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PRESS INFORMATION

## **From Frankfurt to the world: 72nd Frankfurter Buchmesse goes on the air with 260 hours of programming**

**More than 750 participants across all channels / Approximately 4,400 digital exhibitors from 103 countries / 2,100 events during the week of the fair / buchmesse.de serves as a digital showcase for the global book industry**

The 72nd Frankfurter Buchmesse — this year's Special Edition — is making the international publishing industry's globe-spanning network visible: The exhibitor directory — an industry catalogue that currently has almost 4,400 entries — includes publishers, literary agents and service providers from over 100 countries. The largest contingent comprises players from the German-speaking world — 1,283 digital exhibitors from Germany, Switzerland (104) and Austria (90) — followed by the UK (418), the US (332), Canada and China (126 each), France (116) and Brazil (67). Smaller territories and countries with less extensive book markets can also be found in the directory, e.g. publishers and organisations from Albania, Brunei, Iraq, Cameroon, Nepal and many other nations.

"Frankfurter Buchmesse brings together people from all continents who are committed to spreading the world and making knowledge accessible. This year, the pandemic forced us to rethink our approach: Although it will not be possible to use the exhibition halls to present publishers' catalogues and new technologies, we wanted to facilitate interactions and an exchange among industry professionals, even if this will happen primarily via digital means. One of Frankfurter Buchmesse's main tasks is to offer a forum for social and political discourse and make it possible to experience the many voices engaged in literary storytelling. While digital venues cannot replace face-to-face meetings, they can enable communication across thousands of kilometres. Tradition-rich and self-assured, the book and publishing industry has positioned itself more broadly using digital technology — and has become more accessible as a result. That is, for me, a strong signal of hope," said Juergen Boos at the opening press conference in Frankfurt's Festhalle.

Karin Schmidt-Friderichs, chairwoman of the German Publishers & Booksellers Association, called for the industry to continue investing in the future: "Books are crisis-proof and an indispensable part of society. But the competing media are not standing idly by, and the way people live, buy and read is changing. Bookshops and

publishing houses are working on new ways to generate enthusiasm for books, now and in the future. In addition to those efforts, we should combine the enhanced digital skills developed during the corona pandemic with our traditional expertise. We will continue, moreover, to work at making books more visible and ensuring children and young people learn to read in all possible contexts."

"Every October during the book fair, the literary world looks to the metropolis on the Main and to Hesse. We are cosmopolitan, international, located in the heart of Europe and, thus, exactly the right place for a fair dedicated to free thought and free speech. This year, unfortunately, the corona pandemic has not left the fair and publishers unaffected. All of us would have liked to see more publishers, exhibitors and visitors physically present in Frankfurt, not least because the city and its fairgrounds are one of the largest marketplaces for book publishing. Instead of taking place as a traditional exhibition, the fair is being held as a 'Special Edition' — not only in Frankfurt, but, above all, digitally. I can only recommend having a look at the website listing the fair's events. We in Hesse are proud that one of the world's most important trade fairs for literary endeavours is located in our home state. I wish the world's publishing houses all the best for the future. To all the fair's visitors, whether digital or physically present on site: I hope your days here are as exciting as they are insightful," said Volker Bouffier, minister president of the state of Hesse.

The main platform for the events at the Frankfurter Buchmesse — Special Edition is the ARD Book Fair Stage in the Festhalle. That is where some 60 happenings will take place during all five days of the fair — without a live audience, due to the increasing number of Covid-19 cases in Frankfurt and throughout Germany. All events are being streamed at [www.buchmesse.de/live](http://www.buchmesse.de/live) and [www.buchmesse.de.ard.de](http://www.buchmesse.de.ard.de).

Managing director of Hessischer Rundfunk, Manfred Krupp, emphasised: "Books as a medium are incredibly diverse. I am very pleased that in this challenging year we are a partner to Frankfurter Buchmesse and are organising ARD's offerings. We will be reaching out to our audience in a variety of ways, including through the multifaceted programme taking place on the ARD stage, through the website [buchmesse.ard.de](http://buchmesse.ard.de) and through our wide-ranging reportage on radio and television. We are covering the full range of societal debates by offering a platform for the relevant discourse."

Sustainability, diversity, inclusion — those are issues Lydia Hilebrand, co-founder of Munich-based publishing house &Töchter, is passionate about. The book fair's opening press conference allowed the young publisher to present her views: "It is high time to act responsibly. We want to set ecological standards, which is why we have our books produced using methods that are as climate friendly as possible. We want to open the world of literature to everyone and show even non-readers that reading is more than just a boring subject from school. We are not merely a new

publishing house that wants a piece of the pie. We want to work with everyone to bake bigger, more colourful pies."

The live program at Frankfurter Buchmesse can be found at [www.buchmesse.de/live](http://www.buchmesse.de/live).

Information on the Signals of Hope campaign:

<http://signalsofhope.buchmesse.de>. The events taking place on the ARD Book Fair Stage will be recorded and streamed at [www.buchmesse.ard.de](http://www.buchmesse.ard.de)

The Frankfurter Buchmesse exhibitor directory and calendar of events can be accessed at: [www.buchmesse.de/digitale-buchmesse/veranstaltungen-aussteller](http://www.buchmesse.de/digitale-buchmesse/veranstaltungen-aussteller) <<http://www.buchmesse.de/digitale-buchmesse/veranstaltungen-aussteller>>

Frankfurt Rights provides rights managers with access to a digital rights platform that is used by publishers, agents, scouts, film producers, screenwriters and merchandisers. This is where programme directors can find the new titles they are looking for. Thanks to generous support by the German government's NEUSTART KULTUR programme, this year's digital offerings can be accessed free of charge until summer 2021.

The press kit (as of 13 October 2020) is available here for download: <https://www.buchmesse.de/en/press/press-material>

Frankfurt, 13 October 2020



## **Frankfurter Buchmesse 2020 – Special Edition at a glance**

### **An overview of the fair's events and services**

#### **Frankfurt Conference, Market Insights, Curated Networking, The Hof – the new all-digital professional programme**

For this year's Special Edition, Frankfurter Buchmesse has launched its first all-digital programme for publishing professionals. Comprising five different formats, it will offer more than 70 hours of online events, conferences, talks and networking opportunities for publishing professionals: the digital conference series Frankfurt Conference, further online B2B sessions with expert talks during the book fair week, the Market Insights series, and two networking formats – the business-focused Curated Networking sessions and "The Hof", a more casual series of online events. Speakers include James Daunt, CEO of Barnes & Noble and Managing Director of Waterstones; Ananth Padmanabhan, CEO of HarperCollins Publishers India; Jenny Fry, Commercial Director at Canongate; renowned literary agents Andrew Nurnberg and Anna Soler-Pont; Magnus Nyttell, Head of International Expansion at Nextory; Bookwire's Global Head of Audio, Videl Bar-Kar; Javier Celaya, CEO of Dosdoce.com; Kristiina Hormia-Poutanen, Director of Library Network Services at the National Library of Finland; Dr. Paul Ayris, Pro-Vice-Provost at UCL Library Services.

The online events organised by Frankfurter Buchmesse will be starting in late September, reaching its peak during the book fair week (12-18 October 2020). Participation in all digital conferences and online events for publishing professionals is free of charge. To participate, registration at My Book Fair is necessary: <https://services.book-fair.com/login>. More information about Frankfurt Conference: [www.buchmesse.de/conference](http://www.buchmesse.de/conference). Networking opportunities: [www.buchmesse.de/networking](http://www.buchmesse.de/networking). Information about the Market Insights series: [www.buchmesse.de/en/highlights/international-markets](http://www.buchmesse.de/en/highlights/international-markets).

#### **Frankfurt Rights**

Frankfurt Rights is Frankfurter Buchmesse's new platform for the international rights and license trade - for acquiring (audio-)book licenses, selling translation rights, and discovering suitable material for film productions. It brings together all the players in the rights and license trade. New business contacts can be made, publisher's profiles and catalogues can be browsed, and personal favourite lists of titles can be created. Furthermore, sample chapters or other preview materials can be shared and messages from colleagues and business partners can be sent and received. Frankfurt Rights will be available online from 1 October 2020.

[www.buchmesse.de/en/digital-fair/frankfurt-rights](http://www.buchmesse.de/en/digital-fair/frankfurt-rights)

### **Match me if you can: making new business contacts**

Another digital service being offered by the book fair is a matchmaking tool that can be used on a desktop or mobile to find and contact new business partners. Trade visitors can register to use the app free of charge as of mid-September. Users receive recommendations for finding new contacts based on information they have provided about themselves. The application also makes it possible to search by professional area and region. Users can even get in touch with prospective partners directly through the matchmaking tool. The Matchmaking Tool will be available from 21 September on: [www.buchmesse.de/en/digital-fair/matchmaking](http://www.buchmesse.de/en/digital-fair/matchmaking)

### **BOOKFEST digital and BOOKFEST city**

BOOKFEST is Frankfurter Buchmesse's international literary festival. This year, the popular festival will take place both in the city of Frankfurt – as BOOKFEST city – and, for the first time, online as BOOKFEST digital – allowing for an even bigger and more colourful celebration of stars from the international cultural and literary scene. BOOKFEST city (14-18 October 2020) will offer almost 80 events over all five days of the fair at many locations throughout the city of Frankfurt. BOOKFEST digital will light up screens with approximately 28 hours in total of programming on two channels for an entire day – on 17 October 2020, from 09.30 am to 00.00 pm (CEST). Admission free of charge. [www.bookfest.de](http://www.bookfest.de)

### **ARD Book Fair Stage**

Cornelia Funke, Irvine Welsh & John Niven, Chilly Gonzales & Malakoff Kowalski, Andrea Petković, and Nell Zink: these authors and many others will put in an appearance – both in person and via live feed – on the ARD Book Fair Stage at this year's Frankfurter Buchmesse Special Edition. The programme for the ARD Book Fair Stage will be streamed on [www.buchmesse.de/ard](http://www.buchmesse.de/ard) or [www.buchmesse.de/live](http://www.buchmesse.de/live). It is being organised by television broadcaster ARD and its affiliate stations; other partners are 3sat, ARTE, Deutschlandfunk, DER SPIEGEL and Frankfurter Allgemeine Zeitung.

### **The virtual platform Signals of Hope**

In 2020, Frankfurter Buchmesse (Special Edition from 14-18 October 2020) is championing the principles of optimism and solidarity: the virtual platform Signals of Hope is designed to promote discussions that are needed this year more urgently than ever. The Signals of Hope campaign is based on the system of maritime flags recognised around the world. From 14-18 October, a series of readings, presentations, panels and discussions will take place in the virtual Hope Salon on the campaign's website (<https://signalsofhope.buchmesse.de>). The main issues will be human rights, gender diversity, feminism, structural racism and climate change. Each day will be dedicated to a different topic.

### **Digital Weltempfang**

This year's Weltempfang — Frankfurter Buchmesse's centre for politics, literature and translation — is dedicated to the topic "Europe — Connecting Cultures". The programme includes highly topical issues, such as the role of culture, literature and politics in the coronavirus crisis, and debates about displacement, migration and racism. Speakers include Leïla Slimani, Francesca Melandri, Yvonne Adhiambo Owuor, Kirsten Boie, and many more. The Weltempfang events will be broadcast each day of the fair at

[www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang). The opening event will take place on Wednesday, 14 October at 5.30 pm, on the ARD Book Fair Stage in the Festhalle and will be livestreamed. [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang)

### **African Perspectives – Writers and Literary Experts in Conversation**

Litprom e.V. is celebrating an anniversary this year: It all began with a topical focus on sub-Saharan Africa at the 1980 Frankfurter Buchmesse. 40 years later, it's time to take a fresh look at the literatures from this region. KfW Foundation and Litprom are jointly organising a symposium on African literatures and their rendering in the German-speaking world: "African Perspectives — writers and literary experts in conversation". The event will be recorded at Villa 102 in Frankfurt and broadcast on 12 October from 2 to 5.30 pm on the YouTube channels of [KfW Foundation](https://www.kfw-foundation.de) and [Litprom](https://www.litprom.de), as well as on [www.buchmesse.de](http://www.buchmesse.de) and on the [Frankfurter Buchmesse](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8) YouTube channel. Kenyan author Ngugi wa Thiong'o will give the keynote speech; further speakers include the authors Maaza Mengiste (Ethiopia/USA) and Yvonne Adhiambo Owuor (Kenya).

### **Marketplace for creative ideas: THE ARTS+ Boost Your Creative Content**

THE ARTS+ Boost Your Creative Content functions as a year-round interface between the publishing industry and the international creative and cultural sectors. The focus is on rights and licensing for creative intellectual property (ideas, concepts, texts, images, etc.) from all creative segments, such as film/TV, audio and games. The virtual THE ARTS+ programme (14-16 October 2020) features insights, panels, pitches, networking venues and master classes on the topics AR/VR/XR and licensing/merchandising, as well as film and game.

