Global stories

Artificial intelligence: should we fear it or embrace it? Is it a driver of creativity and innovation? A helpful business tool? Or a perfidious manipulator of society? This is just one of the big themes occupying Frankfurter Buchmesse in 2019. In our events and book collections, and in international panel discussions with academic and literary authorities, we explore its irresistible rise – and we find out just how real it already is. But when it comes to transcending cultural barriers, reaching out to business partners and reaping the benefits of a human network, there is still no substitute for face-to-face communication.

That’s why Frankfurter Buchmesse is still committed to the global publishing network, and it’s why we look forward to welcoming you to our international events throughout the year, and to Frankfurt in October. Please leave your robots at home!

Tobias Voss
Vice President International Markets,
Frankfurter Buchmesse

Meeting publishers in their own offices was the most important aspect of the trip for me. This really helped me get a better sense of the distinctive character of each house, which is much harder to do when meeting individuals at a book fair.

Josephine Greywoode
Editorial Director, Penguin Random House, UK, Editors’ Trip to Germany for British and American Publishing Houses

The Frankfurt Audiobook Conference was a highlight for me; a great way to learn from audio experts and entrepreneurs from across the globe. I look forward to the 2019 programme!

Videl Bar-Kar
Bookwire, participant in the Frankfurt Audiobook Conference

It was truly an invaluable experience to be able to share our Blockchain Challenge proposal with the best of the publishing world, internationally.

Huang Yushan
Executive Producer, Digital Blowfish, Singapore, participant in StoryDrive Asia 2018

German collective stands and other international projects in 2019

January
Cairo International Book Fair*
Cairo, 23 January – 5 February

February
Feria Internacional del Libro de La Habana*
Havana, 7 – 17 February
Taipei International Book Exhibition*
Taipei, 12 – 17 February

March
SWSW Conference & Festivals*
Austin, 8 – 17 March
London Book Fair
London, 12 – 14 March
Livre Paris*
Paris, 15 – 18 March

April
Bologna Children’s Book Fair*
Bologna, 1 – 4 April
Feria Internacional del Libro de Buenos Aires*
Buenos Aires, 23 April – 13 May
Abu Dhabi International Book Fair**
Abu Dhabi, 24 – 30 April
Tehran International Book Fair*
Tehran, 24 April – 4 May

May
Salone del Libro Turin*
Authors’ programme Turin, 9 – 13 May
Jerusalem International Book Forum*
Jerusalem, 12 – 15 May
International Arsenal Book Festival*
Kiev, 22 – 26 May

June

July
Festa Literária Internacional de Paraty (FLIP)*
Paraty, 10 – 14 July

August
Beijing International Book Fair**
Peking, 21 – 25 August

September

October
International Book Fair in Krakow*
Kraków, 24 – 27 October
SILA – Salon International du Livre d’Alger*
Algiers, October

November
International Istanbul Book Fair*
Istanbul, 2 – 5 November
China Shanghai International Children’s Book Fair**
Shanghai, 8 – 10 November
Feria Internacional del Libro de Guadalajara**
Guadalajara, 23 November – 1 December

December
Moscow non/fiction*
Moscow, 4 – 8 December

German collective stands planned in 2020
Taipei International Book Exhibition*
Taipei, February 2020
Livre Paris*
Paris, March 2020
Bologna Children’s Book Fair*
Bologna, April 2020
London Book Fair
London, April 2020

* Supported by
Federal Foreign Office
** Commissioned by
Federal Ministry for Economic Affairs and Energy
German-Norwegian Literature Festival*
On the Way to Frankfurt
Oslo, 26 – 28 April

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German Stories

Chinese-speaking markets, literary festivals and artificial intelligence: a rich blend of topics in 2019

