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PRESS INFORMATION

Re:connect – 73rd Frankfurter Buchmesse to bring global publishing industry back together

1,500 organisations from over 70 countries will exhibit in Frankfurt / 200 authors will present their new titles / Hygiene and safety are top priority / Canada will have first-ever hybrid Guest of Honour presence / "How do we want to live?" to serve as focus theme for ARD Book Fair Stage and ARTE / Frankfurt Studio professional programme and festival

From 20 to 24 October 2021, the international publishing industry will come together at the 73rd Frankfurter Buchmesse under the motto "Re:connect – Welcome back to Frankfurt": 1,500 exhibitors from more than 70 countries along with some 200 authors will once again turn Frankfurter Buchmesse into a marketplace for content and a celebration of books. "The focus of this year's Frankfurter Buchmesse will be reuniting with colleagues and authors from around the world. Books proved themselves to be particularly resilient and popular as a medium during the pandemic. Anyone who wants to comprehend the complexity of our times appreciates the creativity and expertise exhibited by writers and the editorial care required for producing books. Literature connects readers all over the world. This year, the book fair will once again bring together the global industry for one week in Frankfurt – and, naturally, people everywhere around the world will be able to follow all the action live," says Juergen Boos, president of Frankfurter Buchmesse.

Frankfurter Buchmesse – safety first

The top priority will be ensuring all participants can visit the fair safely. The City of Frankfurt's health authorities have given special permission for Frankfurter Buchmesse to take place: 25,000 people will be admitted to the fairgrounds on each day of the fair. Visitors may only enter the premises with a personalised ticket and in accordance with the "3G" rule, meaning they must be vaccinated against, have recovered from, or have recently tested negative for COVID-19. Admission will only be possible once a check has been done verifying all the relevant requirements have been met. "To ensure that visiting the book fair is as safe as

possible, we have worked closely with Messe Frankfurt and the authorities in Frankfurt to develop a series of measures which seamlessly reinforce each other to control interactions on the fairgrounds," says Gabi Rauch-Kneer, vice-president of Exhibition Management at Frankfurter Buchmesse. Information on the hygiene and safety plan, which will be updated on an ongoing basis, is available at buchmesse.de/en/visit/hygiene-concept.

Guest of Honour Canada: Singular Plurality – Singulier Pluriel

At today's press conference, Canada FBM2021 and its partners announced that a literary delegation of almost 60 Canadian authors and illustrators will be taking part – including nine exceptional authors who will represent the country this year on the world stage in Frankfurt: Michael Crummey, Michel Jean, Dany Laferrière, Canisia Lubrin, Catherine Mavrikakis, Paul Seesequasis, Vivek Shraya, Kim Thúy and Nancy Vo. In addition to the readings and interactive appearances on the fairgrounds by these nine artists, over 50 authors will take part in numerous digital events, including virtual appearances by Margaret Atwood and Joséphine Bacon at the opening ceremony. In addition to announcing its delegation of authors, Canada also presented several highlights from the literary programme for the Guest of Honour pavilion – which not only reflects the country's size, but the diversity of its culture, languages and traditions as well. In keeping with the motto "Singular Plurality", the programme will address the topics "Language and Culture", "Indigenous, Political and Social Issues", "Space and Territories", "Children's and Young Adult Literature", "Women in Literature", "LGBTQ2 Perspectives" and "The Environment".

On 20 October, the Guest of Honour will present "Canada Night" in the Festhalle – an evening of literary discussions in which authors and illustrators will participate both remotely via digital feed and in person on stage. Live artistic performances will turn this special event into an unforgettable experience. During the week of the fair, Canada will also present its cultural programme throughout Frankfurt – including projections, interactive activities and illuminations that underscore Canada's singular plurality.

For the first time in the history of the book fair, a featured country will also welcome the world to a virtual Guest of Honour pavilion, which has been developed and called to life by the Toronto-based company Majestic Media, under the conceptual direction of Gonzalo Soldi, creative director and co-founder of mirari. The virtual pavilion is a collaborative project that will showcase both Canada's literature and the digital know-how of its creative and technology industries. More information is available at buchmesse.de/en/highlights/guest-honour-canada.

"How do we want to live?" Focus topic for the ARD Book Fair Stage and ARTE

Under the motto "How do we want to live? Our stage for the future", 75 events featuring high-profile guests will take place on the ARD Book Fair Stage in the Festhalle throughout the week of the fair. The events will highlight topics such as justice, sustainability, diversity, living and working, education and digitalisation. Participants will include Alina Bronsky, Bülent Ceylan, Jenny Erpenbeck, Elke Heidenreich, Julia Franck, Prof. Dietrich Grönemeyer, Carolin Kebekus, Mai Thi Nguyen-Kim and Edgar Selge, among others.

Broadcaster ARTE will also focus on this theme in a documentary as it invites various thought leaders to come together and develop a shared vision. The participants will not only engage in a discussion, they will also spend eight hours in close quarters — sequestered on board the *Backschaft*, a vintage ship — crafting a position paper. The participants will come from the worlds of art, culture, academia, business, innovation and education. ARTE will shadow them and their creative process for the programme "How do we want to live?" (to be broadcast on 23 October 2021 at 11:10 pm, as part of its coverage of Frankfurter Buchmesse). The resulting manifesto will be presented at the book fair's opening press conference (19 October 2021). Participants will include Dmitry Glukhovsky, Katharina Grosse, Francis Kéré, Raul Krauthausen, Mithu Sanyal and Daniel Schreiber.