### **Frankfurt Audio**

Following the successful launch of Frankfurt Audio at Frankfurter Buchmesse 2019, this year's Special Edition will again put a spotlight on podcasters, audio books and acoustic trends in the book fair programme at the Festhalle and in the BOOKFEST line up. As part of Frankfurt Conference, Thursday of the fair, 15 October 2020, will be dedicated to the future of audio

publishing. In the conference thread "Audio: What does the future of audio look like?", international experts\* such as Bookwire's Videl Bar-Kar and Julie MacKay of Scribt will talk about current trends and developments in the audio market. [www.buchmesse.de/frankfurt-audio](http://www.buchmesse.de/frankfurt-audio)

### **Highlights of the Frankfurt Academic Programme**

"Publishing Perspectives Talks: Academic Publishing Leaders" (14 October 2020, 6-7 pm)

"Scholarly Kitchen at Frankfurter Buchmesse " (15 October 2020, 3-4.30 pm)

"Where Publishing and the Pandemic Meet – The Future of Science and the Path to Digital Transformation Starts with Researchers" (15 October 2020, 5-6 pm)

"Charleston Library Conference Meets Frankfurter Buchmesse" (16 October 2020, 3-5 pm)  
[www.buchmesse.de/en/academic](http://www.buchmesse.de/en/academic)

### **Highlights of the Frankfurt EDU Programme**

"Global EdTech Start-ups Awards European Semi-finals 2020" (13 October 2020, 11.30-12.30 am)

"BELMA Award (Best European Learning Materials Award)" (14 October 2020, 4-5 pm)

"International LitCam Talks - Canada: Education in times of Covid-19" (17 October 2020, 5-5.10 pm)

"International LitCam Talks - The effects of the Covid-19 crises on the Indian educational system" (17 October 2020, 5.10-5.20 pm)

[www.buchmesse.de/en/education](http://www.buchmesse.de/en/education)

Frankfurt, 13 October 2020

PRESS INFORMATION

**Literary inspiration and exciting interactions – BOOKFEST programme lets the Special Edition shine, digitally and on site**

**Live: talk with Edward Snowden | German Book Prize nominee Bov Bjerg in the city**

Every October, culture fans celebrate together at BOOKFEST. This year, the popular festival will take place physically as BOOKFEST city and, for the first time, virtually as BOOKFEST digital – allowing an even bigger and more colourful celebration of stars from the international cultural and literary scene. BOOKFEST city (14 – 18 October) will offer almost 80 events over all five days of the fair at many locations throughout Frankfurt. BOOKFEST digital will light up screens on 17 October beginning from 09.30 pm, with approximately 28 hours of highly diverse programming on two channels.

**BOOKFEST digital: with Elizabeth Gilbert, Matt Haig, Edward Snowden, Margaret Atwood, among others**

Following the call for participation, 812 submissions were received from 500 publishing houses in 50 countries. A total of 150 entries from 80 publishers in 30 countries were ultimately selected for BOOKFEST digital. Viewers can expect a mixture of topics, including entertainment, thrillers, science, lifestyle, gourmet cooking, travel, works for children and young adults, illustrations, and much more.

Edward Snowden risked everything to expose the system of mass surveillance by the US government. At BOOKFEST digital he will tell his story. Margaret Atwood, one of the most important storytellers of our time, will talk about her literary work. Jamie Oliver will show how his new book is created. Matt Haig will talk about his most recent novel *The Midnight Library*. In a video recorded at her home in New Jersey, bestselling author Elizabeth Gilbert will discuss her writing, including her current book *City of Girls*. The young and innovative arts project istanbulberlin will create an intercultural bridge between both pulsating metropolises with, among others, artists, activists and authors Ulrich Gutmair, Şebnem İşigüzel, Burhan Sönmez, Ayfer Tunc, and Yasemin Mori. Essayist Eliot Weinberger will provide incisive commentary on the current situation in the US prior to the elections there. Ayad Akhtar, the most-performed playwright in the US today, will talk about his second book *Homeland Elegies*. The event *She Said: Breaking the Sexual Harassment Story That Helped Ignite a Movement* will tell the unique and inspiring story of the *New York Times* journalists Megan Twohey and Jodi Kantor,

who broke the story of sexual harassment involving Harvey Weinstein and others. And one of Africa's most important literary voices, Yvonne Adhiambo Owuor, will speak with Bärbel Schäfer.

BOOKFEST digital will feature additional guests, including Don Winslow, Bas Kast, Eva Madelung, Kirsten Boie, Arved Fuchs, Ibram X. Kendi and Hakan Nesser.

### **BOOKFEST city – with German Book Prize nominee Bov Bjerg**

5 days, 77 events, 119 authors, 110 hours of programming, 36 locations, 56 publishers, 11 booksellers — that's BOOKFEST city summed up in figures.

Bov Bjerg, who has been nominated for the German Book Prize, will put in an appearance at BOOKFEST city: He will read from his novel *Serpentinen* (Serpentines). Juan Tomás Ávila Laurel is one of central Africa's most honoured writers. A refugee in Spain since fleeing Equatorial Guinea in 2011, he is one of the most prominent voices speaking out against the regime of Teodoro Obiang. The film *The Writer from a Country Without Bookstores* (82 minutes) will be shown, documenting Ávila Laurel's journey from Spain back to his native country. The event "Wavelengths of Your Song" will be a mixture of reading and talk with Canadian author Eleonore Schönmaier. Writer, translator and publisher Adrian Kasnitz will speak with the prizewinning poet about her complex verse.

The overview of all events, partners and locations, as well as additional details, are available at [www.bookfest.de](http://www.bookfest.de). Links will also be accessible there to the pre-registration forms that must be filled out for all events. This year, the top priority will be protecting the health of all participants and guests at BOOKFEST city. Every location used for an event will have its own set of hygiene requirements.

[www.bookfest.de](http://www.bookfest.de) #fbm20 #bookfest

Frankfurt, 13 October 2020

PRESS INFORMATION

## **Frankfurter Buchmesse's all-digital professional programme Online events, conferences, talks and networking opportunities**

Frankfurter Buchmesse is launching its first all-digital programme for publishing professionals, comprising more than 70 hours of online events, conferences, talks and networking opportunities. The international speakers of Frankfurt Conference, who will give insights and discuss current trends and developments in the international publishing landscape, include the author Bernardine Evaristo, who was awarded the 2019 Booker Prize; James Daunt, CEO Barnes & Noble and Managing Director Waterstones; Jonathan Karp, CEO Simon & Schuster; Sophie de Closets, CEO Les éditions Fayard; Ananth Padmanabhan, CEO HarperCollins Publishers India; Jenny Fry, Commercial Director, Canongate; Jenna Blum and Caroline Leavitt, *New York Times* bestselling authors and Co-Founders A Mighty Blaze; Jonas Tellander, CEO and Founder Storytel; Magnus Nyttell, Head of International Expansion, Nextory; Julie MacKay, Director of International Content Acquisition, Scribd; Videl Bar-Kar, Global Head of Audio, Bookwire; Clarissa Pabi, Content Development Manager, Acast; Morten Strunge, Co-Founder and CEO Podimo; and many more.

Frankfurter Buchmesse's new online programme comprises five different formats: the digital conference series Frankfurt Conference, further online B2B sessions with expert talks during the book fair week, the Market Insights series, and two networking formats – the business-focused Curated Networking sessions and "The Hof", a more casual series of online events.

Stefanie von Beöczy, Project Lead Frankfurt Conference & Professional Programme, says: "Our digital B2B formats bring the events, market information, opportunities, and networking that would happen in Frankfurt to attendees in their homes. Our programme this year taps into the challenges the industry has seen this year with COVID-19, as well as the developments in the audio market, the international rights trade and in academic and scholarly publishing. I am looking forward to lively discussions and expert talks that will provide insights and inspiration for our international publishing community."

Online events began taking place in late September, but the online programme is reaching its peak during the book fair week (12-18 October 2020). Participation in all Frankfurt Conference events is free of charge, registration at [My Book Fair](#) is required.

### **Frankfurt Conference – Signals of Hope: New Perspectives for a Stronger Future**

The book fair's first all-digital conference series – Frankfurt Conference – offers a virtual professional programme on four days of the book fair week from Monday to Thursday (12-15



October 2020). Under the motto "Signals of Hope: New Perspectives for a Stronger Future" high-class speakers from the international publishing industry will provide insights and engage in discussions. Sponsored by Premium Partner Copyright Clearance Center, Frankfurt Conference will put one of the key areas of the publishing industry in the spotlight each day between 3 pm and 5.30pm CEST.

Participation in all Frankfurt Conference events is free of charge. The livestreams will be broadcast on [www.buchmesse.de/conference2020](http://www.buchmesse.de/conference2020); to access these, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required. Via the online tool Slido, conference participants are encouraged to ask questions – the Slido codes will be announced during the events.

### **Academic & Scholarly: Open Science and the management of a cultural change**

Monday, 12 October 2020, 3 - 5.30 pm (CEST)

Open Science and the management of a cultural change will be in the focus of the Academic & Scholarly conference track today, chaired by Dr. Tiberius Ignat, Director of Scientific Knowledge Services. Catriona MacCallum, Director of Open Science at Hindawi Limited will be discussing the transformative power of Open Science for the scholarly publishing industry, whilst Sofie Wennström, Analyst and Managing Editor at Stockholm University will give her views on bibliodiversity in a time of crisis. Other international speakers and panellists include: Dr. Paul Ayris, Pro-Vice-Provost, UCL Library Services (UK); Kristiina Hormia-Poutanen, Director of Library Network Services at the National Library of Finland; Emily Poznanski, Director Strategy at De Gruyter (Germany); and Liz Ferguson, Vice President Open Research, Wiley (UK). The Academic & Scholarly track is organised in cooperation with Scientific Knowledge Services and sponsored by Wiley, Elsevier, TrendMD and knk Group.

### **Rights & Licensing: Rights trade in a COVID-19 world / Focus on Canada and Spain**

Tuesday, 13 October 2020, 3 - 5.30 pm (CEST)

Chaired by Jo Henry, Managing Director of the UK trade magazine *BookBrunch*, the Rights & Licensing track will start with an interview between Diane Spivey, publishing and rights consultant and former Hachette Group Contracts Director, and Andrew Nurnberg, Managing Director of Andrew Nurnberg Associates International Ltd. In this talk, the highly-respected literary agent will share his vision of publishing and the rights trade in a COVID-19 world, and exchange thoughts on the state of international book markets during the crisis. Sessions that follow will give expert insights into the rights and licensing markets of Spain and Canada, and will include speakers such as Anna Soler-Pont, founder of Pontas Agency; Sandra Pareja, Casanovas Lynch agency; Florence Bisch, International and Domestic Rights Director, Groupe Homme, and Janie Yoon, Editorial Director, House of Anansi. Further speakers include Tracey Armstrong, President and CEO, Copyright Clearance Center; Ronan Chander, Acting Head of Marketing for Brands & Partnerships, BBC Studios, and Risa Greenbaum, Assistant Vice President, International Consumer Products, Sesame Workshop. The Rights & Licensing track

is sponsored by the Institute for Literary Translation Moscow; media partners are *BookBrunch* and Licensing International.

### **Publishing Insights – The publishing industry in times of COVID-19**

Wednesday, 14 October 2020, 3 - 5.30 pm (CEST)

It has been a challenging year for the publishing industry. What processes have been accelerated in these times of crisis? What will keep publishers resilient going forward? And how can we make sure that topics like diversity and innovation are not left by the wayside at a time when many players in the publishing ecosystem are just trying to survive? At the Publishing Insights track on Wednesday, international voices from the book industry will discuss struggles and strategies for success during and after COVID-19. Booker Prize-winning British author Bernardine Evaristo will deliver a keynote speech addressing the topics of diversity and inclusion, and James Daunt, CEO of Barnes & Noble and Managing Director of Waterstones, will examine the changing retail landscape with *Publishing Perspectives* Editor-in-Chief Porter Anderson. CEOs from three important book markets – Anantha Padmanabhan, HarperCollins Publishers India; Jonathan Karp, Simon & Schuster, and Sophie de Closets, Les éditions Fayard – will share their experiences of guiding international companies through the pandemic. They'll discuss current challenges and new opportunities resulting from the coronavirus outbreak, as well as their expectations for the book business in the coming months. Other key speakers appearing at Publishing Insights include Jenny Fry, Commercial Director at Canongate (UK), and Simon de Jocas, President and Owner of the children's publishing house Éditions Les 400 coups (Canada).

### **Audio: What does the future of audio look like?**

Thursday, 15 October 2020, 3 - 5.30 pm (CEST)

Audio is the darling of the publishing industry and a steady growth driver. But what does it take to safeguard this development? How can publishers ensure that they are at the helm of the audio revolution? How can audiobooks and podcasts elevate content to reach new consumers and create new business opportunities? The Audio track on Thursday kicks off with a conversation on the market's future between Elena Neira, the well-known audiovisual consultant from Spain, and Jonas Tellander, CEO of Storytel. The growth of the audio industry will be discussed by Lance Fitzgerald, Vice President, Content and Business Development, Penguin Random House (USA), and a session on the business models surrounding podcasts will include Morten Strunge, Co-Founder and CEO Podimo (Denmark), Alice Lloyd, Commissioning Editor for Audio & Podcasts, Trapeze Books (UK), and Clarissa Pabi from Acast. Later on, Videl Bar-Kar, Global Head of Audio at Bookwire, will give an exclusive presentation of the new report "Listen & Read: The Battle for Attention". Plus, an international panel of speakers - Magnus Nyttell, Head of International Expansion at Nextory (Sweden), Mette Hammerich Caserta, Editor-in-Chief of SAGA Egmont International (Denmark) and Julie Mackay, Director of International Content Acquisition at Scrib'd (USA) - will discuss the subscription economy and consumption behaviour within the audio industry. Javier Celaya,

CEO of Dosdoce.com, will be among the moderators of this track. The Audio track of Frankfurt Conference is sponsored by Bookwire, Beat Technology and Zebralution.

### **Further online B2B sessions of Frankfurter Buchmesse's professional programme**

In addition to Frankfurt Conference, 36 further online events will be offered during the book fair week (12-18 October) as part of the fair's digital programme for publishing professionals. These include, for instance, sessions focussing on current trends and issues in international publishing, talks with marketing experts and further sessions focussing on key topics from Frankfurter Buchmesse's areas THE ARTS+, Frankfurt Kids, Frankfurt Academic, Frankfurt Authors and Frankfurt EDU. Further highlights include the sessions organised together with the International Publishers Association (IPA) and the World Intellectual Property Organization (WIPO). Among the speakers of the fair's B2B programme are Daren Tang, Director General, World Intellectual Property Organization; Hugo Setzer, President, International Publishers Association; Pham Doan Trang, former speaker of the Liberal Publishing House, which was awarded the IPA Prix Voltaire; Maria B. Campbell, President, Maria B. Campbell Associates; Sharmaine Lovegrove, Publisher, Dialogue Books; any many more.

The complete programme is available at [www.buchmesse.de/b2bevents](http://www.buchmesse.de/b2bevents). Participation is free of charge; registration at My Book Fair is required to access the livestreams on the website.

