GLOBAL NETWORKING:
JOIN THE FRANKFURT BOOK FAIR WORLD TOUR 2015

www.book-fair.com

Bringing the Frankfurt feeling to over 20 countries around the world: our key international activities for publishing professionals
Some 64 per cent of exhibitors at the Frankfurt Book Fair come from outside Germany. For five days in October, more than 100 nationalities share this single space. The result is a global city of ideas! That strong international network of publishing professionals creates a special Frankfurt feeling. It is a feeling we want to share across the world, all year round. With more than 40 international activities and four permanent offices abroad, the Frankfurt Book Fair’s team goes on a world tour every year. Why? Because intimate knowledge of publishing markets worldwide is at the core of what we do, and it underpins the things we support. Travelling the world makes us realize that “everybody is wrong about other countries”, as Aldous Huxley once said.

It is easy to tap into our international networks. In the following pages we show you how. Are you interested in the German publishing market? In May 2015, Germany will be Guest of Honour in Turin, Italy. This special event will be marked by the presence of authors like Frank Schätzing and Daniel Kehlmann. Or you can meet us at any one of the almost 20 international book fairs where we organize German collective stands, from Bologna and London to Beijing and Guadalajara (see the facing page for an overview). At the collective stands you can browse the latest German book collections (see pages 4 and 5) and meet representatives of German publishing houses. Do you have any questions about Frankfurt? Then come to one of the German collective stands and meet your sales manager, or visit www.book-fair.com/team to find the contacts for your country or region. They’ll answer all your queries about visiting the Frankfurt Book Fair or exhibiting there.

Would you like to make your business more international and increase your professionalism? Then why not join one of our study trips, training seminars or conferences? Or call one of our offices abroad—the German Book Offices (GBOs) and Book Information Centres (BIZ)—and immerse yourself in publishing markets like India, South America, the USA, China or Russia (see pages 6-7 for more information). We also run special programmes to support international exchanges. The Frankfurt Fellowship Programme supports up-and-coming international publishing professionals, while the invitation programme welcomes small-scale publishers from Asia, Africa and Latin America to Frankfurt (see page 9).

Whatever it is you are looking for, just let us know.
Scanning the current bestseller lists may not be the best way to discover Germany’s hidden literary champions. That is why the Frankfurt Book Fair puts together a number of German book collections on selected topics. These can be viewed at many international book fairs – or on the Frankfurt Book Fair website: www.book-fair.com/books_on_tour

Literary critics such as Denis Scheck (who also translates English literature) and Andreas Platthaus (Frankfurter Allgemeine Zeitung) are involved in compiling these collections, which also take into consideration the long-lists and winners of prizes like the German Book Prize.

Despite the oft-heard laments to the contrary, literature from Germany, Austria and Switzerland does indeed get translated into English. This is demonstrated by 50 Books That Travel, a recent compilation of books that have crossed the language border between German and English since 2013. The German Book Office (GBO) New York, the Goethe-Institut and the British publication “New Books in German” joined forces to choose this list of good reads, which includes fiction and non-fiction as well as graphic novels and children’s books. Browsing this catalogue is sure to inspire you, while illustrating the great diversity of contemporary German literature. The titles range from obvious successes such as Cornelia Funke’s “Reckless” and internationally acclaimed thrillers like Nele Neuhaus’ “Snow White Must Die”, to prizewinning fiction by bestselling authors Daniel Kehlmann (“F”) and Eugen Ruge (“In Fading Light”), but they also include debut novels such as Olga Grjasnowa’s “All Russians love Birch Trees”.