The most important authors of the autumn literary season will take a seat on the Blue Sofa, which will be located in its accustomed place in Hall 3.1. The week-long programme will again

be curated by event partners Bertelsmann, ZDF, Deutschlandfunk Kultur and 3sat. BRIGITTE, DER SPIEGEL, Dudenverlag, Frankfurter Allgemeine Zeitung, STERN CRIME, Süddeutsche Zeitung and DIE ZEIT will also contribute to the programme. October will see the premiere of a hybrid venue developed by Frankfurter Buchmesse and Buchjournal: the Frankfurt Studio Festival. The festival will give publishers the opportunity to showcase their authors and generate buzz for their new titles. The hybrid event will be streamed live on the Frankfurter Buchmesse social media channels and websites and on the Buchjournal website. Recordings of the livestreams will be available afterwards for viewing.

Visitors can also expect events on social issues and on current industry topics at BOOKFEST city in the centre of Frankfurt. More than 50 events are planned across all five days of the fair in numerous locations throughout the city – with Ayse Bosse, Gaby Hauptmann, Bernhard Hoëcker, Harald Lesch and Aminata Touré, among others. More information is available at buchmesse.de/en/highlights/public-events.

Digital professional programme prior to the in-person fair

A purely digital professional programme in English will take place for the first time prior to the week of the fair, from 11 to 15 October 2021. The programme will include the venues Frankfurt Conference 2021, Frankfurt Studio: Inside Publishing, Masterclasses – Learning from the Best, and The Hof – More than Just Networking. More information is available at buchmesse.de/en/highlights/professional-programme.

Frankfurt am Main, 28 September 2021

What's new at Frankfurter Buchmesse 2021?

Every book fair is different. To help you keep track of it all during this very special year, we have listed the most important developments for you here.

WIPO's ABC International Excellence Award for Accessible Publishing

The winners of this prestigious annual prize will be announced for the first time at Frankfurter Buchmesse, on 20 October 2021. The prize honours a publisher and a project initiative that have distinguished themselves through outstanding efforts and success in promoting the accessibility of commercial e-books or other digital publications for people who are blind, visually impaired or otherwise reading disabled. The award ceremony will take place during the event "Accessibility Now – Will you be ready for the European Accessibility Act in 2025?" (20 October 2021, 3:00 pm, at Frankfurt Studio: Inside Publishing), which is being jointly organised by the Federation of European Publishers, Frankfurter Buchmesse, the International Publishers Association and the World Intellectual Property Organization.

Exhibitor Campaign Re:connect

The desire is great – throughout the publishing industry and among culture fans around the world. Namely, to meet inspiring people again. To discover new business opportunities. We are giving expression to this desire and focussing on the "again" aspect in the fair's motto: re:connect, re:boost publishing, re:activate culture. We are using the 2021 book fair to celebrate this reunion and are looking forward to welcoming exhibitors from more than 70 countries to Frankfurt as we come together for the largest international industry gathering. After all, personal interactions are what give rise to those unexpected business opportunities, surprising moments and innovative ideas which make Frankfurter Buchmesse the global hub of the publishing industry.

The #fbm21 app – with ISBN scanner function

The Frankfurter Buchmesse app has become an indispensable part of the book fair experience. Practical, fast and always up to date, it shows events and what's happening. And thanks to the

personal appointment calendar, with reminder function, you never lose track of what's going on. In addition, the Matchmaking tool for trade visitors is becoming more popular every year. New for 2021 is the ISBN scanner on the start page. In a matter of seconds, it scans a book's ISBN number, which is then saved in a personal favourites list, allowing it to be retrieved at any time.

The Frankfurter Buchmesse app is available for iOS and Android and can be downloaded free of charge.

buchmesse.de/en/app

ARD Book Fair Stage: How do we want to live?

Under the motto "**How do we want to live? Our stage for the future**", the ARD Book Fair Stage in the Festhalle will host talks every day of the fair with high-profile guests on essential topics such as justice, sustainability, diversity, living and working, education and digitalisation. Alina Bronsky, Jenny Erpenbeck, Julia Franck, Prof. Dietrich Grönemeyer, Carolin Kebekus and Edgar Selge will be among those putting in an appearance.

All events will be livestreamed on buchmesse.de/en

All the content from the ARD Book Fair Stage can be viewed afterwards in the ARD Media Centre.

ARD Book Fair Stage: Evening events

Other highlights are the evening events that will take place on the ARD Book Fair Stage in the Festhalle. As Guest of Honour at Frankfurter Buchmesse 2021, Canada will host a **Canadian Night** on Wednesday, 20 October 2021, at 8:00 pm. Visitors can also look forward to the **hr2 Audiobook Night** on Thursday, 21 October 2021, at 8:00 pm, as well as to the **ARD Book Fair Night** on Friday, 22 October 2021, also at 8:00 pm. On Saturday, 23 October 2021, at 8:00 pm, Volker Weidermann, head of the Culture section at *DIE ZEIT* newspaper, will welcome renowned guests to the **ZEIT Literature Talk** on the ARD Book Fair Stage. Tickets to all evening events are available at buchmesse.de/ard-buchmessenbuehne.

