing**
<http://tocfrankfurt.com/>
- **International Rights Directors Meeting**
Bärbel Becker
rightsmeeting@book-fair.com
www.book-fair.com/rights-meeting
- **Frankfurt SPARKS**
Britta Friedrich
friedrich@book-fair.com

You never stop learning

Every year at the Frankfurt Book Fair, there are a host of high-ranking speakers providing participants of our Professional Programme with critical insights into the publishing industry. These presentations, seminars and conferences range from the series "Best Practice | New Ideas" and the "First Timer Seminar" for Book Fair newcomers to the high profile "Rights Directors Meeting" and the cutting edge offers of the "Frankfurt SPARKS" initiative.

International Rights Directors Meeting

At the International Rights Directors Meeting (RDM) on the Tuesday before the Fair, experts from the industry present topics of current concern in the rights and licence trade. In recent years, the challenges of dealing with digital rights have been very much at the top of the list of topics. Participants can expect to take home many reliable tips for their everyday professional activities.

Best Practice | New Ideas

This programme of more than 15 seminars, lectures and panels provides consolidated insights into the hottest topics of the trade, from rights and licences and future book markets to the challenges of digitisation and eco-friendly publishing.

Frankfurt SPARKS, the digital initiative of Frankfurt Book Fair

Digitisation of the book and media industry is opening up a variety of new publication formats. In response, Frankfurt SPARKS was launched in 2010 to resounding success. One of the main highlights of Frankfurt SPARKS is the StoryDrive programme, a two-day conference as well as a key international marketplace for media rights. StoryDrive attracts representatives from the book, film, games, music, technology, and internet industries involved in developing new crossmedia business models.

Tools of Change for Publishing

This one-day conference provides participants with practical tips to adapt their business to the changing digital and mobile landscape. The conference brings together entrepreneurs and thought leaders from all over the globe who are exploring and revolutionising the way we create, distribute and consume content.



1 Opening of "Weltempfang" by Juergen Boos, President Frankfurt Book Fair, and Wiltrud Kern, German Federal Foreign Office Berlin



2 Translators Lounge at the Frankfurt Book Fair



3–11 German authors at the Frankfurt Book Fair: Herta Müller, Alice Schwarzer, Sven Regener, Günter Grass, Uwe Tellkamp, Harald Martenstein, Ingo Schulze, Martin Walser, Cornelia Funke

Weltempfang – Centre for Politics, Literature and Translation

The Weltempfang of the Frankfurt Book Fair is a platform for translators, authors, publishers and academics to network and present their work. A main focus is placed on translation, including discussions between translators and their authors, professional talks, lectures, readings and award ceremonies.

Professionals and interested visitors are welcome to participate in the approx. 60 events which take place at the Centre. Amongst the many highlights in 2010, for instance,

were live "show translations" and hot topics such as socio-political implications of crime literature and literary issues prevalent in Latin America. The Weltempfang is one of the most culturally diverse and lively Centres at the Fair!

The Weltempfang is presented by the Frankfurt Book Fair in cooperation with the German Federal Foreign Office.

www.book-fair.com/weltempfang

Networking 24/7

More than 20,000 publishing and media professionals are connected via www.book-fair.com. As a registered user, the website provides access to the industry's largest database of people (including their current positions and contact details), companies (from publishers to producers and printers), and titles (including current rights availabilities worldwide). Join the community and stay connected all year round.

Follow us @Book_Fair!

If you want to stay in touch with the Frankfurt Book Fair throughout the year, you can do so with the help of social media. With one click of the "like" button at www.facebook.com/frankfurtbookfair, you can stay up to date on the latest news from the Book Fair. Plus, over 3,200 followers keep track of breaking news about the Fair and the international book trade on Twitter every day (Book_Fair). Join up, too!



Published by Frankfurt Book Fair
Ausstellungs- und Messe GmbH
Reineckstr. 3,
60313 Frankfurt am Main, Germany

Contact: Bärbel Becker
Phone +49 (0) 69 2102-273
international.dept@book-fair.com
www.book-fair.com

Photography: Pedro Andrés,
Fernando Baptista, Andrea Enderlein,
Bernd Hartung, Alexander Heimann,
Peter Hirth, Siobhan O'Leary
Text: www.steelecht.com
Design: www.textgrafik.com

© AuM, Frankfurt 2011