Our book collections in 2015

/ 50 Books That Travel: German titles and their English translations
/ Berlinoir – New Graphic Novels from Germany (40 titles)
/ Vor dem Fest – Recommended fiction from 2014 (50 titles)
/ Alexanderplatz – Cities and squares in Germany and elsewhere (60 titles)
/ The Best German Book Design 2014 (25 titles)
/ German Photo Book Award 2015
/ DAM Architectural Book Award
/ DAF – Leichte Lesetexte Deutsch als Fremdsprache (German as a foreign language: a reading list of simple texts)

The meaning of life, love and the origins of evil: today’s children’s books tackle some serious issues. But there is also plenty of colourful humour to be found, as well as playful erudition and plain silliness. More and more, children’s books from Germany, Austria and Switzerland are seen as well worth the read – even by grown-ups! Renowned writers like the bestselling fantasy author Kai Meyer, the satirical cartoonist and illustrator Hans Traxler, and the outstanding poet and essayist Hans-Magnus Enzensberger have taken up their pens to show us the world through children’s eyes.

Today, many foreign readers are impressed by the diversity and quality of children’s and young adult books from Germany. German titles continue to top the export lists worldwide: more than 36 per cent of all German licences sold abroad are for children’s books, prime amongst them being picture books. The Frankfurt Book Fair has long supported this trend by showcasing new and upcoming titles from German-language publishers abroad, in the form of the book collection “Children’s Books on Tour”.

Around 60 titles will be on display at the German collective stands in Bogota, Tehran, Abu Dhabi, Turin, Warsaw, New York, Beijing, Shanghai, Istanbul, Guadalajara, Moscow, Cairo, Taipei and Havana. The books are also promoted throughout the year at the Frankfurt Book Fair’s Book Information Centres and German Book Offices in Beijing, New Delhi, Moscow and New York.

Important publishers involved include Arena, arsEdition, Beltz & Gelberg, Carl Hanser, Carlsen, Dressler, Ellermann, Fischer KJB, Gestalten, Loewe, Käferwiesental, Moritz, Moses, Oetinger and Ravensburger.

Information on their full range of titles is available in each publisher’s online profile. You can find all the information, including the rights list, at www.book-fair.com/childrens_books
MEET US ON YOUR OWN TURF

Our offices abroad

The Frankfurt Book Fair maintains offices in New York, New Delhi, Moscow and Beijing, serving some of the world's most important and challenging publishing markets. We recently also opened a contact point for the South American region in São Paulo. All these offices aim to connect the German publishing market with the respective regional markets. Their activities are intended, above all, to promote German books and facilitate professional networking. Responding to specific market needs, they range from participation in industry events and book fairs and the production of rights lists and cultural programmes, to the organisation of competitions, training courses, conferences and study trips.

The offices are partly funded by the German Federal Foreign Office. They work closely with the Goethe-Institut and with other regional partners and book fairs.

You can easily benefit from our colleagues' knowledge of the German market combined with their local expertise. They can help you make the right contacts and find the right books and translators, and they can support you with matchmaking activities, consulting and market research, public relations, event management and marketing.

Besides all this, our teams abroad are always ready to assist in any matters related to the Frankfurt Book Fair. Please feel free to get in touch!

NEW DELHI
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NEW YORK
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CONFERENCES AND EVENTS WORLDWIDE

The internationalisation of the publishing sector continues to accelerate rapidly, a fact reflected in the strongly cosmopolitan networking pursued at the Frankfurt Book Fair. To enhance this network throughout the year, the Frankfurt Book Fair organises more than 40 international conferences and events, drawing on the expertise of our strongly international team, both in Frankfurt and in the German Book Offices (GBO) and Book Information Centres (BIZ) abroad.

So what’s in it for you? First-hand insights into the latest trends in global publishing, visionary business models and useful market analysis. Be part of the dynamic, relevant and global "City of Ideas"!

CONTINUES OVERLEAF
ONCE A FELLOW, ALWAYS A FELLOW

The Frankfurt Fellowship Programme has given rise to a tight-knit network. Since its launch in 1998, around 300 young professionals from 55 countries have benefited from their participation in the programme, at the heart of which are information exchanges, professional dialogue and the creation of professional ties between young international publishers. Each year, 16 fellows are chosen to participate. On a 10-day trip they travel to important centres of German publishing to meet prominent representatives of the industry and to take a look behind the scenes at the German trade. The end of their tour coincides with the opening of the Frankfurt Book Fair. A strong alumni network allows the fellows to keep in touch, not only with their own group, but also with participants from previous years.