### **Market Insights – from Brazil to China: insights into international book markets**

Frankfurter Buchmesse's new Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The facts and figures about these international markets will be presented by (media) partners of Frankfurter Buchmesse, including The Bookseller (UK), Publishers Weekly (USA), PublishNews Brazil and PublishNews Spain, the German Publishers & Booksellers Association, Finnish Literature Exchange, 17,000 Pulau Imaji Foundation (Indonesia) and the Slovenian Book Agency.

More information: [www.buchmesse.de/en/highlights/international-markets](http://www.buchmesse.de/en/highlights/international-markets)

Playlist: [https://www.youtube.com/playlist?list=PL05NFUqusiqp1yYht\\_r695YBM3nCF3l](https://www.youtube.com/playlist?list=PL05NFUqusiqp1yYht_r695YBM3nCF3l)

### **Curated Networking – meeting new business partners**

A further part of Frankfurter Buchmesse's digital events' programme are the curated networking sessions, taking place daily from 12-17 October during the book fair week. The aim of these sessions is to offer 30-50 participants the opportunity to make as many relevant business contacts as possible within one hour. During the digital events, the participants will find themselves in various break-out sessions, having the opportunity to network and

exchange ideas with their peers. To ensure that the participants find meaningful business contacts, the networking sessions will focus on certain topics or areas of publishing.

Due to the limited number of participants, prior registration is essential to secure a place. More information: [www.buchmesse.de/networking](http://www.buchmesse.de/networking). The registration links can be found in each session's description.

### **"The Hof" – Frankfurt's informal digital meeting space**

Alluding to one of Frankfurt's popular after-fair meeting-spots – the Frankfurter Hof hotel, "The Hof" is the fair's informal online meeting space. It offers one-hour networking sessions with live music, talks and the chance to connect with other book fair enthusiasts in a casual setting. Every session starts with live music by "Jazz and More". Guest speakers join for short, inspirational interviews, followed by breakout sessions during which all participants can get to know each other and exchange ideas in smaller groups, just as they would in a real-life bar setting. The Hof will be hosted by Felix Zeltner, an award-winning journalist, author and co-founder of Work Awesome.

Participation in The Hof sessions is free of charge, but pre-registration is required. The registration links can be found in each session's description at [www.buchmesse.de/networking](http://www.buchmesse.de/networking).

In addition to Frankfurter Buchmesse's online events, the online business tool [Frankfurt Rights](#) as well as the [Matchmaking Tool](#) are for free for publishing professionals worldwide.

Frankfurt, 13 October 2020

PRESSEMITTEILUNG

## **Canada's virtual programme for Frankfurter Buchmesse 2020 – Special Edition**

**Canadian writers and artists will be in the spotlight at numerous virtual events at the Frankfurter Buchmesse 2020 Special Edition**

The eyes of the literary world will be on Canada as the Guest of Honour for the very first Special Edition of the Frankfurt Book Fair this October. A virtual delegation of many Canadian authors and illustrators will represent the Guest of Honour Country on the world stage in Frankfurt this year. 120 digital exhibitors from Canada have registered for the Special Edition.

Canada's role as guest of honour country will continue into 2021 with in-person literary and cultural events leading up to Canada's live guest of honour participation in Frankfurt 2021. Canadian Heritage and its key partners Canada FBM2020, the Canada Council for the Arts, Global Affairs Canada and Telefilm Canada are pleased to help German and international audiences discover Canadian authors and illustrators, as well as artists in film, music and the performing arts. This major event supports our creative industries, including publishers, in achieving international export objectives through our Creative Export Strategy.

Find current information at <https://canadafbm2020.com/de/home-de/>

Tuesday, 13. October, 6.00 pm

### **Opening Ceremony Frankfurter Buchmesse**

with a video message from Prime Minister of Canada, Justin Trudeau

### **Cultural Events**

14-18 October 2020

#### **Canada in Harmony**

[Website Guest of Honour Canada](#)

A series of performances from Canada Day 2020, featuring pianist Alexandra Stréliski, hip-hop artist Haviah Mighty and singer-songwriter Leela Gilday, among others.

Wednesday, 14 October 2020

#### **Series of Mini Clips „Translators present their Canadian Book“**

22 mini clips (5 minutes each)

**Frankfurter Buchmesse GmbH**

Marketing and Communication  
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[buchmesse.de](http://buchmesse.de)

To be found on the [YouTube channel](#) of the Canadian embassy and Weltlesebühne

## **BOOKFEST digital**

The BOOKFEST digital will offer a varied programme of about 22 hours on two channels on 17 October, from 10 a.m. to 10 p.m. The Guest of Honour Canada will be represented by a one-hour interview with Margaret Atwood, a series of mini-documentaries and other exciting programme items.

8.00 pm-9.00 pm, Studio 1

### **Margaret Atwood**

An exclusive 60-minute conversation with Margaret Atwood, author of some of Canada's most celebrated poetry, fiction, literary studies, essays and graphic novels. The discussion will be hosted by Charles Foran, prize-winning author of works of fiction and essays.

9.00 pm-10.00 pm, Studio 1

### **Literary mini-documentaries**

#### **Hope Against Despair with Alix Ohlin, Jocelyne Saucier, and Joshua Whitehead**

It often appears that humanity is tormented by a somber shadow, beset with environmental, social and political crises. What is the role of the artist in helping us face calamity? What do we require from our artists: resistance, empathy, insight or all of the above?

#### **We Contain Multitudes with Kim Thúy, Esi Edugyan and Catherine Hernandez**

The idea that we as individuals create and inhabit different identities is widely accepted these days. But how do these various identities affect a writer's work, shape their readers' responses and determine their position in the literary community? Does one identity inevitably become more predominant?

#### **Picture Perfect with David Alexander Robertson, Sydney Smith, and Guillaume Perrault**

As far back as cave paintings, perhaps even longer, humans have used pictures to tell stories. Graphic novelists and children's book illustrators have a growing audience eager to explore and enjoy the interplay between words and visual language. This event will be lavishly and profusely filled with images and examples by some of Canada's most successful author/illustrators.

Moreover, Guest of Honour Canada presents the following events at **BOOKFEST digital**:

10.20 am-10.30 am, Studio 1

#### **Talk with David A. Robertson**

10.20 am-10.40 am, Studio 2

**[Women in Battle – in cooperation with Guest of Honour Norway 2019](#)**

The virtual performance Women in Battle # 3 in its last edition as Canada/ Norway Guest of Honour handover presents strong and diverse female voices in literature and music from both countries and introduces outstanding protagonists.

5.00 pm-5.10 pm, Studio 2

**[Internationale LitCam Talks – Canada: Education in Times of Covid-19](#)**

Speaker: Stéphane Dion

The Corona crisis has effects the educational systems all over the world in many ways. What is the situation in Canada like? What about educational justice in times of crisis? Can digitisation be part of the solution?

**Das blaue Sofa**

Wednesday, 14. October, 1.00 pm-1.30 pm

**[Das Blaue Sofa: Juergen Boos und Stéphane Dion, Ambassador of Canada](#)**

**ARD Book Fair Stage**

Friday, 16. October, 5.30 pm-6.30pm

**[ARTE Concert - Chilly Gonzales und Malakoff Kowalski: Talking about taste](#)**

**Canada in the FBM professional programme**

Frankfurter Buchmesse's first all-digital professional programme, consisting of conferences, expert talks, lectures and networking events, offers more than 70 hours of knowledge and exchange for publishing professionals from all over the world. This year, experts and partners from Canada are represented in events from all areas of publishing.

**Have a Look at Canada**

Friday, 16. October, 4.00 pm-5.00 pm

**[Have a Look at Canada – The Canadian Publishing Landscape](#)**

Provides a look into the Canadian book market, from trade and children's books to Indigenous and French-language titles.



## Frankfurt Conference

Tuesday, 13. October, 3.00 pm-5.30 pm

### [Frankfurt Conference: Rights & Licensing](#)

Tuesday, 13. October, 3.50 pm-4.20 pm

### [Rights & Licensing: Market insights Canada – deux solitudes](#)

Canada's publishing market reflects the diversity of the population and the multiplicity of languages of this fascinating country (and Frankfurter Buchmesse Guest of Honour in 2021). Our expert speakers come from the French and English speaking publishing trade. They will introduce their specific markets, and delve into the opportunities and challenges of rights transactions in and out of Canada.

Wednesday, 14. October, 3.00 pm-5.30 pm

### [Frankfurt Conference: Publishing Insights](#)

Wednesday, 14. October, 4.50 pm-5.20 pm

### [Publishing Insights: Signals of Hope](#)

A showcase of international initiatives that came about during the pandemic and that have challenged the dominant logic of the industry.

## THE ARTS+ - Boost your creative content

9. October 2020

### [Frankfurter Buchmesse Film Awards](#)

A special mention goes to the production ANTIGONE by director Sophie Deraspe. The Canadian film is a very free adaptation of the ancient play by Sophocles and was awarded Best Canadian Film at its world premiere at the Toronto International Film Festival 2019. The award ceremony is available here: <https://vimeo.com/466642827>

Wednesday, 14. October, 1.00 pm-2.00 pm

### [Meet The Makers: The New Business of Storytelling](#)

presented by **SODEC/MUTEC Québec**

Storytelling is at the heart of Frankfurter Buchmesse, and has been for 500 years. But how are we telling stories today? And how are we receiving them? Immersive media are transforming traditional storytelling, taking stories from the past and putting them into real time. Engagement, immersion, and escapism are making it possible to engage with stories like never before. Join us as we meet the storytellers of today!

Wednesday, 14. October, 5.00 pm-6.00 pm

### [How New Technologies Can Drive Narratives and Communities Forward](#)

presented by **Telefilm, Canada**

Stories are no longer solely powered by author and reader imagination. New technologies are allowing for stories to evolve into new platforms, reaching extended audiences. This is resulting in new individual and shared experiences, and important learnings about others' histories and perspectives, enhancing the impact of the original stories. Learn about which new technologies can help to drive your narratives and characters forward, as experts in immersive storytelling and AI share their insights.

Friday, 16. October, 2.00 pm-2.30 pm

**[A Conversation on Book-to-Film Adaptations](#)**

With: Cameron Bailey (Artistic Director and Co-Head des Toronto International Film Festival (TIFF)) among others.

**Digital LitCam Conference**

Friday, 16. October

**[Internationale LitCam Talks – Setback in Worldwid Education – Challenges and Solutions](#)**

**Frankfurt New Generation**

Thursday, 15. October, 11.30 am-12.30 pm

**[Socially critical and environmentally aware - the "New Sobriety" Generation](#)**

Young people are getting more involved with serious topics. With "New Generation", Frankfurter Buchmesse gives a place to listen to this new voice. In the event a project of Wapikoni (Canada) will be presented.

**Cultural programme in Frankfurt**

The Guest of Honour Role includes a year-round cultural programme with a focus on Canada in Frankfurt's museums and institutions and also in other German cities.

**Exhibitions/Events:**

24. September 2020 – 24. January 2021

**[Jeremy Shaw – Phase Shifting Index](#)**

Venue: Frankfurter Kunstverein

**[Feedback #5: Global Warning. Marshall McLuhan and the Arts](#)**

Venue: Museum für Kommunikation Frankfurt

Wednesday, 14. October 2020, 6-7 pm

**Panel: The future of the book in a digital age**

i.a. Stéphane Dion, Holger Volland. Hosted by Dr. Baruch Gottlieb (curator „Feedback 5“, media artist).

[„Let them Speak!“ Kommentare aus British Columbia, Kanada](#)

Venue: Weltkulturenmuseum

[„Cutlass Spring von Dana Michel“, „All The Sex I've Ever Had“ & NODE20 Forum for Digital Arts – Second Nature](#)

Venue: Künstlerhaus Mousonturm

**Canada C3 – Coast to Coast to Coast, digital**

Venue: Zentralbibliothek

[Open Channels – Ausstellung, digital](#)

Venue: Haus am Dom

Photo documentation and video presentation

**Exhibition of Canadian Comics by Michael DeForge**

Venue: Atelier Goldstein, Frankfurt

Saturday, 17. October, 8.00 pm

Leanne Shapton „Guestbook“ in talk with Christian Metz

Saturday, 17. October, 9.00 pm

„Birds of Maine“ Michael DeForge

**Film**

[Screening of Canadian movies](#)

Venue: DFF- Deutsches Filminstitut & Filmmuseum

[Canadian movies in the competition and programme](#)

B3 Biennale des Bewegten Bildes

Partners i.g. The Arts+, Telefilm Canada, SODEC/MUTEC Québec

Wednesday, 14. October, 4.30 – 5.15 pm: Masterclass with Atom Egoyan

<https://b3biennale.de/de/event/atom-egoyan-masterclass/>

## **Cultural programme in other cities**

[Julie Favreau](#) — Bonds, Schwartzsche Villa Berlin

[Emma LaMorte](#), Kölnischer Kunstverein

["The Scrawled Heel of the Real"](#) - Walter Scott, Ashley Berlin

[Canadian artists @ 11th Berlin Biennale for Contemporary Arts](#)

[The Last Minutes Before Mars](#), Schauspielhaus Bochum

[Das Gewicht der Ameisen](#), Düsseldorfer Schauspielhaus

[„Sunburst -Amélie Laurence“](#), Künstlerhaus Bethanien

[Kapwani Kiwanga Plot](#), Haus der Kunst Munich

[Fluid Resilience](#), Uferstudios Berlin

["The Assembly" - Les Productions Porte Parole](#), Münchner Kammerspiele

All events **here**.

### **Contact:**

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Further information on the Guest of Honour Programme:

<https://www.buchmesse.de/en/highlights/guest-honour/canada>

<https://www.facebook.com/buchmesse.ehrengast>

Frankfurt, 13 October 2020

## PRESS INFORMATION

### **Berlin, Nairobi, Damascus – international authors at Weltempfang, the 2020 LiBeraturpreis and the African Perspectives symposium**

This year's Weltempfang — Frankfurter Buchmesse's centre for politics, literature and translation — is dedicated to the topic "Europe — Connecting Cultures". The programme includes highly topical issues, such as the role of culture, literature and politics in the coronavirus crisis, and debates about displacement, migration and racism. The Weltempfang events will be broadcast each day of the fair at [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang) and on Frankfurter Buchmesse's YouTube channel. The opening event will take place on Wednesday, 14 October at 5.30 pm, on the ARD Book Fair Stage in the Festhalle.

