

Future markets at the Frankfurt Book Fair Presenting China, India and the Arab world

China, Guest of Honour at the Frankfurt Book Fair 2009, along with India are two of the fastest growing book markets in the world. In addition, the Arab language-area, with its population of approximately 300 million, also has considerable growth potential. The Frankfurt Book Fair has been active for some time in these promising markets. With its Book Information Centre (BIZ) in Beijing, the Book Fair has had a presence in China since 1998. This "literary outpost" acts as a central contact point for both the Chinese as well as the German book industry. At the beginning of 2008, the German Book Office (GBO) began its work in New Delhi, India, also to act as a permanent local intermediary for the book trade.

In 2006, the Book Fair became particularly active in the United Arab Emirates when the joint venture KITAB (Arabic for "book") was founded in collaboration with the Abu Dhabi Authority for Culture and Heritage (ADACH). The goal is to promote the development of the book and publishing industry in the United Arab Emirates as well as to promote reading throughout the region. Moreover, KITAB organises the Abu Dhabi International Book Fair (ADIBF). We offer you an overview of the most important events concerning China, India and the Arab world during the Frankfurt Book Fair.

Frankfurt, 14 October 2008

Events on China

Chinese Collective Stand: Hall 6.0 E 951

Wednesday, 15 October

"Today & Tomorrow: Independent Publishing in China"

Forum Dialogue (Hall 6.1 E 913), 10:15 a.m. - 11:15 a.m.

A significant change in the Chinese publishing world is the growing influence of independent publishers. Chinese representatives give insight reports on topics like "Does the Chinese book market 2008 get more open?" and "More freedom & creativity through internet publishing?". The event is in English.

"How to buy Chinese Rights"

Forum Dialogue (Hall 6.1 E 913), 11:30 a.m. - 12:30 p.m.

China will be Guest of Honour at the Frankfurt Book Fair 2009. How to find the right Chinese authors and books as well as government support? How to handle the deal and avoid mistakes? International experts share their experiences and discuss problems and solutions. The event is in English.

“Literary Encounter: Chinese Poetry”

International Centre (Hall 5.0 D 901), 1:30 p.m. - 2:30 p.m.

Two of the most interesting of China’s contemporary poets, Ouyang Jianghe and Zhai Yongming, introduce themselves to the international public.

The event is in German, Chinese and English.

“Digital Publishing in China”

Forum Science (Hall 4.2 B 424), 2:15 p.m. - 3:15 p.m.

China’s STM publishing is going digital. The partners of China’s platform for digital STM publishing products, Zhejiang University publishing house and SpringerLink, will introduce the current situation of digital publishing in China and give new momentum to Chinese-international cooperation.

The event is in English.

“Matchmaking Session for Printers”

Tea Lounge (Hall 6.0 E 904), 3:30 p.m. - 5:30 p.m.

In order to reinforce networking between Chinese printing companies and international production managers and anyone who is interested in printing books in China, the BIZ Beijing has organised this event. Participating printing companies have been carefully selected in terms of quality standards and are seriously planning to build up international business relations.

The event is in English. Registration is required. Contact: Mailin Choy, Book Information Centre (BIZ) Beijing, e-mail: choy@biz-beijing.org

Thursday, 16 October

“Preview Press Conference: Guest of Honour China 2009”

Press Centre conference room (Hall 6.0 E 951), 10:30 a.m.

The 2009 Guest of Honour provides information on the programme it is planning for the Frankfurt Book Fair next year.

The event is in German, Chinese and English.

“Look at Chinese Stand and Happy Hour”

Chinese Collective Stand (Hall 6.0 E 951), 3:30 p.m. - 6:00 p.m.

The Beijing Book Information Centre (BIZ) and the Chinese General Administration of Press and Publication (GAPP) are jointly hosting a get-together with Chinese authors, publishers and politicians. Plans and ideas for China’s Guest of Honour presentation next year will also be introduced.

The event is in English. Registration is required. Contact: Mailin Choy, Book Information Centre (BIZ) Beijing, e-mail: choy@biz-beijing.org

Friday, 17 October

“Business Breakfast China”

Entente Conference Room (Hall 4.C), 9:30 a.m. - 10:00 a.m.

Hu Dawei, Vice-President of the Shanghai Century Publishing Group, provides interested publishers with information on the Chinese book market.

The event is in English. Registration is required. Contact: Birgit Fricke, Frankfurt Book Fair, e-mail: fricke@book-fair.com

„How to become a bestselling author of children's books in China“

Forum Dialogue (Hall 6.1 E 913), 3:15 p.m. - 4:15 p.m.

There are more than 334 million children in China. Bestselling authors Hongying Yang and Thomas Brezina will share their experiences and views of the market. Why do their stories attract millions of young readers in China?

The event is in English and Chinese.

“Funding options for literary exchange between Germany and China - Happy Hour“

Translators Centre (Hall 5.0 E 955), 5:00 p.m.

China's General Administration of Press and Publication (GAPP) and the Society for the Promotion of Literature from Africa, Asia and Latin America (litprom) introduce their funding programmes for translations. The Book Information Centre (BIZ) Beijing describes its work as a facilitator. Participants at a German-Chinese translators' workshop held by the Robert Bosch Foundation at the Künstlerhaus Edenkoben discuss the role of translators as mediators between cultures. Followed by: Happy Hour

The event is in German and Chinese.

Sunday, 19 October

“Handover Ceremony Guest of Honour Turkey 2008 - China 2009“

Guest of Honour presentation area (Forum Level 1), 3:30 p.m.

During a special ceremony that includes a book reading, Turkey, the Guest of Honour 2008, presents the GuestScroll to the Guest of Honour 2009 China.

The event is in Turkish, Chinese and German.