CONTACT
Katharina Storch
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www.book-fair.com/fellows
APPLICATION DEADLINE: 30 APRIL 2015

“It was one of my best professional experiences so far. It brings a smile to my face when I think about the group members (...) the networking among the fellows from all over the world was most valuable, in particular learning about book markets worldwide. The group had a good balance between Anglo-Saxon publishing houses and publishers from the rest of the world, of small vs. large houses, and of geographical diversity. I really feel that long-term relationships were created with some of the fellows, and I hope that we can continue to help each other in various ways (questions about dealing with rights, giving each other tips, etc.). My expectations were more than fulfilled.”

Kristien Werck
Publisher (Clavis Uitgeverij)

If you are a small-scale publisher from Asia, Africa or Latin America you might also be interested in our Invitation Programme, which welcomes selected publishers to exhibit at the Frankfurt Book Fair. Find out more about this here:

www.book-fair.com/international

THE HIGHLIGHTS: CONFERENCES AND EVENTS WORLDWIDE

GERMANY, GUEST OF HONOUR AT SALONE DEL LIBRO TURINO
WHAT: A presentation of contemporary German literature with more than 20 authors present, including Daniel Kehlmann, Frank Schätzing and Lutz Seiler. Trade events include "A Look at Germany - an update on the world’s third biggest book market" and a CEO Talk with guests from Italy and Germany, entitled “Book markets in transition – a snapshot”.
WHERE: Turin, Italy
WHEN: 14 – 18 May 2015

CONTEC COLOMBIA
WHEN: 6 – 7 August 2015
WHERE: Cartagena de las Indias, Colombia

JUMPSTART INDIA: CHILDREN’S BOOK CONFERENCE
WHAT: A highly interactive and intellectually stimulating programme, with important players from India’s children’s and young adult book segment
WHERE: New Delhi and Bangalore, India
WHEN: 18, 21, 22 August 2015 (annual event)
www.jumpstartfest.com

ST. GALLEN INTERNATIONAL PUBLISHING MANAGEMENT COURSE – SINGAPORE
WHAT: An executive training programme: top academics such as Miriam Meckel (St. Gallen) and Robert Picard (Oxford), as well as leaders from international publishing companies provide insights into innovation management and leadership culture.
WHERE: Campus of the St. Gallen Institute in Singapore; Frankfurt Book Fair
WHEN: 24 – 28 August 2015 in Singapore; 12 – 16 October 2015 at the Frankfurt Book Fair
www.book-fair.com/publishingcourse

INCHEON EDUCATION CONTENT FAIR (IEC)
WHERE: Incheon, South Korea
WHEN: 13 – 15 November 2015
WHAT: The IEC anticipates the future of content for educational and children’s books by showcasing best practices and product highlights. It will be the most important pan-Asian event for educational content, with 8,000 sq m of exhibition area, as well as conferences, in-depth meetings and special exhibition areas like the “Classroom of the Future”. The fair is organized by Incheon Metropolitan City in cooperation with the Frankfurt Book Fair.