ARTE production "How do we want to live?"

How do we want to live? This is one of the major themes of this year's book fair. In cooperation with Frankfurt Buchmesse, television broadcaster ARTE is taking advantage of the occasion to invite different thought leaders to develop a shared vision. Not only will they discuss the topic by exchanging ideas and examining each other's point of view, they will also come to an agreement. This is what will distinguish this happening from all other discussions and panel events: the goal of developing a joint publication, a manifesto, a statement of how we want to live together, and doing so within eight hours in a confined space, namely on board the historic ship *Backschaft*. The participants will come from the fields of art, culture, academia, business, innovation and education. ARTE will be accompanying them and their process in its programme "How do we want to live?" (to be broadcast on ARTE on 23 October 2021, at 11:10 pm, as part of ARTE's focus on this year's book fair). The resulting manifesto will be presented at the opening press conference of the Frankfurt Book Fair (19 October 2021). The happening will be recorded on 18 October 2021 in Frankfurt am Main. Participants will include Dmitry Glukhovsky, Katharina Grosse, Francis Kéré, Raul Krauthausen, Mithu Sanyal and Daniel Schreiber.

Exhibition: K³ – Kinder Kunst Kolumba

The exhibition K³ – Kinder Kunst Kolumba (K³ – Children Art Kolumba) is a research project organised by the Kolumba art museum in Cologne and the writing and printing workshop Buchkinder Leipzig e. V. It examines the cultural education that museums provide children and explores the development of cultural spaces that allow children to express their creativity. As a result, K³ creates sustainable approaches that serve as pilot projects for other art museums. K³ is supported by the German Federal Cultural Foundation, among others. As part of THE ARTS+, Buchkinder Leipzig e. V. will present films, texts and documentaries that illustrate the project's achievements to date as well as numerous works by young authors. (THE ARTS+ Area, Forum Level 0)

Education Forum

For the first time, Frankfurter Buchmesse and Verband Bildungsmedien e. V. will be cooperating to realise a joint forum in Hall 3.1 C 28, as part of Frankfurt EDU. The Education Forum, organised by Frankfurter Buchmesse, Verband Bildungsmedien e. V. and LitCam, will be a central meeting place for exchanging ideas and discussing current education-related topics. The forum's events will take place as hybrid offerings on site and digitally.

More information is available at bildungsmedien.de/fb

The livestream can be viewed at fbm2021-forum-bildung.streamslive.de

Guest of Honour Canada: The virtual pavilion

For the first time in the history of Frankfurter Buchmesse, the Guest of Honour country Canada will present a virtual counterpart to the Guest of Honour Pavilion on site in the Forum, Level 1. The "virtual pavilion" will offer visitors who are unable to travel to Frankfurt a world of virtual experiences comparable to those they would have if they were physically present. The innovative pavilion will enrich the presentation of Canada's literature — both for visitors on the fairgrounds and those who can only be there remotely. The app for the pavilion is being brought to life by Toronto-based Majestic Media (webuildawesome.ca) and designed by Gonzalo Soldi, Creative Director and Co-founder of mirari. The virtual pavilion will present both Canadian literature and the digital know-how of Canada's creative and technology industries.

Frankfurt Conference: Focus on academic publishing on 11 October and trade publishing on 12 October

Frankfurt Conference celebrated its premiere as a digital event during the fair's Special Edition in 2020. This year, for the first time, the purely digital programme for trade visitors will take place one week before the actual in-person fair. On 11 October, international industry leaders will provide ideas and inspiration for academic and specialist publishers. On Tuesday, 12 October, Frankfurt Conference will focus on publishers of general-interest books. Tickets for the events, which will take place via Zoom, are now available at buchmesse.de/en/conference.

Featured speakers on Monday will include Todd Toler (Wiley), Penelope Lewis (AIP Publishing) and David Worlock (Outsell Leadership Community). Tuesday's speakers will be Siv Bublitz (S. Fischer Verlage), Cyrus Kheradi (Penguin Random House USA), Marco Garcia (V&R Editoras, Brazil) and Peter Warwick (Scholastic), among others.

The Hof

The popular networking series The Hof will commence again on 30 September 2021, and the kick-off will feature Frankfurter Buchmesse President Juergen Boos discussing what's planned for the 2021 fair. As was the case last year, the digital sessions, moderated by journalist Felix Zeltner, will bring together the global publishing community at the event's virtual bar, accompanied by live music. The format has evolved from a Zoom meeting to an after-hours hybrid experience. For example, interview guest Andrew Nurnberg will be joining The Hof at 7 pm on Tuesday, 19 October, live from the Frankfurter Hof hotel, after which the series is named. The Brazilian Publishers Association is moving its stand party to the virtual space and will celebrate at The Hof on Thursday, 21 October, at 5 pm. Another highlight of the new season: the book presentation by Amazon Publishing Deutschland, featuring film producer Royd Tolkien, great-grandson of J.R.R. Tolkien, on Friday, 22 October, at 5 pm. Participation is free. For an overview of the events and to register click here: buchmesse.de/en/thehof

How to BookTok – celebrating the passion for books on TikTok

On TikTok, the most popular social media platform for young people, a community has developed around the passion for books: BookTok. For the past two years, BookTok has also been growing rapidly in Germany – and having an impact on industry segments such as children's books, comics, romance and young adult literature. Using the TikTok name pastellpages, bookseller Saskia Papen organises widely viewed challenges relating to books, along with the BookTok Awards, Bookshelf Tours, author talks and much more. To conclude this year's digital Masterclasses (11 – 15 October 2021), she will introduce the German BookTok community. She will also give tips on the best ways for publishers, booksellers and authors to network with BookTokers.