Programme highlights include:

14 October 2020, 8.30 pm

#### **Together! Restarting culture in Europe, from remembrance towards a shared history**

Nora Bossong and Francesca Melandri on solidarity in Europe.

16 October 2020, 7.00 pm

#### **Africa and Europe – how can cooperation succeed?**

Kenyan author Yvonne Adhiambo Owuor in conversation with Dr. Gerd Hankel and Prof. em. Robert Kappel.

16 October 2020, 8.30 pm

#### **Race, Sex and Colonialism – a topical debate beyond European borders**

Leïla Slimani and Elsa Dorlin on gender and colonialism.

18 October 2020, 5.00 pm

#### **The World After: Bruno Latour and Hartmut Rosa on the consequences of the coronavirus crisis**

Two of Europe's leading thinkers discuss new ways of considering our relationship with the world.

The complete Weltempfang programme is available at [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang)

## **LiBeraturpreis 2020: Lina Atfah**

The LiBeraturpreis is awarded annually by Litprom e.V. to a female author from Africa, Asia, Latin America or the Arab world. The recipient is chosen by a public online vote, and in 2020 the award goes to Lina Atfah, a refugee who left Syria in 2014 and who has lived in Germany since. Born in 1989, the author is the first to be honoured for a volume of poetry: *Das Buch von der fehlenden Ankunft* (The Book of the Missing Arrival, German translation by Suleman Taufiq, among others, published by Pendragon Verlag in 2019). The award ceremony will be broadcast on Thursday, 15 October, at 7.30 pm on the Litprom e.V. YouTube channel. The presentation speech will be given by poet Safiye Can. On Friday, 16 October, at 1 pm, Lina Atfah will appear on the ARD Book Fair Stage in the Festhalle in conversation with poet Jan Wagner, who contributed to the interlinear translations of her work. The 2020 LiBeraturpreis is being supported by the city of Frankfurt's Department of Science and Culture and its Department for Women. The award ceremony was recorded in Villa 102, the cultural platform of KfW Stiftung.

## **African Perspectives – Writers and Literary Experts in Conversation**

Litprom e.V. is celebrating an anniversary this year: It all began with a topical focus on sub-Saharan Africa at the 1980 Frankfurter Buchmesse. 40 years later, it's time to take a fresh look at the literatures from this region. KfW Stiftung and Litprom are jointly organising a symposium on African literatures and their rendering in the German-speaking world: "African Perspectives – Writers and Literary Experts in Conversation". The event was recorded at Villa 102 in Frankfurt and released on 12 October on the YouTube channels of [KfW Stiftung](https://www.kfw-stiftung.de) and [Litprom](https://www.litprom.de), as well as on [www.buchmesse.de](https://www.buchmesse.de) and on the [Frankfurter Buchmesse](https://www.frankfurter-buchmesse.de) YouTube channel, where it still can be watched. Kenyan author Ngugi wa Thiong'o will give the keynote speech; further speakers include the authors Maaza Mengiste (Ethiopia/USA) and Yvonne Adhiambo Owuor (Kenya). Authors, publishers, translators and others will discuss the developments that have taken place over the past decades, and visions for the future. Spoken-word author Koleka Putuma will conclude the event with a reading. The symposium is being supported by the German Federal Foreign Office and by Übersetzerhaus Looren.

[www.buchmesse.de/weltempfang](https://www.buchmesse.de/weltempfang)

[www.litprom.de](https://www.litprom.de)

[www.litprom.de/en/best-books/liberaturpreis/the-award](https://www.litprom.de/en/best-books/liberaturpreis/the-award)

[www.kfw-stiftung.de](https://www.kfw-stiftung.de)

Frankfurt, 13 October 2020

PRESS INFORMATION

## **Signals of Hope: sending a message of international solidarity Digital platform for global socio-political discourse launches today**

In 2020, Frankfurter Buchmesse (Special Edition from 14-18 October 2020) is championing the principles of optimism and solidarity: the virtual platform Signals of Hope is designed to promote discussions that are needed this year more urgently than ever. "In the midst of a culture of outrage, pessimism and conspiracy theories, we want to send a signal of hope by providing a stage for social leaders and literary figures," explains Katja Böhne, head of Marketing & Communication at Frankfurter Buchmesse. "The changes caused by Covid-19 will keep us occupied for quite some time — and it's a transformation that should be analysed, commented on and discussed by today's authors and journalists. They are the ones who can lead the way to alternative approaches, thanks to the power of their ideas."

The Signals of Hope campaign is based on the system of maritime flags recognised around the world. In a time of travel restrictions and social distancing, it is meant to communicate a message of international solidarity. The website will go live on 21 September and the campaign itself will reach its high point during the five days of the fair, from 14 to 18 October.

### **Hope Salon as a virtual stage**

That is when a series of readings, presentations, panels and discussions will take place in the virtual Hope Salon on the campaign's website ([signalsofhope.buchmesse.de](https://signalsofhope.buchmesse.de)). The main issues will be human rights, gender diversity, feminism, structural racism and climate change. Each day will be dedicated to a different topic:

- \* Day 1 (14 October 2020): Raising Hope
- \* Day 2 (15 October 2020): Hope is Diverse
- \* Day 3 (16 October 2020): Hope and Action
- \* Day 4 (17 October 2020): Climate of Hope
- \* Day 5 (18 October 2020): Hope for Tomorrow

Interested individuals can use the platform to create their own signals of hope and send them out into the world using social media.

[signalsofhope.buchmesse.de](https://signalsofhope.buchmesse.de)

#signalsofhope

Frankfurt am Main, 13 October 2020



## PRESS INFORMATION

### **THE ARTS+ Boost your creative content presents Maja Lunde, Cameron Bailey and other experts from the creative industry** **The Frankfurter Buchmesse Film Awards 2020 have been awarded**

THE ARTS+ Boost your creative content functions as a year-round interface between the publishing industry and the international creative and cultural sectors. The focus is on rights and licensing for creative intellectual property (ideas, concepts, texts, images, etc.) from all creative segments, such as film/TV, audio and games. The virtual THE ARTS+ programme (14–16 October 2020) features insights, panels, pitches, networking and master classes on the topics AR/VR/XR and licensing/merchandising, as well as film and game. Participation in digital events is free; registration is required at My Book Fair: <https://services.book-fair.com/login>.

In May 2020, THE ARTS+ launched the Facebook group “Pitch Your CIP”, bringing together players from the publishing and creative industries and content experts from around the globe. The B2B group focuses on video pitches for book-to-film projects, audio content and animation – exactly the content that THE ARTS+ digital programme is showcasing.

The very first pitch in the group was posted by Maÿlis Vauterin, Rights Director at Éditions Stock, referring to the novel *My Land Is Yours* by Tobie Nathan. Now, Maÿlis Vauterin will also herald the THE ARTS+ programme. Together with Holger Volland, Vice President Frankfurter Buchmesse and founder of THE ARTS+, she will be hosting *The Hof: The ARTS+ Community Meet-up* on **Tuesday, 13 October 2020**.

On **Wednesday, 14 October 2020**, the programme will focus on augmented reality (AR), virtual reality (VR) and extended reality (XR). The keynote address on *The Future of Narrative* by Stephanie Riggs (author of *The End of Storytelling: The Future of Narrative in the Storyplex*) and showcases on augmented storytelling will look at new storytellers and how they are applying AR, VR and XR technologies. Antoine Tanquay, founder and publisher of Alto Editions in Québec, presents the transmedial project *The Evaporated*. TAICCA (Taiwan Creative Content Agency) organizes the panel *Little Stories, Big Economics: Taiwanese Stories Growing into All Forms* and shows how Taiwan has developed into an exciting and innovative creative market. Canadians Félix Lajeunesse and Paul Raphaël of Félix & Paul Studios will discuss how they transformed the Brothers Grimm fairy tale *The Seven Ravens* into a captivating storybook/mixed reality/AR installation. Presented by SODEC/MUTEC Québec, the event will be hosted by Holger Volland. Another highlight will be the panel on *How New Technologies Can Drive Narratives and Communities Forward*. Presented by Telefilm Canada, the panel’s renowned participants: Pietro Gagliano (AI expert and founder of Transitional Forms Studio Lab), Dr Julie Nagam (professor of art history at the University of

Winnipeg), Randall Okita (prizewinning film director, scriptwriter and artist) and Cindy Au Yeung (Creative Director, Chinatown XR) will discuss which new technologies can help stories and characters come alive in new formats, thereby reaching a wider audience. The experts for immersive storytelling and artificial intelligence will share their experiences with moderator Catherine Mathys, director of Industry and Market Trends at Canada Media Fund (CMF).

On **Thursday, 15 October 2020**, the focus will be on licensing and merchandising. Seda Röder of the Sonophilia Foundation will host a panel on *Creativity Matters!*. Stein Olav Henrichsen (Munch Museum), artist Maryam Jafri, Hrag Vartanian (Hyperallergic) and Leah Dickerman (MoMA) discuss the topic *Sharing Is Caring? Digital Dilemmas for the Cultural Sector*. In his master class on *Brand Licensing for Publishers*, Martin Brochstein of Licensing International will show how publishing professionals can use brand licensing to increase their visibility and create new revenue streams. A showcase will feature *Characters & Illustration IP* which is aimed primarily at those who are looking for new content or who have already developed their own character ideas. The event will put a spotlight on captivating figures from around the world – from pigs protecting the environment to the Japanese bestseller *Oshiri-Tantei – The Japanese Butt Detective*. Keita Hasegawa from the Japanese publishing house POPLAR will present this series of children's books, which has already been adapted for Netflix. Thorsten Unger, CEO of the creative transmedia studio Unger & Fiedler, will introduce *Captain Hog & Friends*.

On **Friday, 16 October 2020**, THE ARTS+ will be dedicated to film and game with the successful format *A Book is a Film is a Game*. The master class *Books Beyond their Covers: Adaptation and the Role of the Book in the 21st century Media Industries* by Simone Murray (author of *The Adaptation Industry: The Cultural Economy of Contemporary Literary Adaptation*) will allow viewers to take a deep dive into the world of film. Speakers Lorena Mazuré Loos (project manager, International Music + Media Centre Austria) and Luc Moser (director of Label & New Business, EuroArts Music) will join other experts to share their insights during the panel *Digital Cross Over x FBM: Driving Discoverability through Metadata*. Cameron Bailey (Artistic Director and Co-Head of the Toronto International Film Festival (TIFF)) talks with Zeresenay Berhane Mehari (director of the film *Sweetness in the Belly*) and Camilla Gibb (author of the book *Sweetness in the Belly*) about the filming of the novel and the challenges of such a project. Bestselling author Maja Lunde and the Norwegian literary agent Annette Ore (Oslo Literary Agency) will also talk about book-to-film adaptations. In 2017 Lunde's world bestselling novel *The History of Bees* was presented at Books at Berlinale, the pitching event by Frankfurter Buchmesse and the Berlinale Co-Production Market, which has been held at the Berlinale since 2006. The day will end with a *Matchmaking-Session for Producers, Publishers and Literary Agents* curated by the Berlinale.

The fifth B3 Biennial of the Moving Image will take place from 9 to 18 October 2020, focussing on TRUTHS. Once again, it will serve as a strategic partner within the framework of THE ARTS+ ([www.b3biennale.com](http://www.b3biennale.com)). Other partners – besides Telefilm Canada, SODEC/MUTEC Québec, Licensing International, TAICCA and Berlinale – are Ukrainian Cultural Foundation, Hessenagentur and Creative Business Cup.

## Frankfurter Buchmesse Film Awards

The Frankfurter Buchmesse Film Awards were presented in the categories "Best Literary Adaptation", "Best Literary Adaptation Series", "Best Adaptation for Children or Young Adults" and "Best Illustrated Book on Film" prior to the fair, on 9 October, as part of the B3 BEN Awards. These are the winning titles:

**"Best Literary Adaptation":** *I'm Thinking of Ending Things* (Charlie Kaufman), based on the novel by Iain Reid

**"Best Literary Adaptation Series":** *Unorthodox* (Maria Schrader), based on the novel by Deborah Feldman, screenplay written by Anna Winger and Alexa Karolinski

**Special mention goes to** *Antigone* (Sophie Deraspe)

**"Best Adaptation for Children or Young Adults":** *When Hitler Stole Pink Rabbit* (Caroline Link), based on the novel by Judith Kerr

**"Best Illustrated Book on Film":** *French New Wave* (Reel Art Press, 2019), presented by the Motovun Group of International Publishers (MGIP)

The laudatory speeches for the winners were held by Ellen Harrington, Head of the Advisory Board Film, Beat Glur, Head of Jury Frankfurter Buchmesse Film Awards, and Margret Albers, Jury Chair Children or Young Adults. Maria Schrader, Charlie Kaufman and Caroline Link – among others – appeared via video messages within the ceremony. The B3 BEN Awards honoured Willem Dafoe as "Most Influential Artist" and Anne Imhof as "Most Important Artist".

#theartsplus20 [www.theartsplus.com](http://www.theartsplus.com)

Frankfurt, 13 October 2020

## PRESS INFORMATION

### Frankfurt Audio

#### **The future of audio publishing / International audio experts at Frankfurt Conference**

Following the successful launch of Frankfurt Audio at Frankfurter Buchmesse 2019, this year, Frankfurter Buchmesse Special Edition will also highlight the trends and developments in the international audio markets with partners Zebralution, Bookwire and Storytel.

