

Content

Speeches

Juergen Boos, Director of the Frankfurt Book Fair

Paulo Coelho, author, Brazil

Prof. Dr. Gottfried Honnefelder, President of the German Publishers & Booksellers Association

Press Releases

- **How will digitisation shape the future of publishing?**
Frankfurt Book Fair survey reveals online bookselling as most important development of the past 60 years
- **Around the world in five days: a first-class literary journey**
The 60th Frankfurt Book Fair invites you to once again explore the world of literature from October 15 - 19 October 2008 / The book is always centre stage, whether as film, DVD, CD, iTune, e-book or in html
- **60 Years at the heart of the media world**
The Frankfurt Book Fair is celebrating its 60th anniversary / Special anniversary website online
- **A book is an e-book is a computer game is a film is a website**
It's all about the content! With digitisation on the rise, the diversity and complexity of publishing products is increasing. As a result, book people and their professions are also transforming. The professional programme at the Frankfurt Book Fair 2008 provides insights and perspectives.
- **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 and multilingualism
- **Future markets at the Frankfurt Book Fair**
Presenting China, India and the Arab world

Further Press Information

- **Exhibitors' Statistics 2008**
- **Participating Countries**
- **New at the Frankfurt Book Fair 2008**
- **Frankfurt Book Fair 2008 - Important facts at a glance**
- **Press Conferences and Press Briefings** organised by the Frankfurt Book Fair

Press photographs at www.book-fair.com/press_photos/