(Friday, 15 October, 7:00 – 8:00 p.m., livestream as part of the 2021 Masterclasses on buchmesse.de/en/masterclasses)

Podcast-Radio detektor.fm: Official podcast partner for Frankfurter Buchmesse

Frankfurter Buchmesse's official podcast partner, **Podcast-Radio detektor.fm**, will once again be producing an appealing series of literary chats under the name "N99" – which it will broadcast each day of the fair from its studio stage in the Forum. Audiences can listen in on the fairgrounds, or through the livestream or podcast. The interviews will be streamed as they happen on detektor.fm. Afterwards, they will be available as podcasts on the detektor.fm app and via detektor.fm/serien/n99. The podcasts can also be found on Spotify, Deezer, Apple Podcasts and all other sites where podcasts are available.

Frankfurt Studio Festival

The literary happenings organised as part of the Frankfurt Studio Festival will take place on the Saturday and Sunday of the fair (23 and 24 October 2021), starting each day at 10:00 am. On both days, Frankfurter Buchmesse and *Buchjournal* magazine will stream programmes on important new titles live from the studio on the fairgrounds. Authors will present their books, and the current trends and topics defining the 2021 autumn literary season will be addressed during discussions and interviews. The events can be accessed via livestream on buchmesse.de/en; selected highlights will also be broadcast on facebook.com/frankfurterbuchmesse and youtube.com/user/buchmesse. Visitors on the fairgrounds can watch the festival programme on a screen in the Agora.

Masterclasses – learning from the best

The new Masterclasses organised by Frankfurter Buchmesse and its partners will take place from 11 to 15 October 2021. In presentations lasting approximately 45 minutes, various companies and representatives of the international publishing industry will present best cases and provide insights into current topics and exciting up-and-coming fields – from audiobook production, AI and the digital transformation of the value chain, to mentoring in publishing,

freedom to publish and self-censorship. Following the presentations, the experts will take questions from audience members. Participating institutions and individuals include Grün NTX, HarperCollins UK, the International Publishers Association, and BookTokker Saskia Papen. Participation is free of charge, and applications are being accepted until 3 October 2021 at buchmesse.de/en/masterclasses.

Opening times for the public | Book sales on the weekend

For the first time, the general public will be able to visit Frankfurter Buchmesse beginning at 2:00 pm on Friday (22 October 2021). Book sales will also be possible from 2:00 pm on Friday. In addition, visitors will be able to purchase books and media from exhibitors at fixed retail prices on Saturday (23 October 2021) and Sunday (24 October 2021).

Penguin Random House and STERN on a shared stage

The Penguin Random House publishing group and STERN will be sharing a stage at this year's book fair: more than 30 of the group's authors will talk with STERN journalists about their new nonfiction and fiction publications. The varied on-site programme in Hall 3.0, D15 reflects the breadth and diversity of the publisher's offerings: established stars and emerging talents, bestselling authors and academic experts will join in the discussions taking place from 20 to 24 October. All events will be streamed live on stern.de and on Penguin Random House's YouTube channel. They will also be available for later viewing.

STARTS Day

As a partner to the STARTS initiative, Frankfurter Buchmesse will host its first STARTS Day on Friday, October 22, starting at 10:00 am. Various panel discussions and presentations will offer insights into collaborative practices happening at the intersection of art, technology, academia and industry. The projects Remix el Barrio and Oceans in Transformation, winners of the 2021 STARTS Prize, will be presented, among others. Livestream via buchmesse.de/en.

Frankfurt am Main, 28 September 2021

PRESS INFORMATION

**Two weeks of programming for the international publishing industry
Frankfurt Conference, Masterclasses and The Hof to take place digitally prior to
Frankfurter Buchmesse / 3 days of programming in Frankfurt Studio: Inside
Publishing / In-person events in THE ARTS+ Area and the new Education Forum**

The international publishing industry will come together at Frankfurter Buchmesse 2021 under the motto "Re:connect". A purely digital trade programme will be held for the first time prior to the in-person event, from 11 to 15 October 2021. From Wednesday to Friday during the fair in Frankfurt, trade visitors will be able to follow events with international industry leaders both on the fairgrounds and online.

**Purely digital trade programme brings together extensive expertise
Frankfurt Conference on 11 and 12 October 2021**

Frankfurt Conference will serve as the kick-off on 11 October with an afternoon full of current issues and debates from the world of academic publishing. In 15-minute sessions, international industry leaders will provide ideas and inspiration for academic and specialist publishers. Speakers will include Todd Toler, VP, Product Strategy and Partnerships, Wiley (USA); Penelope Lewis, Chief Publishing Officer, AIP Publishing (USA); and David Worlock, Co-Chair, Outsell Leadership Community (UK).