#### **Frankfurt Conference: What does the future of audio look like?**

Thursday's programme of Frankfurt Conference will be dedicated to the future of audio publishing. On 15 October from 3 pm to 5.30 pm (CEST) international experts will discuss current trends and developments in the audio market. The keynote session with Jonas Tellander, CEO and founder of Storytel, and Elena Neira, Audiovisual Consultant and Professor at the Faculty of Information and Communication Sciences of the University of Oberta de Catalunya, features a discussion about the future of audio publishing. In the following session, Magnus Nyttell, Head of International Expansion at Nextory, Mette Hammerich Caserta, Internal Business Consultant at Saga Egmont, and Julie MacKay, Director of International Content Acquisition at Scribd, discuss subscription and streaming. The panel will be moderated by Javier Celaya, CEO of Dosdoce.com. Bookwire's Global Head of Audio, Videll Bar-Kar, will present data from a new white paper on the latest findings on customers' listening behaviour: "Listen & Read: The Battle for Attention". Lance Fitzgerald, Vice President, Content and Business Development at Penguin Random House Audio, will provide insights into the audio rights trade. How can publishers best exploit the potential of podcasts? Morten Strunge, Co-Founder & CEO of Podimo, Clarissa Pabi, Content Development Manager at Acast, and Alice Lloyd, Commissioning Editor Audio & Podcasts at Trapeze Books, Orion Publishing, will provide insights in the closing panel of the conference.

Participation in all Frankfurt Conference events is free of charge. The livestreams will be broadcast on [www.buchmesse.de/conference2020](http://www.buchmesse.de/conference2020); to access these, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required. Via the online tool Slido, conference participants are encouraged to ask questions — the Slido codes will be announced during the events.

More information about the Audio track and the speakers:

[www.buchmesse.de/conference2020](http://www.buchmesse.de/conference2020). Frankfurt Conference is sponsored by Premium Partner Copyright Clearance Center; the conference's audio track is being sponsored by Bookwire, Beat Technology and Zebralution.

### **New white papers on the latest developments in the audio markets**

The questions and challenges relating to the international audio markets that will be addressed during the Frankfurter Buchmesse trade programming are also the subject of the Frankfurt Audio White Paper by audio expert Linda Lee, which was published in August. In "Audiobooks: Taking the World by Storm", the former president of the American Audio Publishers Association describes current developments in international audio markets. Zebralution is the publication's data partner. The white paper is available for free download: [www.buchmesse.de/service/whitepaper](http://www.buchmesse.de/service/whitepaper)

The new report by Frankfurt Audio' partner Bookwire, "Listen & Read: The Battle for Attention", which will be presented at Frankfurt Conference on 15 October, will also be released on that day and available for free download at <https://landing.bookwire.de/listen-read>.

Frankfurt, 13 October 2020

## PRESS INFORMATION

### **Literature takes the stage!**

#### **Stars from all over the world in the spotlight on ARD Book Fair Stage**

Cornelia Funke, Irvine Welsh & John Niven, Chilly Gonzales & Malakoff Kowalski, Andrea Petković, and Nell Zink: these authors and many others will put in an appearance — both in person and via live feed — on the ARD Book Fair Stage at this year's Frankfurter Buchmesse Special Edition. In view of the increasing number of Covid-19 cases in Frankfurt and throughout Germany, the programme for the ARD Book Fair Stage will take place without an audience. It is being organised by television broadcaster ARD and its affiliate stations; other partners are 3sat, ARTE, Deutschlandfunk, DER SPIEGEL and FAZ. It will be streamed on [www.buchmesse.de/live](http://www.buchmesse.de/live) or [www.buchmesse.ard.de](http://www.buchmesse.ard.de).

Juergen Boos, director of Frankfurter Buchmesse: "The ARD Book Fair Stage in the Festhalle will make it possible for us to put a spotlight on many authors and their new works for five days in October. This remarkable collaboration between ARD and many media partners serves one purpose: we want to come together and spend the week celebrating books. I would like to thank everyone involved for their efforts."

#### **Programme highlights on the ARD Book Fair Stage**

Weltempfang, a joint project of Frankfurter Buchmesse and the German Federal Foreign Office, is traditionally the place for open exchange and political dialogue. That is where the most important thinkers from politics, culture and business come together to discuss the issues needing to be addressed. This year, the programme will be accessible online. However, the opening will take place in the Festhalle with a podium discussion on the focus topic "Europe — Connecting Cultures". Guests will include journalist Giuliano da Empoli, founding chairman of the Milan-based think tank Volta. (Wednesday, 14 October 2020, 5.30 pm).

On Thursday, 15 October 2020, at 12.30 pm, presenter Markus Brock will be joined by American author Nell Zink, who will discuss her novel *Doxology*, which explores the lives of three New Yorkers before and after the attacks of September 11.

Reflecting the motto IT'S TIME..., every day at 3.30 pm a discussion will take place of the issues that inspire young people to become politically engaged. Organised by broadcaster ARTE, these events will also create a bridge to Canada, the book fair's virtual Guest of Honour. Another contribution by ARTE to the live programme at this year's fair: the Canadian musician Chilly Gonzales and his new book *Enya*, which he will present together with Malakoff Kowalski on Friday, 16 October 2020, at 5.00 pm. During "Enya — Talking about Taste", the

Canadian musician and entertainer and his fellow pianist ask: Does music have to be smart or can it go straight to the heart? and other questions of "taste".

On Saturday, 17 October 2020, the two giants of modern Scottish literature will make their first joint appearance in Germany. Irvine Welsh has been one of Britain's most important contemporary writers since publishing his first novel *Trainspotting*, whose film adaptation by Danny Boyle has become a pop-culture classic. With his new novel *Dead Men's Trousers*, he is bringing the *Trainspotting* series to a close – with a bang. The book topped the UK's bestseller lists and has proven highly popular in Germany as well. Originally from a town outside Glasgow, John Niven achieved his international breakthrough with the novel *Kill Your Friends*, a furious satire about the music industry. His new novel, *The F+ck-it List*, is a mordant thriller-satire about the United State in the era of Donald Trump.

On Sunday, 18 October 2020, at 3.00 pm, renowned author Cornelia Funke will talk with Bärbel Schäfer about the fourth and latest instalment in her *Reckless* saga. Funke is one of the best-known German authors of works for children and young adults. Her books have been translated into 40 languages, and many have gone on to become international bestsellers, including *The Thief Lord*, *Dragon Rider* and the *Inkworld* trilogy. She and her family now live in Los Angeles; she will join the event via live feed.

All happenings in the ARD Book Fair Stage programme will be recorded and streamed live ([www.buchmesse.ARD.de](http://www.buchmesse.ARD.de)). More information on the programme is available at [www.buchmesse.de/ard](http://www.buchmesse.de/ard).

Frankfurt, 13 October 2020



## **Frankfurter Buchmesse 2020: selection of events**

**5-16 October 2020, 9.30 am (CEST), digital**

### **Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The entire timetable and more details about the online sessions are available at [www.buchmesse.de/en/highlights/international-markets](http://www.buchmesse.de/en/highlights/international-markets). The episodes will be available after their premiere in the [YouTube playlist](#).

### **Monday, 12 October 2020**

**9.30 am (CEST), digital**

### **Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The episode is available on YouTube:

[https://www.youtube.com/playlist?list=PL05NFUqusiqp1yYht\\_r695YBM3nCF3l](https://www.youtube.com/playlist?list=PL05NFUqusiqp1yYht_r695YBM3nCF3l)

**2.30 pm-5.30 pm (CEST), digital**

### **African Perspectives – Writers and Literary Experts in Conversation**

KfW Foundation and Litprom are jointly organising a symposium on African literatures and their rendering in the German-speaking world: "African Perspectives – writers and literary experts in conversation". Kenyan author Ngugi wa Thiong'o will give the keynote speech; further speakers include the authors Maaza Mengiste (Ethiopia/USA) and Yvonne Adhiambo Owuor (Kenya). Authors, publishers, translators and others will discuss the developments that have taken place over the past decades, and visions for the future. Spoken-word author Koleka Putuma will conclude the event with a reading. A get-together on ZOOM will take place afterwards, beginning at 6 pm, allowing the interested public to ask questions to the event's participants. The event was recorded at Villa 102 in Frankfurt and is available on the YouTube channels of [KfW Fozerundation](#) and [Litprom](#), as well as on [www.buchmesse.de](http://www.buchmesse.de) and on the [Frankfurter Buchmesse](#) YouTube channel.

**3.00 pm-5.30 pm (CEST), digital**

**Frankfurt Conference: Academic & Scholarly**

**Open Science and the management of a cultural change**

Open Science and the management of a cultural change will be in the focus of the Academic & Scholarly conference track, chaired by Dr. Tiberius Ignat, Director of Scientific Knowledge Services. International speakers, including Dr. Paul Ayriss, Pro-Vice-Provost, UCL Library Services (UK); Kristiina Hormia-Poutanen, Director of Library Network Services at the National Library of Finland; Sofie Wennström, Analyst at Stockholm University Library (Sweden); Catriona MacCallum, Director of Open Science at Hindawi Limited (UK), and Emily Poznanski, Director Strategy at De Gruyter (Germany). The Academic & Scholarly track is organised in cooperation with Scientific Knowledge Services and sponsored by Wiley, Elsevier and TrendMD. To access the recorded conference session, register at My Book Fair:

<https://services.book-fair.com/login>. Timetable and further information:  
[www.buchmesse.de/conference](http://www.buchmesse.de/conference).

**6.00 pm (CEST), livestream**

**Award ceremony: German Book Prize 2020**

Which book will be named German-language novel of the year? The recording of the ceremony, taking place in the Kaisersaal of Frankfurter Römer is available at: [www.deutscher-buchpreis.de](http://www.deutscher-buchpreis.de) Media contact: [presse@boev.de](mailto:presse@boev.de)

**Tuesday, 13 October 2020**

**9.30 am (CEST), digital**

**Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The episode will be available in the [YouTube playlist](#).

**12.30 pm (CEST), Festhalle, Messe Frankfurt, livestream**

**Opening Press Conference Frankfurter Buchmesse Special Edition 2020**

Speakers: Juergen Boos, Director of Frankfurter Buchmesse; Karin Schmidt-Friderichs, President of the Börsenverein des Deutschen Buchhandels; Volker Bouffier, Minister President of the State of Hesse; Manfred Krupp, General Director of Hessischer Rundfunk; Lydia Hilebrand, Founder and Publisher & Töchter Verlag.

Please send interview requests to [press@buchmesse.de](mailto:press@buchmesse.de)

**3.00 pm-5.30 pm (CEST), digital**

**Frankfurt Conference: Rights & Licensing**

**Rights trade in a post-COVID world / Focus on Canada and Spain**

Diane Spivey, publishing and rights consultant and former Group Contracts Director at Hachette UK, will discuss the rights trade in times of COVID-19 with leading UK literary agent Andrew Nurnberg. Speakers include Anna Soler-Pont, founder of Pontas Agency; Sandra Parejas, Casanovas Lynch agency; Florence Bisch, International and Domestic Rights Director at Groupe Homme; Janie Yoon, Editorial Director at House of Anansi; Corinne Quentin of Bureau des Copyrights Français; Marty Brochstein, SVP Industry Relations and Information at Licensing International. The conference will be chaired by Jo Henry, Managing Director of the UK trade magazine *BookBrunch*. Media partners of the Rights & Licensing track are *BookBrunch* and Licensing International.

Participation is free of charge; to take part register at My Book Fair: <https://services.book-fair.com/login>. Timetable and further information: [www.buchmesse.de/conference](http://www.buchmesse.de/conference).

**6.00 pm-7.00 pm (CEST), digital**

**The Hof: THE ARTS+ community meet-up**

Live music, great conversations, networking with peers and the occasional drink. The Hof is a unique digital experience recreating the excitement, insightfulness and connection happening at the hotel Frankfurter Hof, arguably the most popular gathering spot outside the fairground. THE ARTS+ Community Meet-up will take place with Holger Volland, Vice President Sales & Business Development, Frankfurter Buchmesse, and Maylis Vauterin, Rights Director, Éditions Stock. You can now [register here](#) (free of charge).

**6.00 pm-ca. 7.30 pm (CEST), Festhalle Messe Frankfurt, livestream**

**Opening Ceremony of the Frankfurter Buchmesse Special Edition 2020**

Speakers: Juergen Boos, Director Frankfurter Buchmesse; Karin Schmidt-Friderichs, President of the German Publishers & Booksellers Association; Prof. Monika Grütters, Federal Government Commissioner for Culture and the Media; Peter Feldmann, Mayor of the City of Frankfurt am Main; Tarek Al-Wazir, Hessian Ministry of Economics, Energy, Transport and Housing; David Grossman (digitally), Israeli author

Registration: Participation in the opening ceremony is only possible with **prior registration and confirmation**. Please write to [redcarpetpress@buchmesse.de](mailto:redcarpetpress@buchmesse.de) by **1.10.2020**, stating your employer and your activity (photographer, camera, radio, social media/online, print).

**Wednesday, 14 October 2020**

**9.30 am (CEST), digital**

**Sustainable Development Goals – Publishers Compact**

Following the success of the United Nations Sustainable Development Goals Book Club, the IPA is backing a new compact, a kind of charter, to encourage all publishers to play their part in achieving the Sustainable Development Goals by 2030. As the 2020 Frankfurt Book Fair starts, join us for the launch of the SDG Publishers Compact. Speakers include: Sherri Aldis, Chief, UN Publications; Hugo Setzer, IPA President; Juergen Boos, CEO of Frankfurter Buchmesse; Nadja Kneissler, Chairwoman of the Publishers' Committee of the German Publishers and Booksellers Association. Moderator: Michiel Kolman, IPA Presidential Envoy for Diversity and Inclusion.

Registration via the [IPA website](#).

**9.30 am (CEST), digital**

**Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The episode will be available in the [YouTube playlist](#). The entire timetable and more details about the online sessions will be available soon at [www.buchmesse.de/en/highlights/international-markets](http://www.buchmesse.de/en/highlights/international-markets).

**10.00 am (CEST), digital**

**Improving diversity in publishing: Who can lead the change process?**

by IPA and FBM

The publishing industry knows that there is much room for improvement with regards to how inclusive and diverse the publishing sector is. This panel will look at current quantitative and qualitative data, discuss concepts for change and look at the role publishers, associations, and other industry partners can and must play to bring about change on this urgent issue.

Speakers include: Michiel Kolman, IPA Presidential Envoy Diversity & Inclusion; Sharmaine Lovegrove, Publisher of Dialogue Books; Sandra van Lente, Co-Author of *Rethinking 'Diversity' in Publishing*. Further speakers to be announced.

More information: [www.buchmesse.de/conference](http://www.buchmesse.de/conference). To access the livestream, please register once via My Book Fair: <https://services.book-fair.com/login>.

