

Education determines who will be the winners or losers **Joachim "Jogi" Löw and Wolfgang Schäuble get involved in "Education for the Future" / 2008 focus on integration und multilingualism**

Fit for the future through education - this is the motto of German chancellor, Angela Merkel, on her current educational tour through the federal states of Germany. Her destination is the national education summit in Dresden (22 October), where the confederation and its states aim to come to an understanding about a common educational strategy. In the week before the summit, experts from all over the world will meet at the Frankfurt Book Fair (15 to 19 October 2008) in order to discuss the future of education, exchange ideas and present innovative projects. "Education for the Future" is a key focus which the Frankfurt Book Fair brought into being in 2006. In connection with the focus this year, diverse events will be dedicated to the aspects of education, integration and multilingualism.

Forum for discussion: is education the key to integration?

"Education is the basis for a functioning society and the key to integration", states Juergen Boos, Director of the Frankfurt Book Fair. "Only those who have access to education can be politically active, develop a curiosity for other cultures, or successfully assert oneself on the job market." What role should politics take with regards to education and integration? Are there limits to integration? These and other socially relevant topics will be the focus of the German-Turkish forum discussion "Education and Integration in Germany - Status Quo and Perspectives" on Wednesday, 15 October. Joining the discussion, amongst others, will be Wolfgang Schäuble, the German Minister for Internal Affairs, and Lale Akgün, member of the German parliament (Bundestag). "Integration has no boundaries, because integration is a process", observes Lale Akgün. "In the course of one's life, everyone will go through different integration processes - within one's family, at work, within society. Integration is much more complex than meets the eye and it is difficult to measure its success."

The conference of the Frankfurt Book Fair Literacy Campaign (LitCam) will also illuminate the relationship between education and integration, which takes place on 14 October, the opening day of the Fair. True to the motto "Literacy and Integration" organisations from Turkey, Burkina Faso, USA and Germany will introduce their education projects. This includes the initiative "Family Literacy" from the USA, whose success is based on a generation-spanning approach to the promotion of written language competence. How important language and respectively multilingualism can

be for successful integration will also be illuminated by the podium discussion "Languages and Intercultural Dialogue", which concludes the conference.

A fest for football fans and those interested in culture

Students with a migrant background often turn out to be the lowest achievers in the German education system. This is the conclusion of the second national education report "Education in Germany 2008". The project "Football Meets Culture" is an attempt to counteract this tendency and was founded in 2007 as a local initiative of LitCam in Frankfurt am Main. Through professional football training and additional classes, the aim is to instil a passion for learning in children with migration backgrounds. After its great success in Frankfurt, the project has also been launched in Berlin and Hamburg this September, and will be expanded to other countries in the coming year.

At the Frankfurt Book Fair, a colourful fest of cultures will take place on Saturday 18 October when the project "Football Meets Culture", and football in general will take centre stage. The battle cry will be "Germany Turkey! Türkiye Almanya!". The coach of the German national football team, Joachim "Jogi" Löw and Theo Zwanziger, President of the German Football Association (DFB) will be present, as film scenes of the past European Cup game between Germany and Turkey are shown and German and Turkish football trainers and journalists will discuss if and how football can play a role in integration. Thus, Turkey, Guest of Honour at the Frankfurt Book Fair 2008, is also part of the "Education for the Future" events. Lale Akgün states: "If the image of Turks in Germany becomes just a little bit more individualised and more differentiated than before, we would have achieved quite a lot."

Background of "Education for the Future" - key focus of the Frankfurt Book Fair

The key focus "Education for the Future", which was founded by the Frankfurt Book Fair in 2006, seeks to draw attention to the importance of education in an age of globalisation and digitisation. It has an international scope and takes place at the Fair in October as well as year-round. At the Book Fair, the focus includes diverse conferences, congresses, seminars and workshops as well as presentations and events. One part of this focus is the Frankfurt Book Fair Literacy Campaign (LitCam), an international campaign which deals with the topic of literacy, basic education and media literacy. It was launched in 2006 by the Frankfurt Book Fair in collaboration with its partners UNESCO Institute for Lifelong Learning, the Bundesverband Alphabetisierung und Grundbildung e. V. (Federal Association for Literacy and Basic

Education) and the German Volkshochschulverband (association for further education). LitCam is not only present at the Book Fair, but is also a year-round project. The project "Football meets Culture" was started in 2007 as a LitCam initiative and is being expanded to the cities of Berlin and Hamburg in the school year 2008/2009.

Frankfurt, 14 October 2008

Education at the Frankfurt Book Fair 2008: an overview

Events:

Tuesday, 14 October

LitCam Conference "Literacy and Integration - Languages as a Key to International Dialogue"

Congress Center (Room "Fantasie"), 12:30 p.m. - 6:00 p.m.

Patron of the event: Shashi Tharoor

Organisations from Burkina Faso, Turkey, USA and Germany will report on their education projects and their experiences. Following the presentation, there will be podium discussions. The conference will be organised by the Frankfurt Book Fair and in 2008 is supported for the first time by the EU Commission Directorate-General for Education and Culture.

Registration: Katharina Ewald, e-mail: ewald@book-fair.com

Wednesday, 15 October

Workshops which are a part of LitCam

Mid-level of Hall 3 (Room "Effekt"), 10:00 a.m.

LitCam continues on this day with a series of workshops. The topics are "Family Literacy", "Media Literacy", "Intercultural Competence" und "Bilingual Children's Books".

Registration: Katharina Ewald, e-mail: ewald@book-fair.com

German-Turkish forum discussion: "Education and Integration in Germany - Status Quo and Perspectives"

Congress Center (Room "Illusion"), 10:00 a.m. - 4:00 p.m.

German and Turkish politicians, authors and academics, amongst others, will discuss questions about society and integration. This event is organised by the Frankfurt Book Fair and the Maleki Group.

Saturday, 18 October

Germany Turkey! Türkiye Almanya!

Football enthusiastic countries - A fest of cultures

Hall 4.0 (Room "Europa"), 2:00 p.m. - 8:00 p.m.

At the German-Turkish cultural fest, everything revolves around football, culture, literature and integration. This event takes place as a part of the LitCam project "Football Meets

Culture". Organisers are the Frankfurt Book Fair and the Cultural Foundation of the German Football Association (DFB).

Event venues and exhibition areas:

ZEIT Education Forum (Hall 3.1 L 105)

This forum is a podium for discussions about educational political questions and pedagogic developments. The weekly newspaper "Die Zeit" is sponsoring this forum for the first time this year.

Education Collective Stand (Hall 3.1 L 110)

This collective stand presents the wide spectrum of German educational publishers and providers of educational media from the fields of school, college/university and further education.

Educational Publishing Pavilion EPP (Hall 4.2 A 403)

The EPP is made possible in co-operation with the American Association of Educational Publishers (AEP) and unites international providers of learning aids. The highlight is the afternoon market. In 2008, the pavilion has expanded to even better integrate the digital world with the EPP Technology Section, a dedicated presentation area for providers of educationally relevant online products.

NEW in 2008: LitCam Lounge (Hall 3.1 L 120)

The LitCam Lounge is directly beside the ZEIT Education Forum and provides a meeting place for everyone who is interested in the topic of literacy or basic skills and media education. There will be information events and discussions here every day at 12.00 p.m.

"Education for the Future" online: www.book-fair.com/education/