On Tuesday, 12 October, Frankfurt Conference will focus on publishers of general-interest books. The mini-keynotes, videos, panel discussions and interviews will revolve around the central challenges facing international publishing, from the outlook for book sales and the future of children's book publishers to editorial strategies and current trends in rights and licensing. Speakers will include Siv Bublitz, Publishing Director of S. Fischer Verlage (Germany); Cyrus Kheradi, Senior Vice President of International Sales and Marketing at Penguin Random House (USA); Marco Garcia, Editorial Director at V&R Editoras (Brazil); and Peter Warwick, President & CEO, Scholastic (USA).

Frankfurter Buchmesse GmbH

Marketing and Communication
Braubachstrasse 16
60311 Frankfurt am Main, Germany

Phone: +49 (0) 69 2102-212
Fax: +49 (0) 69 2102-46212

E-mail: press@buchmesse.de
buchmesse.de

Both days of the conference will start at 2:30 pm and end at 5:00 pm, and be followed by a digital networking event for participants featuring music and breakouts in the Frankfurter Buchmesse venue The Hof. Short interviews will highlight events at the conference. Tickets are available at buchmesse.de/en/conference

Masterclasses – learning from the best

The Masterclasses organised by Frankfurter Buchmesse and its partners will take place from 11 to 15 October 2021. In this new offering, different companies and representatives of the international publishing industry will present best cases and provide insights into current topics and exciting up-and-coming fields – from audio book production to AI and the digital transformation of the value chain to self-censorship in publishing. Following the presentations, the experts will take questions from audience members. Participation is free of charge, and applications are being accepted until 3 October 2021 at buchmesse.de/en/masterclasses

Taking place largely in English, the 12 Masterclasses will feature top-class speakers like Jo Surman, Fionnuala Barrett and Jessica Barnfield from the HarperCollins UK Audio Team, who will present “Audio Publishing: Behind the Scenes” on Monday, 11 October, at 4 pm. Also in attendance will be DeGruyter Vice Presidents Brian Bishop and Scott Williams, whose class “How digital transformation works at a mid-sized academic publishing house” will take place on Tuesday, 12 October, at 5 pm.

The Hof – more than just networking

The Hof networking series is back – and will already begin at the end of September! The interactive sessions will allow the global publishing community to come together, accompanied by live music, at the event's virtual bar, where participants can network and make new contacts. Juergen Boos, President of Frankfurter Buchmesse, will open this year's series on 30 September 2021 at 5:00 pm. A good time will undoubtedly be had at The Hof event with literary agent Andrew Nurnberg who, live from the Frankfurter Hof, will be speaking with Cornelia Funke, renowned author of young adult literature, who will be joining remotely from

Malibu (Tuesday, 19 October, 7 p.m.). Other highlights include the Brazilian Publishers Association's virtual stand party (Thursday, 21 October, 5 p.m.) and the book presentation by Amazon Publishing Deutschland with film producer Royd Tolkien, great-grandson of J.R.R. Tolkien (Friday, 22 October, 5 pm). Participation is free of charge. For an overview of the events and to register click here: buchmesse.de/en/thehof

Frankfurt Studio: Inside Publishing – live from the fairgrounds

During the fair itself, from 20 to 22 October 2021, events included in the Frankfurt Studio: Inside Publishing programme will be broadcast live on an LED screen in the Agora, the open space between the exhibition halls, and on buchmesse.de/en. Frankfurt Studio is a 500-m², fully equipped studio with a 72-m² multifunctional stage. Most of the events will be streamed live from the studio on buchmesse.de/en. Registration is not required.

The full programme can be viewed at buchmesse.de/en/highlights/professional-programme/frankfurt-studio-inside-publishing.

Highlights include the following sessions curated by Frankfurter Buchmesse and its international partner institutions:

The impact of COVID-19 on the global publishing industry

Wednesday, 20 October 2021, 11.00–11.45 am

Organised in cooperation with the World Intellectual Property Organization (WIPO).

With: Carsten Fink, Chief Economist, WIPO; Bodour Al Qasimi, President, International Publishers Association (IPA); Andre Breedt, Managing Director, Nielsen Books; John Degan, Chair, International Authors Forum. Moderator: Benedicte Page, The Bookseller.

Global CEO Talk 2021

Wednesday, 20 October 2021, 2.00–2.45 pm

With: Fabrice Bakhouché, Deputy CEO, Hachette Livre; and the editors-in-chief of Bookdao (China), buchreport (Germany), Livres Hebdo (France) and Publishers Weekly (USA).

Moderator: Rüdiger Wischenbart.

Accessibility Now: Will you be ready for the European Accessibility Act in 2025?

Wednesday, 20 October 2021, 3.00–3.45 pm

Organised in cooperation with the Federation of European Publishers (FEP), the International Publishers Association (IPA) and the World Intellectual Property Organization (WIPO).

With: James Taylor, Director of Communications and Freedom to Publish, IPA (moderator); Laura Brady, House of Anansi; Rachel Comerford, Macmillan Learning; and Cristina Mussinelli, LIA Foundation.

Spain – Guest of Honour at Frankfurter Buchmesse 2022: Have a look at Spain

Wednesday, 20 October 2021, 5.00–5.45 pm

With: María José Gálvez, Director General for Books and Reading Promotion at the Ministry of Culture and Sports; Patrici Tixis, President of the Spanish Association of Publishers Guilds (FGGE); and Elvira Marco, Project Manager for Spain's participation as Guest of Honour at Frankfurter Buchmesse 2022.