**11.00 am (CEST), digital**

**An international outlook on publishing, creative content and IP**

by WIPO, IPA and FBM

In this session, the new Global Publishing Industry Report for 2020, compiled by the World Intellectual Property Organization (WIPO) and the IPA, will be presented. This annual survey covers international trends and patterns in three market segments: retail, educational and scholarly, academic and scientific publishing. Speakers include: Juergen Boos, Director Frankfurter Buchmesse; Alexander Cuntz, Senior Economist, WIPO; Carsten Fink, Chief Economist, WIPO; Jessica Sanger, IPA Copyright Committee Chair; Daren Tang, Director General, World Intellectual Property Organization (WIPO); Holger Volland, Vice President Business Development, Frankfurter Buchmesse.

More information: [www.buchmesse.de/conference](http://www.buchmesse.de/conference). To access the livestream, please register once via My Book Fair: <https://services.book-fair.com/login>.

**12.00 pm (CEST), digital**

**Freedom to Publish Committee Open Meeting**

An exclusive advance presentation of a new IPA report presenting the freedom to publish situation around the world and the opportunity for participants to share their stories.

Registration via the [IPA website](#).

**1.00 pm (CEST), digital**

**Presentation of Jakarta, Host of the 33rd International Publishers Congress 2022**

The governor of Jakarta will open a session presenting the newly announced host city of the 33rd International Publishers Congress in November 2022.

Registration via the [IPA website](#).

**1.00 pm (CEST), digital**

**Ask the Experts: Agents, Digital Marketing, and the Future of Audio**

In this session, Byte the Book will ask experts to share their Top 5 tips on how to work with an agent, how to create a digital platform and use social media to connect to your audience, and how best to use the expansion of the podcast/audio world to bring in new fans/create new content. The discussion will be moderated by Justine Solomons, Director and Founder of Byte the Book, and there will be an opportunity for attendees to ask questions.

Speakers include: Nelle Andrew, literary agent; Renata Sweeney, Senior Marketing Manager at Tor Books (Macmillan); Jeffrey Yamaguchi, Senior Director of Marketing for Blackstone Publishing; Justine Solomons (host), Byte the Book.

You can now [register here](#) (free of charge).

**3.00 pm-5.30 pm (CEST), digital**

**Frankfurt Conference: Publishing Insights**

**The publishing industry in times of COVID-19**

2020 was, and still is, a challenging year for the publishing industry. At Publishing Insights,

international voices from the book industry will discuss struggles and strategies for success during and after COVID-19.

Speakers include: James Daunt, CEO of Barnes & Noble and Managing Director of Waterstones (USA and UK), Ananth Padmanabhan, CEO of HarperCollins Publishers India, Jenny Fry, Commercial Director at Canongate (UK), Gustavo Lambert, founder of TAGLivros (Brazil) and Caroline Leavitt, author and co-founder of A MIGHTY BLAZE! (USA). Porter Anderson, Editor-in-Chief of the international trade magazine Publishing Perspectives, and Erin Cox, Head of US PR at Frankfurter Buchmesse, will be among the moderators of this track. Participation is free of charge; to take part register at My Book Fair: <https://services.book-fair.com/login>. Timetable and further information: [www.buchmesse.de/conference](http://www.buchmesse.de/conference).

**5.00 pm (CEST), digital event**

**Award ceremony: Raif Badawi Award for courageous journalists**

The Friedrich Naumann Foundation for Freedom in cooperation with the German Publishers & Booksellers Association awards the Raif Badawi Award.

Watch the ceremony here: [www.freiheit.org](http://www.freiheit.org)

**5.00 pm-6.00 pm (CEST), digital**

**The Hof: New York calling**

With: Amy Hundley, Senior Editor & Subsidiary Rights Director Grove Atlantic

You can now [register here](#) (free of charge).

**5.30 pm-6.30 pm (CEST), ARD Book Fair Stage**

**Opening of the Weltempfang (digital)**

Weltempfang is a joint project of Frankfurter Buchmesse and the Federal Foreign Office of Germany. It has long served as the place for open dialogues and political discourse. The most important minds in politics, culture, and business discuss urgent topics here. This year, the programme is accessible online. The opening will take place on the ARD stage with a podium discussion on the main topic "Europe – Connecting Cultures".

With: Giuliano da Empoli, Italian and Swiss writer, chairman of Volta Think Tank; Gert Scobel, German journalist, TV host, author, philosopher; Geert Mak, Dutch author and essayist; Priya Basil, British author; Juergen Boos, Director Frankfurter Buchmesse; Dr Andreas Gorgen, Head of Directorate-General for Culture and Communication Feder Foreign Office

Watch the ceremony here: <https://www.buchmesse.de/en/digital-fair/live-programme/weltempfang>

**8.30 pm-9.30 pm (CEST), digital**

**Together! Restarting culture in Europe, from remembrance towards a shared history**

Nora Bossong and Francesca Melandri discuss Italian and German history, old and new colonialism, the intertwining between class discrimination, racism and sexism and how the youngest generations are going to deal with such a legacy.



With: Francesca Melandri (Italian writer), Nora Bossong (German writer), Tonia Mastrobuoni (journalist), Irmgard Maria Fellner (Director for Cultural Relations Policy and Deputy Head of the Directorate-General for Culture and Communication, German Federal Foreign Office).

Watch the event here: <https://www.buchmesse.de/en/digital-fair/live-programme/weltempfang>

### **Thursday, 15 October 2020**

**9.30 am (CEST), digital**

#### **Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The episode will be available in the [YouTube playlist](#). The entire timetable and more details about the online sessions at <https://www.buchmesse.de/en/highlights/international-markets>.

**6.30 pm-7.30 pm (CEST), digital**

#### **Reaching New Readers: How to Expand Your Audience to New Markets**

In this panel, we will discuss strategies for promoting books to these audiences, and what publishers can do themselves to help reach new readers.

Speakers include: Indira Birnie, Executive Producer on This Is Spoke and Senior Manager, Audience Marketing at Penguin, Maria Campbell, the founder and president of Maria B. Campbell Associates, Inc. and Maria B. Campbell Associates UK Ltd, Bwesigye Bwa Mwesigire, Ugandan writer and Co-founder of the Centre for African Cultural Excellence. Please register and then login at 'My Book Fair' to participate in this event:

<https://services.book-fair.com/register>. Participation in the event is only possible after login, and on the day of the event. There is no participant limit for this event and places do not need to be booked in advance.

**1.30 pm-2.30 pm (CEST), digital**

#### **The Future of Sustainable Publishing**

Publishing has already made a great start with its sustainability agenda. But as with all industries, time is not on our side and we need to do more, and the Covid-19 pandemic has only accelerated the pace. Four global experts debate the priorities and share their 2020 vision. Prepare to come away from this session with your top 10 tips on sustainability best practice across the supply chain.

Speakers include: Jo Henry, BookBrunch, Anke Oxenfarth, oekom verlag, Berry Wiersum, Sappi, Manos Kapterian, Pearson, Lisa Faratro, CPI Group



The livestream will be broadcast on [www.buchmesse.de/b2bevents](http://www.buchmesse.de/b2bevents); to access it, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required.

**1.30 pm (CEST), digital**

**IPA Prix Voltaire 2020: Guerilla Publishing and International Support**

by IPA and FBM

This session will feature Pham Doan Trang, former spokesperson of the Vietnamese Liberal Publishing House which was awarded the 2020 Prix Voltaire. The discussion will shed a light on guerilla publishing and the situation in Vietnam as well as on the role of the international publishing community in freedom to publish.

Speakers include: Kristenn Einarsson, Chair of the IPA's Freedom to Publish Committee; Will Nguyen, campaigner; Pham Doan Trang, former spokesperson for Liberal Publishing House; Nguyen Truong Son, Amnesty International. Moderator: James Taylor, Director Communications and Freedom to Publish, IPA

The livestream will be broadcast on [www.buchmesse.de/b2bevents](http://www.buchmesse.de/b2bevents); to access it, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required.

**3.00 pm-5.30 pm (CEST), digital**

**Frankfurt Conference: Audio**

**What does the future of audio look like?**

Audio is the darling of the publishing industry and a steady growth driver. At the Audio track on the Thursday of the fair, experts from the international audio publishing industry, including Magnus Nyttell, Head of International Expansion at Nextory, and Videl Bar-Kar, Global Head of Audio at Bookwire, will give insights and discuss the production of audio content, consumer behaviour and the future of subscription and streaming models. Javier Celaya, CEO of Dosdoce.com, will be among the moderators. Further speakers will be announced soon. The Audio track of Frankfurt Conference is sponsored by Beat Technology.

The livestream will be broadcast on [www.buchmesse.de/conference2020](http://www.buchmesse.de/conference2020); to access it, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required.

**6.00 pm (CEST), digital**

**We are in this together: Women and publishing in Africa**

We are presenting to you some hugely dedicated, successful women in Africa's publishing industry, who have also made their names on an international level. This session is organized in cooperation with PublisHer.

Speakers include: Olivia Snaije, journalist, Karam Youssef, publisher and founder of Kotob Khan, James Murua, blogger, journalist, podcaster, Zukiswa Wanner, South African novelist, journalist, editor, publisher, curator and Anwuli Ojogwu, editor, co-founder Narrative Landscape Press & Society for Book and Magazine Editors of Nigeria

Watch the event here: <https://www.buchmesse.de/b2bevents>; to access it, registration with My Book Fair at [www.buchmesse.de](http://www.buchmesse.de) is required.

**7.00 pm-8.00 pm (CEST), digital**

**The Hof: Grauburgunder meets Ebbelwoi**

Hessian and Rhineland-Palatinate publishers invite you to a virtual reception in the authors' bar of "The Hof": Booksellers and publishers are warmly welcome to this special digital get-together after a busy virtual day at the fair. Live music, great conversations, networking with peers and the occasional drink.

You can now [register here](#) (free of charge).

**Time: tba**

**LiBeraturpreis 2020: award ceremony with Lina Atfah**

Every year, the LiBeratur Award is given to an especially popular title by a female writer from Africa, Asia, Latin America or the Arab world. This year's winner is Lina Atfah. Her book of poetry „Das Buch von der fehlenden Ankunft („The Book of the Missing Arrival“, Pendragon Verlag), is the first book of poetry to be honoured with a LiBeraturpreis. Laudatory speech by Safiye Can. Watch the ceremony here: [www.youtube.com/channel/UCV9uc7rIOixRuI-bnwCIHFQ](https://www.youtube.com/channel/UCV9uc7rIOixRuI-bnwCIHFQ).

**Friday, 16 October 2020**

**9.30 am (CEST), digital**

**Market Insights series**

Frankfurter Buchmesse's Market Insights series offers in-depth information about international book markets. Starting at 5 October 2020, one online session will be broadcast each day Monday to Friday at 9.30 am (CEST) until 16 October. The markets to be presented include the Spanish-speaking Latin American markets, Brazil, the UK, the US, Germany, Finland, Russia, Slovenia, China and Indonesia. The episode will be available in the [YouTube playlist](#). The entire timetable and more details about the online sessions at [www.buchmesse.de/en/highlights/international-markets](http://www.buchmesse.de/en/highlights/international-markets).

**11.30 am (CEST), digital**

**European Accessibility Act (EAA) : a chance for publishing**

by FEP, IPA and FBM

Last year, the European Accessibility Act was passed. This event will highlight the opportunities of the European Accessibility Act for publishers and feature statements from the Presidents of the Federation of European Publishers (FEP) and IPA.

Speakers include: Luc Audrain, accessible publishing expert; Monica Halil, Head of Accessible Books Consortium, WIPO; Cristina Mussinelli, Secretary General, LIA Foundation; Inmaculada Placienca-Porrer, Senior Expert Social Affairs at Directorate General for Employment, Social Affairs and Inclusion, European Commission.

More information: [www.buchmesse.de/conference](http://www.buchmesse.de/conference). To access the livestream, please register once via My Book Fair: <https://services.book-fair.com/login>.

**11.30 am (CEST), digital**

**IBBY's engagement with children**

Insight in IBBY's activities in times of Corona-crises with important topics for the children's books industry.

Speakers include: Patricia Aldana, Liz Page, Junko Yokota, Jacqueline Woodson, Sherri Aldis, and Hendrik Hellige, Frankfurter Buchmesse & Nina Garde, Frankfurter Buchmesse as hosts.

Watch the event here: [www.buchmesse.de/b2bevents](http://www.buchmesse.de/b2bevents)

**5.00 pm (CEST), ARD Book Fair Stage**

**Chilly Gonzales & Malakoff Kowalski: Talking about taste**

The Canadian musician and entertainer and his fellow pianist ask: *Does music have to be smart or can it go straight to the heart?* and other questions of "taste". Enya, Chilly Gonzales' first book, is out 14 October and the career retrospective documentary 'Shut up and play the piano' will have its TV premiere on ARTE during the book fair week.

Watch the event here: <https://www.buchmesse.de/en/digital-fair/live-programme/ard-book-fair-stage>

**5.30 pm-6.30 pm (CEST), digital**

**Weltempfang: The Arab World and Europe: Flight and migration in children's books**

How do children's book authors write about the difficult subject of flight and expulsion? What kind of children's literature is needed to encourage sensitive yet open discussions about this topic? In conversation with Ibtisam Barakat, versatile Palestinian-American children's book author and winner of this year's Sheikh Zayed Award, and Kirsten Boie, well-known German author of children's and young adult books, this panel discussion sheds light on these and other important questions from different perspectives and (writing) experiences.

More information: [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang)

Cooperation Partner: Litprom e.V. & Sheikh Zayed Book Awards

**8.30-9.30 pm (CEST), digital**

**Weltempfang: Race, Sex and Colonialism – a topical debate beyond European borders**

What relationships are there between race, gender and colonisation? This conversation between two specialists, Prix-Goncourt-winning writer Leïla Slimani and "muscle" philosopher Elsa Dorlin, offers an opportunity to delve deeper into history – and to better understand the realities of our present-day societies. Host: Regina Keil-Sagawe, culture journalist, literary translator.