Events on India

Indian area: Hall 6.0, gangways C, D and E

Wednesday, 15 October

“Frankfurt & Guests: India and Germany - Literary relations today and tomorrow“

International Centre (Hall 5.0 D 901), 11:30 a.m. - 1:00 p.m.

Two years have now gone by since India's Guest of Honour presence at the Frankfurt Book Fair and the Indo-German writer-in-residence project AKSHAR run by the Goethe-Institut, the Literaturhaus centres and the Sahitya Academy (Indian Literature academy). In today's professional debate, the Frankfurt Book Fair and the Goethe-Institut join representatives of both literary scenes to examine the standing of German literature in India and of Indian literature in Germany.

The event will be in German and English.

Thursday, 16 October

“Matchmaking Indian Printers“

Tea Lounge (Hall 6.0 E 904), 11:00 a.m. - 12:00 noon

India has long since established itself as the outsourcing hub of the world. It boasts of a very qualified and skilled workforce with a global perspective. With the maximum number of print newspapers and magazines in the whole world and a booming publishing industry, we present you with the opportunity to come face-to-face with Indian printers who are already catering to an international market.

The event is in English. Registration is required. Contact: Arindita Gogoi, GBO New Delhi, phone: +91 11 241 07405, e-mail: gogoi@gbo-newdelhi.org

"Teatime with the GBO New Delhi"

Entente Conference Room (Hall 4.C), 2:30 p.m. - 3:30 p.m.

Recent months have seen two significant developments in the Indian publishing scene: earlier this year, the Confederation of Indian Industry (CII), the premier body representing Indian business interests, turned its attention to the creative industries and set up a Publishing Cell. At the international level, the Frankfurt Book Fair set up an office in India, the German Book Office New Delhi. This joint presentation by the GBO and CII's Publishing Cell focuses on the Indian book market and will provide a background to books and the market for books in India, as well as showcasing the planned activities of these two new important organisations. The event is in English.

Friday, 17 October

"A Look at India"

Tea Lounge (Hall 6.0 E 904), 11:00 a.m. - 12:30 p.m.

The GBO New Delhi invites German and International Publishers for a 'Look at India'. Taking you on a tour through the Indian stands, we will apprise you of the various aspects of the Indian Book Industry as well as introducing you to the Indian exhibitors.

The event is in English. Registration is required. Contact: Arindita Gogoi, GBO New Delhi, phone: +91 11 241 07405, E-mail: gogoi@gbo-newdelhi.org

Saturday, 18 October

"Reading with Kunal Basu"

Tea Lounge (Hall 6.0 E 904), 11:00 a.m. - 12:00 noon

Kunal Basu was born in Calcutta and has travelled widely. He teaches at Oxford University and is the author of three acclaimed novels: "The Opium Clerk", "The Miniaturist", and "Racists". He has acted in films and on stage, written poetry and screenplays. "The Japanese Wife" has been made into a film by India's celebrated director Aparna Sen.

The event is in English and German.

"Reading with Baby Halder"

Tea Lounge (Hall 6.0 E 904), 3:00 p.m. - 4:00 p.m.

Married off at the age of twelve, a mother by the time she was fourteen, Baby lived in her marital home for many years facing continued violence from her husband. When she finally ran away along with her three children to New Delhi, she started to work as a domestic help in the home of a retired academic who encouraged her to read and write again. "A Life Less Ordinary" is the story of Baby Halder in her own words.

The event is in Bengali and German.

"Exhibition on Mahatma Gandhi"

Tea Lounge (Hall 6.0 E 904), Wednesday - Sunday, 15 - 19 October

The exhibition is open throughout the Fair and exhibits include photographs, books and quotes from and about Mahatma Gandhi, the spiritual leader of the Indian independence movement.

Events on the Arab World

Stand KITAB und Abu Dhabi Authority for Culture and Heritage (ADACH): Halle 5.0 A 901

Wednesday, 15 October

“Business Breakfast Maghrebian Book Market”

Entente Conference Room (Hall 4.C), 9:30 a.m. - 10:30 a.m.

Haissam Fadel (Arab Cultural Center Morocco) provides interested publishers with information on the book market in this cultural region.

The event is in English.

“Teatime Abu Dhabi”

Entente Conference Room (Hall 4.C), 2:30 p.m. - 3:30 p.m.

Publishers can find out here about the Abu Dhabi International Book Fair and the book market in the United Arab Emirates.

The event is in English.

Friday, 17 October

“Step into the House of Wisdom - Arab Translation Initiatives”

Translators Centre (Hall 5.0 E 955), 10:00 a.m. - 11:00 a.m.

In 2004, the Arab World was Guest of Honour in Frankfurt. Since then, cultural dialogue with the region has intensified and numerous translation funding programmes have been set up.

The event introduces the Arabic initiatives Kalima (Abu Dhabi), Tarjem (Dubai) and the National Center for Translation (Egypt), examines the view of publishing companies and discusses the opportunities and limitations of such programmes.

The event is in English.

“Writing in the UAE”

Forum Dialogue (Hall 6.1 E 913), 5:45 p.m. - 6:30 p.m.

Literature does not come to your mind first, when thinking of the United Arab Emirates. This panel will open a fascinating view into literary life in the UAE and introduce the Abu Dhabi based project QALAM, created to promote young Emirati authors.

The event is in English.

Saturday, 18 October

“Multi-language Publishing”

Forum Dialogue (Hall 6.1 E 913), 4:30 p.m. - 5:30 p.m.

The Sheikh Zayed Book Award is the first Arabic initiative to recognise the important role publishing houses play in enhancing Arab culture and intellect. Rashid Al Oraimi, the Secretary General of the award, will discuss the main concept behind the award and its objectives by providing an in-depth exploration of the nature of the award.

The event is in English.