The Future of Independent Publishing

Thursday, 21 October 2021, 2.00–3.45 pm

Curated by Porter Anderson, Editor-in-Chief of Publishing Perspectives, in cooperation with independent publishers, the programme will address topics such as "A World Beyond Zoom: The Future of International Rights Meetings and Rights Trading", "Who Are We and Who Do We Want to Be? The Future of Diversity in Publishing" and "Between Gold Rush and Apocalypse: The Future of Book Markets After (or with) COVID".

Spain – Guest of Honour at Frankfurter Buchmesse 2022: E-Books and audio books in Spain

Thursday, 21 October 2021, 4.00–4.45 pm

With: Carmen Ospina, Director of Digital Strategy and International Business Development at Penguin Random House; Javier Celaya, Founding Partner of Dosdoce.com and Head of Podimo for Spain and Latin America; Santos Palazzi, Director of Mass Market and Digital at Editorial Planeta.

Moderated by Arantxa Mellado, Founder and Director of Data Libri.

STARTS Day at Frankfurter Buchmesse

On Friday, 22 October 2021, the book fair will be hosting a STARTS Day for the first time. This year, Frankfurter Buchmesse became a partner of STARTS – a European Commission initiative that aims to combine technology and artistic practice as effectively as possible. The focus is on people and projects that can help overcome Europe's social, environmental and economic challenges.

On STARTS Day, topics addressed by the EU initiative, such as sustainability, humans in the digital world, and the climate and biodiversity crisis, will be examined from the perspectives of art, technology and academia. This will happen using various approaches, including through insights into the work done by projects Remix el Barrio and Oceans in Transformation, winners of the 2021 STARTS Prize, and On View and The Growing Pavilion, finalists for the prize. In addition to the live programme at Frankfurt Studio: Inside Publishing from 10.00 to 11.40 am and 2:00 to 3:45 pm, short videos and presentations will be shown in THE ARTS+ area illustrating new initiatives and products, e.g. in the fields of upcycling, sustainable building, artificial intelligence and mixed reality.

Live and in person: exiting venues for trade visitors

Exhibition in THE ARTS+ Area

20–22 October, THE ARTS+ Area, Forum Ebene 0

Through THE ARTS +, Frankfurter Buchmesse and project partner B3 are again creating a space for media art and moving images, for innovative media developments and expert

discourse on the future of the global cultural industries. As part of this cooperation, which has existed since 2018, 10 works by artists from the B3 Forum of the Moving Image will be shown in THE ARTS+ area at Frankfurter Buchmesse — from animation to crypto art. The area, which showcases cross-sector cooperation in the publishing and the creative industries, will also be the site of the stand organised by the German Publishers and Booksellers Group that will present its projects related to the EU and innovation (F.0 B12). In addition, throughout the week of the fair, detektor.fm will broadcast interviews and talks with authors and publishing experts live from the podcast studio in THE ARTS+ area.

Frankfurt EDU: New Education Forum at Frankfurter Buchmesse

20–22 October 2021, Hall 3.1 C28 – In-person events

For the first time, Frankfurter Buchmesse and trade association Verband Bildungsmedien e. V. are partnering to realise a joint forum. Located in the Frankfurt EDU Area in Hall 3.1, the Education Forum will offer a stage for exchanging ideas on current topics impacting the educational debate in Germany. This central meeting point is being organised by Frankfurter Buchmesse, Verband Bildungsmedien e. V. and LitCam and will address the topic of publishers as providers of digital, analogue and hybrid products. Taking place mainly in German, the discussions will highlight how publishers and initiatives can help overcome the many educational challenges, from early childhood education to lifelong learning.

Frankfurt am Main, 28 September 2021

FAQ 2021 — As of 27 September 2021

Our answers to your questions about hygiene and safety measures at Frankfurter Buchmesse 2021

Hygiene and safety in general

What does the hygiene and safety plan for the book fair look like?

You will find an overview of the hygiene and safety plan for Frankfurter Buchmesse [here](#). It was developed together with Messe Frankfurt and approved by the City of Frankfurt's public health authorities.

Which rules must I comply with as an exhibitor?

We have listed the applicable rules and recommendations for exhibitors at www.buchmesse.de/en/corona-requirements. Please read this page carefully — it will be updated regularly — and ensure that you take all the points into consideration as you plan your presence at the fair. To help you keep track of changes as they occur, we have summarized the latest developments at the bottom of the page.

Admission

Who is permitted to enter the fairgrounds?

Only people who are fully vaccinated, who have recovered from COVID-19 or who have recently tested negative will be admitted to the book fair in Frankfurt. In addition to a valid admission ticket, you will therefore also need:

- proof that you are fully vaccinated against SARS-CoV-2 in accordance with the requirements laid out in Germany by the [Paul Ehrlich Institute](#),
or
- proof that you have recovered from an infection with COVID-19 that occurred more than 28 days or less than 6 months ago,
or
- a certificate showing you have tested negative for COVID-19 (corona rapid test) that is not older than 24 hours on the day you intend to be present on the fairgrounds.

Please have your ID card or passport ready for inspection.

Your admission ticket is only valid if you have provided additional information in advance for official contact tracing. The relevant online form will be sent to you via e-mail after you have purchased or accessed your ticket.