Partners: Institut français Deutschland, Literarisches Colloquium Berlin and Institut franco-allemand IFRA

More information: [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang)

**7.00-8.00 pm (CEST), digital**

**Weltempfang: Africa and Europe – how can cooperation succeed?**

It's impossible to overestimate the present and future importance of Africa with regard to its young population, natural resources, climate change and the resulting migration movements, but also in cultural and economic terms. With what attitude does Europe regard Africa and vice versa? What dynamics and what young voices are there, and who is listening to them?

With: Yvonne Adhiambo Owuor, Kenyan writer; Emeritus Prof Robert Kappel, Institute of African Studies at the University of Leipzig; Dr. Gerd Hankel, expert in international law, linguist and freelance collaborator, Hamburg Institute for Social Research; Prof Andreas Eckert historian and scholar of African studies, Institute of Asian and African Studies of the Humboldt University of Berlin. More information: [www.buchmesse.de/weltempfang](http://www.buchmesse.de/weltempfang)

**10.00 pm-11.00 pm (CEST), digital**

**The Hof: Trends and news in international publishing**

The Hof is a unique digital experience recreating the excitement, insightfulness and connection happening at the hotel Frankfurter Hof, arguably the industry's most popular gathering spot outside the fairground. Guest speakers join for short, inspirational interviews, followed by breakout sessions during which all participants can get to know each other and exchange ideas in smaller groups.

The session is dedicated to trends and news in international publishing.

With: Porter Anderson, Editor-in-Chief, Publishing Perspectives

You can now [register here](#) (free of charge).

**Saturday, 17 October 2020**

**10.00 am-10.00 pm (CEST), digital**

**BOOKFEST digital**

BOOKFEST digital – with Elizabeth Gilbert and Matt Haig, among others – will light up screens with a highly diverse mixture of literary inspiration and exciting interactions. Find the entire programme of BOOKFEST digital here shortly:

[www.buchmesse.de/en/digital-fair/live-programme/bookfest-digital](http://www.buchmesse.de/en/digital-fair/live-programme/bookfest-digital).

**4.00 pm (CEST), ARD Book Fair Stage**

**#FreeHongkong**

What can Europeans do to support Hong Kong citizens? With Joshua Wong, activist of the Hong Kong democracy movement, Nina George, author and President of the European Writers 'Council and Alexander Skipis, General Manager of the German Publishers & Booksellers Association. Media contact: [presse@boev.de](mailto:presse@boev.de)

Watch the event here via [livestream](#)

**8.00 pm (CEST), ARD Book Fair Stage**

**Irvine Welsh & John Niven live**

On Saturday, 17 October 2020, the two giants of modern Scottish literature will make their first joint appearance in Germany. Irvine Welsh has been one of Britain's most important contemporary writers since publishing his first novel *Trainspotting*, whose film adaptation by Danny Boyle has become a pop-culture classic. With his new novel *Dead Men's Trousers*, he is bringing the *Trainspotting* series to a close — with a bang. The book topped the UK's bestseller lists and has proven highly popular in Germany as well. Originally from a town outside Glasgow, John Niven achieved his international breakthrough with the novel *Kill Your Friends*, a furious satire about the music industry. His new novel, *The F\*ck-it List*, is a mordant thriller-satire about the United State in the era of Donald Trump.

Watch the event here: <https://www.buchmesse.de/en/digital-fair/live-programme/ard-book-fair-stage>

**Sunday, 18 October 2020**

**10.45 am (CEST), broadcast on German television (ARD)**

**Award ceremony: Peace Prize of the German Book Trade 2020**

The economist and philosopher Amartya Sen will be honored with the Peace Prize. German president Frank-Walter Steinmeier will deliver the official speech honouring the laureate. Event broadcast live on German television. Media contact: [presse@boev.de](mailto:presse@boev.de)

**5.00-6.00 pm (CEST), digital**

**Weltempfang: The World After: Bruno Latour and Hartmut Rosa on the consequences of the coronavirus crisis**

After two centuries of virtually uninterrupted acceleration, the world is suddenly slowing down. Governments around the world are making decisions that seemed unimaginable just a few months ago. Could the coronavirus crisis also be an opportunity to change our thinking and for new policies? Two of Europe's leading thinkers discuss new ways of considering our relationship with the world.

Cooperation: Institut français Germany, Institut franco-allemand IFRA and Literarisches Colloquium Berlin

Watch the event here: <https://www.buchmesse.de/digitale-buchmesse/live-programm/weltempfang#18224>

**6.00-7.00 pm (CEST), via Zoom & YouTube**

**Press conference with Peace Prize winner Amartya Sen**

The event will be held in English.

This digital press conference is an opportunity to talk to Amartya Sen, who will be honoured with the Peace Prize 2020, and Karin Schmidt-Friderichs, chairwoman of the German Publishers and Booksellers Association (Börsenverein).

[Please accredit yourself](#) early, so that you can ask your questions via Zoom. In addition, the press conference will be broadcast live on [YouTube](#).

### **Events in November and December**

#### **20 November 2020**

**2.00 pm-3.00 pm (CEST)**, digital

##### **The Hof: Africa calling**

Live music, great conversations, networking with peers and the occasional drink. The Hof is a unique digital experience recreating the excitement, insightfulness and connection happening at the hotel Frankfurter Hof, arguably the most popular gathering spot outside the fairground. You can now [register here](#) (free of charge).

#### **15 December 2020**

**6.00 pm-7.00 pm (CEST)**, digital

##### **The Hof: Christmas edition - rights & licensing wrap-up 2020**

Live music, great conversations, networking with peers and the occasional drink. The Hof is a unique digital experience recreating the excitement, insightfulness and connection happening at the hotel Frankfurter Hof, arguably the most popular gathering spot outside the fairground. You can now [register for the Christmas edition here](#) (free of charge).

Frankfurt, 13 October 2020



# Frankfurter Buchmesse Special Edition 2020



(Stand /Last update: 12.10.2020) \*

Nachname / last name	Vorname / first name	Sprache / language	Datum/ date	Zeit/time	(D)igital / (P)resent	Ort / place
Akhtar	Ayad	en	17.10.2020	19.30	D	www.buchmesse.de
Akrap	Doris	en	17.10.2020	13.20	D	www.buchmesse.de
Antony	Ross	de	17.10.2020	12.00	D	www.buchmesse.de
Atfah	Lina	en	16.10.2020	13.00	P	Festhalle
Atwood	Margaret	en	17.10.2020	20.00	D	www.buchmesse.de
Auer	Margit	de	18.10.2020	14.00	P	Volksbühne Frankfurt
Barakat	Ibtisam	de	16.10.2020	17.30	D	www.buchmesse.de
Bauer	Jasna Fritzi	de	14.10.2020	19.30	P	Gallus Theater
Berkel	Christian	de	16.10.2020	14.30	P	Festhalle
Bjerg	Bov	de	14.10.2020	19.30	P	Walden
Böhmermann	Jan	de	17.10.2020	13.30	D	Festhalle
Boie	Kirsten	de	16.10.2020	17.30	D	www.buchmesse.de



# Frankfurter Buchmesse Special Edition 2020

<b>Bossong</b>	Nora	en	14.10.2020	20.30	D	www.buchmesse.de
<b>Brandis</b>	Katja	de	17.10.2020 15.10.2020	9.40 11.30	D	www.buchmesse.de
<b>Brinkbäumer</b>	Klaus	de	15.10.2020 16.10.2020	15.00 20.00	P	Festhalle
<b>Caspers</b>	Ralph	de	18.10.2020	11.00	P	Volksbühne
<b>Da Empoli</b>	Giuliano	de	14.10.2020	17.30	P	Festhalle
<b>Dath</b>	Dietmar	de	16.10.2020	12.30	P	Festhalle
<b>Deutscher Buchpreis Gewinner'in</b>	N.N.		14.10.2020	13.30	P	Festhalle
<b>Doron</b>	Lizzie	tba	17.10.2020	17.00	D	www.buchmesse.de
<b>Ebert</b>	Vince	de	18.10.2020	17.00	P	Festhalle
<b>Eschbach</b>	Andreas	de	17.10.2020	14.00	D	www.buchmesse.de
<b>Evaristo</b>	Bernardine	en	14.10.2020	15.05	D	www.buchmesse.de
<b>Fast</b>	Valentina	de	17.10.2020	11.30	D	www.buchmesse.de
<b>Fischer</b>	Leander	de	14.10.2020	20.00	P	Romanfabrik
<b>Fried</b>	Amelie	de	17.10.2020	11.20	D	www.buchmesse.de
<b>Friedman</b>	Michel	de	17.10.2020	12.00	P	Festhalle
<b>Fröhlich</b>	Susanne	de	16.10.2020	20.00	P	Festhalle
<b>Fuchs</b>	Arved	de	17.10.2020	18.00	D	www.buchmesse.de
<b>Funke</b>	Cornelia	de	18.10.2020	15.00	D	www.buchmesse.de
<b>George</b>	Nina	tba	15.10.2020	20.30	D	www.buchmesse.de
<b>Giermann</b>	Max	de	15.10.2020	19.30	P	Gallus Theater
<b>Gilbert</b>	Elizabeth	en	17.10.2020	10.00	D	www.buchmesse.de
<b>Gonzales</b>	Chilly	en	16.10.2020	17.30	P	Festhalle
<b>Grossman</b>	David	en	13.10.2020 16.10.2020	18.00 20.00	D	Festhalle
<b>Grütters</b>	Monika	de	14.10.2020	10.00	P	Festhalle
<b>Haig</b>	Matt	en	17.10.2020	22.30	D	www.buchmesse.de

# Frankfurter Buchmesse Special Edition 2020

<b>Hartmann</b>	Ilona	de	14.10.2020	20.00	P	Romanfabrik
<b>Heidenreich</b>	Elke	de	16.10.2020	20.00	P	Festhalle
<b>Helming</b>	Guy	de	14.10.2020	19.30	P	Le Meridien, Frankfurt
<b>Just</b>	Lorenz	de	14.10.2020	20.00	P	Romanfabrik
<b>Kaminer</b>	Wladimir	de	17.10.2020	16.50	D	www.buchmesse.de
<b>Kantor</b>	Jodi	en	17.10.2020	11.00	D	www.buchmesse.de
<b>Kast</b>	Bas	de	16.10.2020 16.10.2020	15.00 20.00	P	Festhalle
<b>Katzenberger</b>	Daniela	de	17.10.2020	13.40	D	www.buchmesse.de
<b>Kendi</b>	Ibrahim X.	en	17.10.2020	17.00	D	www.buchmesse.de
<b>“Klaudia mit K”</b>	Klaudia Giez	de	17.10.2020	tba	D	www.buchmesse.de
<b>Kling</b>	Marc-Uwe	de	17.10.2020	16.40	D	www.buchmesse.de
<b>König</b>	Ralf	de	17.10.2020	20.45	D	www.buchmesse.de
<b>Koschwitz</b>	Thomas	de	14.10.2020	19.30	P	Leonardo Royal Hotel Frankfurt
<b>Kowalski</b>	Malakoff	en	16.10.2020	17.00	P	Festhalle
<b>Krist</b>	Martin	de	17.10.2020	18.40	D	www.buchmesse.de
<b>Krone-Schmalz</b>	Gabriele	de	14.10.2020 15.10.2020	14.30 19.00	P P	Festhalle Matthäuskirche
<b>Lafer</b>	Johann	de	18.10.2020	10.00	tba	Festhalle
<b>Lamby</b>	Stephan	de	15.10.2020	15.00	P	Festhalle
<b>Laurel</b>	Juan Tomás Ávila	en	15.10.2020	20.15	P	Deutsches Filmmuseum
<b>Lauterbach</b>	Prof. Karl	de	17.10.2020	12.30	P	Festhalle
<b>Lilienthal</b>	Matthias	de	15.10.2020	19.00	D	www.buchmesse.de
<b>Lunde</b>	Maja	en	16.10.2020	18.00	D	www.buchmesse.de
<b>Maar</b>	Paul	de	17.10.2020	11.50	D	www.buchmesse.de
<b>Madelung</b>	Eva	de	17.10.2020	13.40	D	www.buchmesse.de
<b>Magnusson</b>	Kristof	de	14.10.2020	20.30	P	Haus des Buches

# Frankfurter Buchmesse Special Edition 2020

<b>Mangold</b>	Ijoma	de	14.10.2020 15.10.2020 17.10.2020	10.00 16.20 13.20	P/D	www.buchmesse.de
<b>Mansour</b>	Ahmad	de	14.10.2020  16.10.2020	19.30  20.00	P	Deutsche Nationalbibliothek Festhalle
<b>Martenstein</b>	Harald	de	14.10.2020	15.00	P	Festhalle
<b>Mayer</b>	Eric	de	16.10.2020	16.00	P	Senckenberg Museum
<b>Meinecke</b>	Thomas	de	15.10.2020	20.30	D	www.buchmesse.de
<b>Melandri</b>	Francesca	en	14.10.2020	20.30	D	www.buchmesse.de
<b>Meyer</b>	Clemens	de	17.10.2020	tba	D	www.buchmesse.de
<b>Milberg</b>	Axel	de	15.10.2020	17.00	P	Festhalle
<b>Moor</b>	Max	de	18.10.2020	12.00	P	Festhalle
<b>Müntefering</b>	Franz	de	17.10.2020	20.10	D	www.buchmesse.de
<b>Niven</b>	John	en	17.10.2020	20.00	P	Festhalle
<b>Noelle</b>	Mavie	de	17.10.2020	tba	D	www.buchmesse.de
<b>Oliver</b>	Jamie	en	17.10.2020	13.25	D	www.buchmesse.de
<b>Owuor</b>	Yvonne Adhiambo	en	16.10.2020	19.00	D	www.buchmesse.de
<b>Pantermüller</b>	Alice	de	17.10.2020	10.45	D	www.buchmesse.de
<b>Peluso</b>	Francesca	de	17.10.2020	11.30	D	www.buchmesse.de
<b>Peters</b>	Christoph	de	17.10.2020 17.10.2020	10.00 19.00	P	Festhalle Roomers
<b>Petković</b>	Andrea	de	15.10.2020	13.30	P	Festhalle
<b>Platthaus</b>	Andreas	de	17.10.2020	20.45	D	www.buchmesse.de
<b>Plöger</b>	Sven	de	16.10.2020	12.00	P	Festhalle
<b>Precht</b>	Richard David	de	15.10.2020	19:00	P	Kunstverein Montez
<b>Rodenwald</b>	C. R.	de	17.10.2020	tba	D	www.buchmesse.de
<b>Rotaru</b>	Lana	de	17.10.2020	11.30	D	www.buchmesse.de