Plus
Trips to Germany for editors from Russia (comics, graphic novels and YA), China and the USA (non-fiction); trips from China to the USA; publisher training courses in Georgia, South East Asia and India; and lots of other exciting events. To find out more, please visit our website:
www.book-fair.com/international

“IT WAS ONE OF MY BEST PROFESSIONAL EXPERIENCES SO FAR. IT BRINGS A SMILE TO MY FACE WHEN I THINK ABOUT THE GROUP MEMBERS (...) THE NETWORKING AMONG THE FELLOWS FROM ALL OVER THE WORLD WAS MOST VALUABLE, IN PARTICULAR LEARNING ABOUT BOOK MARKETS WORLDWIDE. THE GROUP HAD A GOOD BALANCE BETWEEN ANGLO-SAXON PUBLISHING HOUSES AND PUBLISHERS FROM THE REST OF THE WORLD, OF SMALL VS. LARGE HOUSES, AND OF GEOGRAPHICAL DIVERSITY. I REALLY FEEL THAT LONG-TERM RELATIONSHIPS WERE CREATED WITH SOME OF THE FELLOWS, AND I HOPE THAT WE CAN CONTINUE TO HELP EACH OTHER IN VARIOUS WAYS (QUESTIONS ABOUT DEALING WITH RIGHTS, GIVING EACH OTHER TIPS, ETC.). MY EXPECTATIONS WERE MORE THAN FILLED.”

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www.book-fair.com/invitationprogramme
DIVERSITY:
FRANKFURT'S HEARTBEAT

The Frankfurt Book Fair (14–18 October 2015) is the international publishing industry’s biggest trade fair—with 7,100 exhibitors from more than 100 countries, around 270,000 visitors, over 4,000 events and around 9,000 accredited journalists in attendance. It also attracts key players from other media, including the film and games industries. The Frankfurt Book Fair offers you plenty of business opportunities in a truly diverse environment. Here are some impressions of what to expect.

GUEST OF HONOUR 2015:
INDONESIA

"17,000 Islands of Imagination". That is the motto for the presentation by Indonesia, this year’s Guest of Honour at the Frankfurt Book Fair. There is a fascinating world of myths, mysticism and modernity to discover, together with many literary treasures as yet unfamiliar. The literature of the world’s largest island state is exceptionally diverse. Indonesia, which gained independence in 1945, is influenced by Indian, Chinese, Arabic and Western culture. During the last century it experienced profound political and social changes: from a colony to an independent republic, and from an authoritarian regime to a democratic state. It is also the country with the largest Muslim population in the world. Indonesia enjoys a long and rich tradition of storytelling. Poetry, fairy tales and sagas have been passed down orally for generations, often accompanied by music and performed in groups. At the same time, the country can boast a written culture that stretches back around 2,000 years. An essential and unifying characteristic of modern Indonesian literature is the common language shared by its authors. Since there are several hundred regional languages across the archipelago, writing in the country’s official language, Indonesian, is an expression of national identity.

With a population of 250 million, Indonesia is an exciting market for the international book industry. There are at least 1,400 publishing companies in the country, producing almost 20,000 titles each year and generating a turnover of about 450 million euros. Half of the new releases are translations, mostly from English, Arabic, Chinese, Japanese and Korean. Indonesia’s own literature, on the other hand, has only rarely found its way into foreign book markets. The sales of licences abroad is worth just 130,000 euros each year. The translation grant programme I-Lit (www.indonesiafbf.com), which will be launched by Indonesia’s Ministry of Education and Culture as part of the Guest of Honour appearance, should change this situation.

Traditionally, the Guest of Honour at the Frankfurt Book Fair presents itself in a national pavilion in the Forum (Level I). This will also be the venue for the international exhibition “Books on Indonesia”, where visitors can find titles from and about Indonesia. Publishers from around the world can already submit their titles for inclusion in this exhibition (e-mail: bookson@book-fair.com). About 70 Indonesian authors will be attending the Book Fair to introduce the international audience to their country’s diversity. In addition, there will be a collective stand for Indonesian publishers in Hall 4.0, while an extensive support programme will bring a large number of exhibitions, readings and performances to the cultural institutions of Frankfurt.

Would you like to be part of Frankfurt’s heartbeat of diversity? Are you interested in visiting the Frankfurt Book Fair as an exhibitor or trade visitor? Get in touch with our colleagues:
“To travel is to discover that everyone is wrong about other countries.”

Aldous Huxley