With a guest of honour appearance in Taipei and two collective stands in China, Frankfurt is looking east this year. ‘German Stories’ is the motto for Germany’s programme as Guest of Honour at TIBE, the Taipei International Book Exhibition, from 12 to 17 February. What cultural story could be more German than that of the Bauhaus, the school of applied arts that left its mark on an entire century of design? This year, we mark the 100th anniversary of the Bauhaus with a book collection (see page 8) and numerous events. The impressive German collective stand in Taipei, designed by Schessl/Weismüller Architects of Düsseldorf, incorporates Bauhaus influences in its design. Covering more than 400 sqm, it will accommodate 40 exhibitors and provide a venue for many encounters with German and Taiwanese authors. Thirteen German authors will meet Taiwanese counterparts at the fair, and discuss topics ranging from artificial intelligence to the promotion of justice. German stories will also be told elsewhere in the Chinese-speaking world in 2019: at the China Shanghai International Children’s Book Fair, from 8 to 10 November, where we support a collective stand for around ten German publishers keen to participate in China’s booming children’s book market; and at the Beijing International Book Fair from 21 to 25 August, a fair with a strong demand for licenses, which is expected to attract up to 20 German exhibitors for the 144 sqm collective stand. In Beijing and Singapore, meanwhile, the 2019 editions of StoryDrive and StoryDrive Asia will help participants get to grips with the latest technologies affecting the content industries. Expert speakers, panel discussions, and matchmaking sessions are complemented by practical workshops on topics like marketing, licensing and using content for multiple formats.

Frankfurter Buchmesse has had close ties to TIBE for a long time. This year’s Guest of Honour presentation is a great opportunity to deepen the already strong relationship between the German and Taiwanese publishing industries.

New focus on cultural festivals

This year, we are taking German-speaking publishers, authors and speakers with us to a number of literary and cultural festivals around the world. Our international activities are therefore a celebration of literature as well as a participation in important socio-cultural debates and industry discussions. This begins with an appearance from 8 to 17 March at the South by Southwest Conference & Festivals in Austin, Texas, whose strong focus on film, interactive media and music provide an obvious link to THE ARTS+ (see page 10). Both events seek to understand the shared role of creativity and technology in tomorrow’s cultural industries.

In the year of Norway’s Guest of Honour appearance in Frankfurt, relations between our two countries will receive an extra boost with a special German–Norwegian Literature Festival, “On the Way to Frankfurt”, from 26 to 28 April. Attending the activities in Oslo will be a large contingent of German authors for readings and discussions with their Norwegian counterparts.

From 9 to 13 May, we will be repeating our successful authors’ programme at the Turin International Book Fair, in Italy, with German authors involved from the genres of fiction, non-fiction, children’s books and poetry. For the Jerusalem International Book Forum, from 12 to 15 May, we have invited German writers and publishers to contribute to important current debates on subjects such as migration and freedom of expression. And from 10 to 14 July we will be at the International Literature Festival of Paraty, Brazil, as part of a larger European presentation. Here, we will promote contemporary German literature and culture to Brazilian readers, through encounters between German and Brazilian authors.
Our offices abroad
International presence and local support

With offices in the strategic locations of Beijing, Jakarta, Moscow, New Delhi, New York and São Paulo we support book people around the world. We help publishers, booksellers and service providers from every continent to enter these key markets and build up their business. Services include distributing rights lists and organising conferences and training for publishers. As well as helping German and international players to get involved in their respective regions, the book offices and information centres promote the German market and Frankfurter Buchmesse to outsiders. This includes hosting editors’ trips to Germany to familiarise publishing professionals with our publishing scene. Just get in touch to find out more.

I wanted to get to know the American children's book publishing houses and their market better. And that certainly happened. It was great to get to know so many houses, foreign rights managers and editors.

Bärbel Dorweiler
Managing Director,
Thienemann-Esslinger,
Children’s Books Salon,
New York

Every year, worldwide, Frankfurter Buchmesse and its offices abroad organise a large number of conferences to help you achieve international success with your content, innovation and networking. Here are some highlights for 2019.

**Off the Page – Publishers Training Programme at the Taipei International Book Exhibition** | Learn about the latest tech trends in publishing, from digital audiobooks to artificial intelligence.
*When & where:* 13 – 14 February, at the Taipei World Trade Center Hall 1, Taipei, Taiwan

**CONTEC Mexico** | Expert discussions on digital innovation and collaboration in the fields of publishing and technology.
*When & where:* 19 – 20 February 2019, at the Centro Cultural de España, Mexico City

**CONTEC Argentina** | Challenges and opportunities in the content industry.
*When & where:* 26 April, at the Feria del Libro de Buenos Aires, La Rural, Argentina

**RightsTech: Europe** | Bringing tech developers and content owners together to harness technology for the management of media rights.
*When & where:* 9 – 10 September, Frankfurt, Germany

**CONTEC Frankfurt**

**Editors’ trips** | Our offices abroad regularly organise editors’ trips to introduce groups of publishing professionals to the German publishing scene. In a new departure, this year we are also organising a trip for Spanish editors.