# Frankfurter Buchmesse Special Edition 2020

<b>Sargnagel</b>	Stefanie	de	16.10.2020	20.00	P	Festhalle
<b>Schäfer</b>	Bärbel	de	14.10.2020 - 18.10.2020	tägl. 14.00	P	Festhalle
<b>Scheck</b>	Denis	de	14.10.2020 - 18.10.2020	tägl. 11.00	P	Festhalle
<b>Scheffler</b>	Axel	de	17.10.2020	09.50	D	www.buchmesse.de
<b>Schiffer</b>	Maria	de	17.10.2020	13.50	D	
<b>Schwarzer</b>	Alice	de	16.10.2020	13.30	P	Festhalle
<b>Scobel</b>	Gert	de	14.10.2020	17.30	P	www.buchmesse.de
<b>Seiler</b>	Lutz	de	17.10.2020	20.00	D	www.buchmesse.de
<b>Slimani</b>	Leïla	en	16.10.2020	20.30	D	www.buchmesse.de
<b>Snowden</b>	Edward	en	17.10.2020	19.00	P	www.buchmesse.de
<b>Spreckelsen</b>	Tilman	de	15.10.2020 17.10.2020	16.30 12.30	P	Festhalle Struwwelpetermuseum
<b>Steffens</b>	Dirk	de	17.10.2020	12.45	D	www.buchmesse.de
<b>Steinhöfel</b>	Andreas	de	17.10.2020	16.00	P	Am Kaiserplatz, Bethmannstraße 33
<b>Stöcker</b>	Christian	de	16.10.2020	19.00	P	Steigenberger Frankfurter Hof
<b>Trinkwalder</b>	Sina	de	14.10.2020	14.00	D	Festhalle
<b>Twohey</b>	Megan	en	17.10.2020	11.00	D	www.buchmesse.de
<b>von Lange</b>	Alexa Hennig	de	16.10.2020	20.00	P	Festhalle
<b>von Thun</b>	Max	de	17.10.2020 17.10.2020	14.30 16.00	P	Festhalle Struwwelpetermuseum Frankfurt
<b>Weiler</b>	Jan	de	16.10.2020	20.00	P	Festhalle
<b>Weiler</b>	Jan	de	17.10.2020 17.10.2020	11.30 15.00	P	Festhalle Festhalle
<b>Weiler</b>	Jan	de	17.10.2020	20.00	P	Jumeirah Frankfurt

# Frankfurter Buchmesse Special Edition 2020

<b>Weinberger</b>	Eliot	en	17.10.2020	19.50	D	www.buchmesse.de
<b>Welsh</b>	Irvine	en	17.10.2020	20.00	P	Festhalle
<b>Welzer</b>	Harald	de	17.10.2020	12.00	P	Festhalle
<b>Winslow</b>	Don	en	17.10.2020	tba	D	www.buchmesse.de
<b>Wohlleben</b>	Peter	de	17.10.2020	10.40	D	www.buchmesse.de
<b>Wolff</b>	Iris	de	18.10.2020	11.30	P	www.buchmesse.de
<b>Wong</b>	Joshua	en	17.10.2020	16.00	D	Festhalle
<b>Zampounidis</b>	Anastasia	de	16.10.2020	20.00	P	Leonardo Royal Hotel Frankfurt
<b>Zierl</b>	Helmut	de	14.10.2020	19.30	P	Leonardo Royal Hotel Frankfurt
<b>Zink</b>	Nell	de	15.10.2020	12.30	P	Festhalle

\*Weitere Informationen finden Sie auf [www.buchmesse.de](http://www.buchmesse.de) oder in unserem Veranstaltungskalender, der täglich aktualisiert wird:

[www.buchmesse.de/service/veranstaltungskalender](http://www.buchmesse.de/service/veranstaltungskalender)

*\*Further information can be found at [www.buchmesse.de](http://www.buchmesse.de) or in our calender of events, which is updated daily:*

[www.buchmesse.de/en/service/calendar-of-events](http://www.buchmesse.de/en/service/calendar-of-events)

Livestreams zu allen digitalen Veranstaltungen finden Sie hier: [www.buchmesse.de/digitale-buchmesse/live-programm](http://www.buchmesse.de/digitale-buchmesse/live-programm)

*All livestreams can be found here: [www.buchmesse.de/en/digital-fair/live-programme](http://www.buchmesse.de/en/digital-fair/live-programme)*

Die Liste erhebt keinen Anspruch auf Richtigkeit oder Vollständigkeit.

*The list makes no warranty as to its accuracy or completeness.*

# Press Release

Press and Public Relations

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## **Frankfurt Book Fair: "Books are crisis-resistant and an indispensable part of our society"**

*Opening of the Frankfurt Book Fair 2020 / Every fifth person is reading more since Corona / Book trade reduces turnover shortfall from the lockdown / The role of books on our way out of the crisis*

Despite a challenging year, the German book industry commences this year's Frankfurt Book Fair with both confidence and commitment: "Books have proven to be crisis-resistant and an indispensable part of our society. They provide reliable facts, address pressing issues and offer inspiration. Books and the book industry can play a key role in supporting society, especially now during the crisis and on our way out of it", said Karin Schmidt-Friderichs, Chairwoman of the Börsenverein des Deutschen Buchhandels (German Publishers & Booksellers Association), today at the press conference to mark the opening of the Frankfurt Book Fair.

The Corona pandemic has hit the book industry hard economically. However, publishers and bookstores have demonstrated that they are resilient, digital and customer-oriented. Publishers and authors transferred readings to the internet and bookstores increasingly sold books online and expanded delivery services, all with great success. The book trade was able to continuously reduce its sales revenue shortfall from the lockdown. As of the end of September, turnover in the central distribution channels was minus 4.3 per cent compared to the same period last year. In mid-April, when the shops reopened, turnover was still down 14.9 per cent.

In addition, the demand for books remains unabated: according to a new survey by the GfK, one in five readers (21%) have been turning to books more frequently since the outbreak of the Corona pandemic. The greatest increase can be seen amongst young readers. In the 10 to 19 age group, a third (32%) read more often; for 20 to 29-year-olds, it's a quarter (26%). The commitment from bookstores is also yielding positive results: according to GfK, during the Corona pandemic, 17 per cent of Germans found out they could order books online or by phone from their local bookstore – that equates to 11.5 million people. Around one million people took advantage of this opportunity for the very first time.

The book industry must now invest further in the future. As Schmidt-Friderichs says, "Competition from other media never rests, and the way people live, buy and read is changing. Bookshops and publishers are working on new ways of generating enthusiasm for books today and in the future. To do this, we should combine the digital skills strengthened by Corona with our traditional skills. We will also continue to work on the visibility of books and on ensuring that children and young acquire well-rounded reading skills."

The book industry can accompany society on its way out of the crisis: "How do we overcome the pandemic? What will things look like afterwards? How do we face the climate catastrophe, social injustice or the threat to our democracies in the light of the pandemic? Books – and thus the people who write and publish them, translate, sell and impart them – play an important role in the search for answers to these questions," said Karin Schmidt-Friderichs.

However, in order to be able to fulfil its cultural and social responsibility in a free market, the industry needs a framework of stable conditions. "Publishers are faced with an acute need for action: for four years now, they have been waiting to participate again in the distributions of the copyright collecting societies. Despite many promises made by the Federal Government, the legal regulation has been continually delayed", said Schmidt-Friderichs.

The Börsenverein and its members also stand for the freedom of speech. "We vehemently condemn restrictions on freedom of expression, as seen in China, Belarus, Egypt, Turkey or Hungary. We call on the political leaders in Germany and the EU to consistently stand up for the preservation of the rights to freedom", says Karin Schmidt-Friderichs.

## **Press Materials**

### **Figures**

The GfK figures regarding reader behaviour can be found at [www.boersenverein.de/pressemappen](http://www.boersenverein.de/pressemappen) (in German).



## **Our Programme Highlights**

### **DISCUSSION | For freedom and free speech – #FreeHongkong**

What can we in Europe do to help the citizens of Hong Kong?  
With Joshua Wong, Hong Kong democracy movement activist,  
Michel Friedmann, philosopher and publicist, Nina George,  
author and President of the European Writers' Council and  
Alexander Skipis, Managing Director of the Börsenverein  
Saturday, 17.10, 16:00–17:00 | ARD Book Fair Stage and [livestream](#)

### **DISCUSSION | Defying conspiracy, incitement and propaganda.**

**How can a democratic debate succeed in the digital world?**  
With sociologist Armin Nassehi and Carmen Udina, Spokeswoman  
of IG Digital of the German Publishers & Booksellers Association.  
Friday, 16.10, 16:00–17:00, [livestream](#)

### **PRESS CONFERENCE | Online discussion with peace prize winner Amartya Sen**

Thursday, 15.10, 18:00–19:00  
[Zoom registration for members of the press](#) and [livestream](#)

### **COMPETITION AWARD | CONTENTshift Accelerator 2020 – Who will be the Content Start-up of the Year?**

Wednesday, 14.10, 18.30–19.30, [livestream](#)

Frankfurt am Main, October 13, 2020

## **Press Contacts:**

Börsenverein des Deutschen Buchhandels e.V.

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# Press Release

Press and Public Relations

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## **Frankfurt Book Fair: "Books are crisis-resistant and an indispensable part of our society"**

*Opening of the Frankfurt Book Fair 2020 / Every fifth person is reading more since Corona / Book trade reduces turnover shortfall from the lockdown / The role of books on our way out of the crisis*

Despite a challenging year, the German book industry commences this year's Frankfurt Book Fair with both confidence and commitment: "Books have proven to be crisis-resistant and an indispensable part of our society. They provide reliable facts, address pressing issues and offer inspiration. Books and the book industry can play a key role in supporting society, especially now during the crisis and on our way out of it", said Karin Schmidt-Friderichs, Chairwoman of the Börsenverein des Deutschen Buchhandels (German Publishers & Booksellers Association), today at the press conference to mark the opening of the Frankfurt Book Fair.

The Corona pandemic has hit the book industry hard economically. However, publishers and bookstores have demonstrated that they are resilient, digital and customer-oriented. Publishers and authors transferred readings to the internet and bookstores increasingly sold books online and expanded delivery services, all with great success. The book trade was able to continuously reduce its sales revenue shortfall from the lockdown. As of the end of September, turnover in the central distribution channels was minus 4.3 per cent compared to the same period last year. In mid-April, when the shops reopened, turnover was still down 14.9 per cent.

In addition, the demand for books remains unabated: according to a new survey by the GfK, one in five readers (21%) have been turning to books more frequently since the outbreak of the Corona pandemic. The greatest increase can be seen amongst young readers. In the 10 to 19 age group, a third (32%) read more often; for 20 to 29-year-olds, it's a quarter (26%). The commitment from bookstores is also yielding positive results: according to GfK, during the Corona pandemic, 17 per cent of Germans found out they could order books online or by phone from their local bookstore – that equates to 11.5 million people. Around one million people took advantage of this opportunity for the very first time.

The book industry must now invest further in the future. As Schmidt-Friderichs says, "Competition from other media never rests, and the way people live, buy and read is changing. Bookshops and publishers are working on new ways of generating enthusiasm for books today and in the future. To do this, we should combine the digital skills strengthened by Corona with our traditional skills. We will also continue to work on the visibility of books and on ensuring that children and young acquire well-rounded reading skills."

The book industry can accompany society on its way out of the crisis: "How do we overcome the pandemic? What will things look like afterwards? How do we face the climate catastrophe, social injustice or the threat to our democracies in the light of the pandemic? Books – and thus the people who write and publish them, translate, sell and impart them – play an important role in the search for answers to these questions," said Karin Schmidt-Friderichs.

However, in order to be able to fulfil its cultural and social responsibility in a free market, the industry needs a framework of stable conditions. "Publishers are faced with an acute need for action: for four years now, they have been waiting to participate again in the distributions of the copyright collecting societies. Despite many promises made by the Federal Government, the legal regulation has been continually delayed", said Schmidt-Friderichs.

The Börsenverein and its members also stand for the freedom of speech. "We vehemently condemn restrictions on freedom of expression, as seen in China, Belarus, Egypt, Turkey or Hungary. We call on the political leaders in Germany and the EU to consistently stand up for the preservation of the rights to freedom", says Karin Schmidt-Friderichs.

## **Press Materials**

### **Figures**

The GfK figures regarding reader behaviour can be found at [www.boersenverein.de/pressemappen](http://www.boersenverein.de/pressemappen) (in German).

## **Our Programme Highlights**

### **DISCUSSION | For freedom and free speech – #FreeHongkong**

What can we in Europe do to help the citizens of Hong Kong?  
With Joshua Wong, Hong Kong democracy movement activist,  
Michel Friedmann, philosopher and publicist, Nina George,  
author and President of the European Writers' Council and  
Alexander Skipis, Managing Director of the Börsenverein  
Saturday, 17.10, 16:00–17:00 | ARD Book Fair Stage and [livestream](#)

### **DISCUSSION | Defying conspiracy, incitement and propaganda.**

**How can a democratic debate succeed in the digital world?**  
With sociologist Armin Nassehi and Carmen Udina, Spokeswoman  
of IG Digital of the German Publishers & Booksellers Association.  
Friday, 16.10, 16:00–17:00, [livestream](#)

### **PRESS CONFERENCE | Online discussion with peace prize winner Amartya Sen**

Thursday, 15.10, 18:00–19:00  
[Zoom registration for members of the press](#) and [livestream](#)

### **COMPETITION AWARD | CONTENTshift Accelerator 2020 – Who will be the Content Start-up of the Year?**

Wednesday, 14.10, 18.30–19.30, [livestream](#)

Frankfurt am Main, October 13, 2020

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