How often and with which vaccine must I be vaccinated for me to participate in Frankfurter Buchmesse without having to be tested?

You must have had all of the shots required to gain full protection from one of the vaccines approved by the EU. At least two weeks must have passed since your last vaccination.

A list of the approved vaccines and the necessary number of shots can be found on the website of the [Paul Ehrlich Institute](#).

Will tests for COVID-19 be available at the entrance to the fairgrounds?

Test centres will be set up in front of the City and the Torhaus entrances, where visitors can have a rapid antigen test at their own expense.

How will admission be monitored? Do visitors need a special app such as the Luca app?

The entire admissions-monitoring procedure, including scanning of entry documents, will be contactless to the greatest extent possible. The entrance areas in which admissions and security checks take place will be greatly expanded to avoid crowding.

When entering the fairgrounds, certificates documenting vaccination/recovery/testing will be checked first, after which entrance tickets will be scanned.

The Luca app will not be used.

Should publishing-house employees expect a long wait when they arrive at the fair in the morning?

The admission process will naturally be more complex due to the added restrictions. In terms of staffing and organisation, we are working with Messe Frankfurt to ensure that everything goes as smoothly as possible. Nonetheless, there may be a wait at peak admission times.

As in the past, exhibitors with an exhibitor pass will be admitted to the fairgrounds one hour before general opening times (i.e. as of 8 am). We recommend taking advantage of this possibility for early entry to reduce waiting times.

How will ticket sales for visitors be handled? First come, first served?

Ticket sales will take place exclusively online. Tickets cannot be purchased at the fairgrounds. A limited number of tickets will be available for each day of the fair. Once all tickets for a particular day have been sold, it will no longer be possible to purchase a ticket for that day.

What can exhibitors do if authors would like to have a ticket at short notice, but tickets are no longer available for that day?

A certain number of tickets will be reserved each day for exhibitors' last-minute needs. It will therefore be possible to use the exhibitor ticket portal to order ticket codes at short notice.

Will the general public be admitted to the fair on Friday this year?

Yes, as of 2 pm. Opening the fair to the general public on Friday will compensate for the limited number of tickets available on the weekend. Book sales will also be permitted on Friday.

Fairgrounds in general

Will I be required to wear a mask during the fair?

Yes. Wearing a mask is generally required on all days of the fair in all indoor areas and in those outdoor areas where it is not possible to maintain the required distance (waiting and entrance areas, highly frequented areas, etc.).

Masks may only be removed in indoor areas, if it is possible to take a seat at a sufficient distance to others or if a safe setting is ensured (some form of protective screen f.e.).

What will be done to ensure that visitors are evenly distributed throughout the exhibition halls?

The generous layout of all hall levels and the limited number of visitors will help prevent the crowding that sometimes occurred in past years. The distribution of visitors over the entire fairgrounds and the adherence to social distancing rules will be monitored by the Operation Security Center using video feeds and by staff specially deployed to enforce the hygiene and safety regulations in the exhibition halls.

Are there outdoor meeting places that can be reserved in advance?

There will be a sufficient amount of outdoor seating for eating and drinking, which can also be used for meeting with others. It will not be possible to reserve seats in these areas.

You can also use the restaurants located on the fairgrounds, which will take reservations, for meetings with others.

At the exhibition stand

How many people may be present at my stand at one time?

The number of people at your stand at any given time may not exceed the number beyond which it is no longer possible to maintain the minimum distance of 1.5 metres between people.

The maximum number depends on the shape and design of the stand. Therefore, when planning your stand, you must set an overall figure and ensure it is not exceeded during the fair.

Numerous examples of stands that conform to the hygiene and safety regulations and the relevant number of permitted visitors can be found in the document [Hygiene guidelines for stand construction](#).

The walkways in the halls are wide enough that you can periodically use a strip (as narrow as possible) along the side of your stand for queuing. Please ensure that minimum distances are maintained, that the rest of the walkway remains free and that neighbouring stands are not obstructed.

May visitors thumb through the books at our stand as in the past? Do books have to be disinfected? Or is it sufficient to use hand disinfectant or distribute disposable gloves?

Our regulations require that hand disinfectant be made available at each stand. It is also recommended that surfaces which frequently come into contact with visitors — such as counters, tables, displays and exhibited items — be sufficiently and regularly cleaned, for example after each time they are touched or used. Since cleaning books in this fashion is not easy, we are following the rules laid out for booksellers in the state of Hesse, which currently do not mandate any restrictions regarding the touching, perusing or disinfecting of books.

Each exhibitor can decide whether and to what extent additional measures should be taken — the wearing of gloves, for example, or the periodic replacement of frequently touched items.

Who is responsible for implementing the hygiene and safety plan at the exhibition stand?

As in the past, the exhibitor or stand operator has the right to maintain order and is thus responsible for what takes place at the exhibition stand. This includes implementing the required hygiene and safety measures. To support you in this regard, we have assembled all the relevant information at www.buchmesse.de/en/corona-requirements and are providing a compact [checklist](#) that you can use as the basis for your own hygiene rules.

Who will provide the disinfectant for the stand? The fair organisers or publishers?

Exhibitors are responsible for making hand disinfectant available to visitors and staff at exhibition stands. Suitable products can be ordered for a fee from the relevant [service provider](#). Disinfectant and other hygiene-related articles can be purchased during the fair at the mini-market in front of Hall 4.1.