The Indian market looks far away to the German publishers, but initiatives by the GBO are truly making West meet East.

Angela Schaaf de Lavado
Duden Verlag, guest speaker at JUMPSTART 2018
The Frankfurt Fellowship was an eye-opening opportunity, an exclusive one-way ticket for an amazing journey to the world of international publishing, and a possibility to become a part of the multicultural community of professionals.

Arevik Ashkaroyan
ARI Agency, Armenia, Frankfurt Fellow 2018

The exchange programmes of Frankfurter Buchmesse are intended to inspire working relationships and friendships for the long-term success of international publishing. The Frankfurt Fellowship Programme turned 20 last year. In those two decades, it has benefited more than 350 young publishing professionals from over 60 countries. Interest in the programme is stronger than ever, with 100 people applying from 42 countries. Sixteen new fellows were chosen, who have since been experiencing the German publishing scene and forging new, hopefully lifelong links with their peers. We are also currently preparing for the first Frankfurt Translators Fellowship, to be held in Frankfurt in October.

Supported by the German Federal Foreign Office, the Frankfurt Invitation Programme lends a helping hand to publishers from developing countries and emerging economies. Each year, 20 participants are invited to Frankfurter Buchmesse, where they can present themselves at a stand and attend a publishing seminar prior to the event.

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Networks for the Future

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In 2018, NORLA supported the translation of 639 titles into 45 languages – a 20% increase on 2017. That made it the best year ever for Norwegian literature in translation, and we look forward to seeing even more Norwegian authors translated in 2019, as Norway is Guest of Honour at Frankfurter Buchmesse.

Margit Walsø
Director of NORLA, Norwegian Literature Abroad

When the world comes to Frankfurt

In 2019, Frankfurter Buchmesse offers exhibitors and visitors many different ways to find what they are looking for.

Areas with focus: Launched last year, Frankfurt EDU is the new education area, with stands, stages and workshops dedicated to learning content and the learning environment. It will welcome publishers and service providers, start-ups and technology companies, and varied activities, such as The LAB, a 500 sqm area devoted to interactive education, and the Campus Weekend for students. Meanwhile, between halls 5.1 and 6.1 you can find the new Frankfurt Kids area. This brings together publishers and service providers in a dedicated space. It is home to publishers, illustrators, games and software producers, and Frankfurter Buchmesse’s own exhibition of children’s and young adult books.

Perennial and essential: rights and licensing still take centre stage in the ever-expanding Literary Agents & Scouts Centre (LitAg) and the Publishers Rights Corner, and the Frankfurt Rights Meeting for publishing professionals will once again take place the day before the start of the fair itself.

Some innovations from recent years have also proved their worth. THE ARTS+, the “showroom for the future of the cultural and creative industries”, brings together representatives of cultural institutions, museums, the media, design, architecture and politics to examine and celebrate the interaction of creativity and business in today’s world of data, artificial intelligence and shifting values. And as audiobooks continue their resurgence, buoyed by the new technological possibilities of digitisation and streaming, Frankfurter Buchmesse will also host the second audiobook-related conference, the Frankfurt Audio Summit, with information on different markets and valuable insights from industry insiders.

Every year, Frankfurter Buchmesse invites a different Guest of Honour to share its literature and culture with the world – not only in the Guest of Honour Pavilion at the book fair, but through activities in the city of Frankfurt and around Germany in the months running up to the main event. Now it is Norway’s turn. With famous classics of world literature and three Nobel laureates, as well as vibrant contributions to contemporary fiction and “Nordic noir”, much Norwegian writing may already be familiar. Now is the chance to go behind the scenes, experience the artistic and cultural context, and to discover the new voices of Norwegian literature – under the motto “The Dream we Carry”.

norway2019.com/en

Books on Norway | The Frankfurter Buchmesse’s international book exhibition devoted to the Guest of Honour. In the Guest of Honour Pavilion, publishers from around the world can present their books related to Norway, be they translations of Norwegian literature or books on the country’s culture, history and politics.

Submissions:
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