Who will handle cleaning and disinfection during the fair? Employees of the exhibiting organisation or staff working for the fair?

The environmental and energy fee included in the stand rental covers basic cleaning of the stand after the fair closes each day (vacuuming the floor, emptying waste baskets, wiping all open, horizontal surfaces with disinfectant). Exhibitors are responsible for cleaning during the day. It is possible to order cleaning services from [Messe Frankfurt](#) for a fee.

We will be using our own customised stand from past years. Who will check to see if modifications are required for it to comply with the current hygiene and safety plan?

Consult with the firm that constructed your stand, since you are responsible for verifying if it must be adapted to meet the current regulations (see www.buchmesse.de/en/exhibit/health-and-safety). More detailed information with images of sample stands can be found in the document [Hygiene guidelines for stand construction](#). We would be more than happy to answer any specific questions that you or your stand construction firm might have.

How can queues be managed, for example if we are planning a book signing at our stand?

A suitable amount of space must be reserved at the stand to accommodate the expected number of people as they wait. In addition, you may use a strip in the walkway (as narrow as possible) to form a queue along your stand. Please ensure that minimum distances are maintained, that the rest of the walkway remains free and that neighbouring stands are not obstructed. If you are planning an event that is expected to draw a large number of visitors, extra organisational measures should be taken. You can book a slot for one of the [signing boxes at the Agora](#) for signings that would exceed the space available at your stand.

Please note that every event held at your stand must be registered with us in advance via a separate [online registration form](#).

Is it sufficient to place tables far enough apart, or do we also have to put up protective screens?

If the tables and chairs can be positioned in a way that maintains the required distance between the people sitting and others walking by, then screens separating the different meeting areas are not required.

Is it necessary to have protective screens, for example on counters, on tables and at the coffee bar?

A protective screen must be installed if the required distance between participants in a meeting cannot be safely maintained. Other measures can also be taken to ensure there is sufficient space, for example using larger conference tables.

Are masks required at the stand? If so, are there exceptions (e.g. when sitting at a table during a meeting with sufficient distance or separated by a plastic screen)?

The current regulations require that masks be worn in all indoors areas. This also applies to exhibition stands. It is possible to remove the mask for a short period of time, but you must be seated and there must be at least 1.5 metres between you and anyone else at all times, or some form of protective screen must be present.

What happens if one of our staff or a visitor to the fair tests positive?

As is generally true in such cases, the test will be reported to the health authorities who will then decide how to proceed. The operators of the stands at which the person who tested positive spent an extended period of time might be required to identify staff who were also present at the stand. You are therefore required to document the times at which your staff are present at your stand.

Which hygiene and safety rules do I need to be aware of while assembling and disassembling my stand?

The statutory regulations for occupational health and safety apply during assembly and disassembly of your stand. We have listed the relevant information in [this PDF](#).

Please forward this document to the company assembling your stand or any other firm that will be working for you. As the contracting party, you are responsible for ensuring these firms also comply with all rules and regulations.

Catering

Is it possible to have catering at my stand? What must I be aware of if I offer food or drink to guests or staff?

If food or beverages are offered to visitors or employees, the server must always wear a mask. There should be no self-service. Please ensure that areas in which food or beverages are served or consumed are disinfected at regular intervals.

Food or drink should only be offered in pre-packaged portions (no open snacks for self-service). Drinks should also be offered only in smaller bottles or other sealed containers and should be opened by visitors or staff themselves before consumption. Objects (such as bottle openers) should not be handed from one person to the next; if they are, they must be disinfected after every use.

Openly served beverages (coffee, tea) should always be offered by the same person, who should be wearing a mask. The optimal solution would be to use a person trained in catering and COVID-19 regulations who is also outfitted appropriately.

If we have a coffeemaker or an automatic coffee machine at our stand, can it be used by all staff members?

Yes, if everyone adheres to the hygiene rules. Everyone should disinfect their hands each time they are about to come into contact with food or tableware. In addition, the display on the coffee machine should be disinfected after every use, as should any other surfaces that staff members have touched. Only clean cups should be used — no refills of previously used dishes. Masks must always be worn.

It is recommended that a specific individual be assigned this task so that the relevant equipment is only touched by one person.

Where can my visitors and staff consume food and drink?

Since masks must be taken off to eat or drink, the person in question must be seated where the minimum distance of 1.5 metres to others can be maintained at all times or, alternatively, where a protective screen has been installed.

Can I organise a party at our stand or a Happy Hour?

Since it is not possible to comply with the hygiene regulations at parties held at exhibition stands or at receptions where guests are standing, such events will unfortunately not be permitted this year.

What types of catering will be offered at the fair?

Catering options on the fairgrounds will largely be "to go". Any food or beverages purchased can only be consumed in the areas reserved for that purpose after visitors have taken a seat at least 1.5 metres from other guests. The relevant areas can be found in the exhibition halls and at the Agora (outdoors).

Restaurants on the fairgrounds will continue to offer full waited service.

Where can I find further information on catering and gastronomy?

The continuously updated [regulations for exhibitors on the subject of catering at the stand](#) are summarised on our website. A detailed FAQ on catering and gastronomy will soon be available for download at the same place.