



16–20 October 2019
**FRANKFURTER
BUCHMESSE**
Guest of Honour Norway



International activities

for publishing
professionals 2019

buchmesse.de/international-activities



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



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
see page 10



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
see page 7



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
see page 7

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*
Germany as Guest of Honour
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

German-Norwegian Literature Festival*

On the Way to Frankfurt
Oslo, 26 – 28 April

_May

Salone di Libro Turin*
Authors' programme
Turin, 9 – 13 May

Jerusalem International Book Forum*
Jerusalem, 12 – 15 May

International Arsenal Book Festival*
Kiev, 22 – 26 May

_July

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

_August

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

_October

International Book Fair in Krakow*
Kraków, 24 – 27 October

SILA - Salon International du Livre d'Alger*
Algiers, 30 October – 9 November

_November

International Istanbul Book Fair*
Istanbul, 2 – 5 November

China Shanghai International Children's Book Fair**
Shanghai, 15 – 17 November

Feria Internacional del Libro de Guadalajara**
Guadalajara, 30 November – 8 December

_December

Moscow non/fiction*
Moscow, 5 – 9 December

German collective stands planned in 2020

Taipei International Book Exhibition*
Taipei, 4 – 9 February 2020

Livre Paris*
Paris, 20 – 23 March 2020

Bologna Children's Book Fair*
Bologna, 30 March – 2 April 2020

London Book Fair
London, 10 – 12 March 2020

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buchmesse.de/
german_collective_stands

* Supported by
Federal Foreign Office

** Commissioned by
AUMA
Austrian-Belgian- and
Mexican-Association der
Deutschen Wirtschaft e.V.

Federal Ministry
for Economic Affairs
and Energy

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.

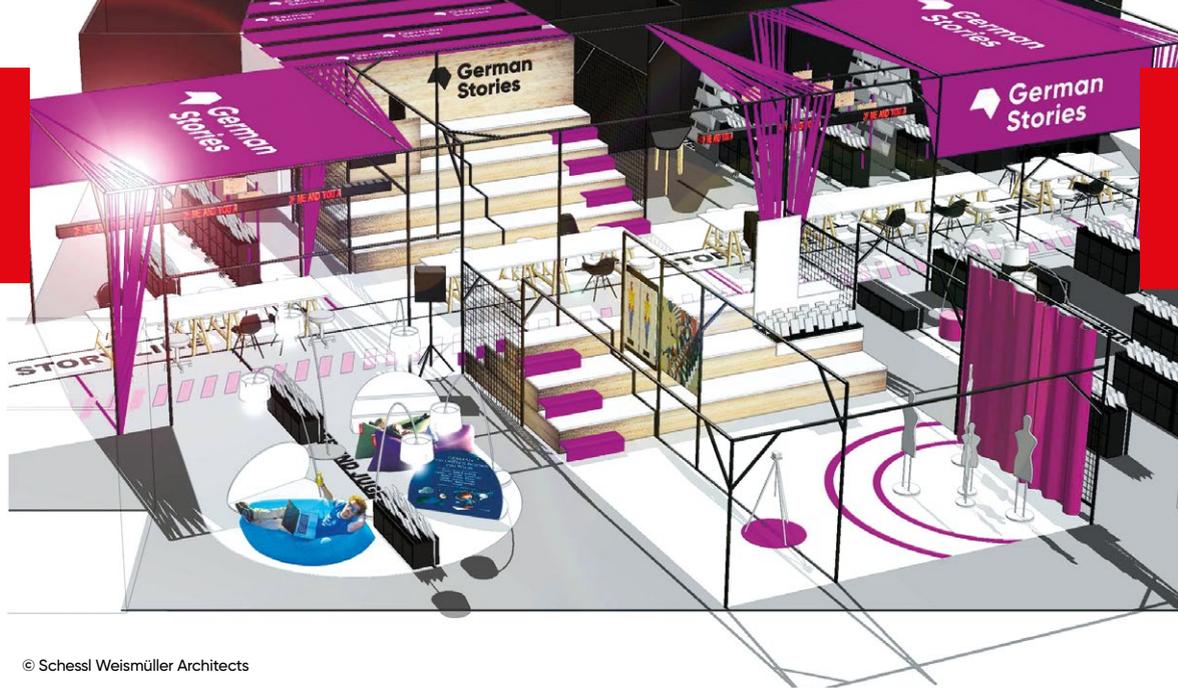
German stories will also be told elsewhere in the Chinese-speaking world in 2019: at the **China Shanghai International Children's Book Fair**, from 8 to 10 November, where we support a collective stand for around ten German publishers keen to participate in China's booming children's book market; and 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.



Juergen Boos
Director
Frankfurter Buchmesse



© Schessl Weismüller Architects

An impression of the German collective stand in Taipei

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.



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Managing Director,
Thienemann-Esslinger,
Children's Books Salon,
New York



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The global community of books

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-frankfurt.com

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
rightstechsummit.com/europe

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

StoryDrive – Beijing | The all-media StoryDrive brings together major players from Asia and the rest of the world to examine the future business of media and entertainment.
When & where: 28 May – 1 June; at the China National Convention Centre, Beijing, China



StoryDrive Asia | Orientation, assistance and useful contacts to help you develop crossmedia business opportunities in today's convergent media landscape.
When & where: November, in Singapore

Jumpstart | A platform for exchange, creativity and capacity development in the field of children's content.

When & where: November, in New Delhi & Bangalore, India

GARAGE school for publishers | In collaboration with Moscow's modern art museum, GARAGE, we are again offering a school for publishers and marketing agents from larger and smaller publishing houses.
When & where: 21 – 23 May, in the Educational Center of the GARAGE Museum, Moscow

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 Book Collections

Topical, insightful and creative German-language publishing

Our book collections celebrate the diversity of German publishing. Each year we add new collections focusing on important or topical issues. You can see these and more at the German collective stands around the world (see page 3), or online at

buchmesse.de/booksontour

Highlights in 2019

100 years of Bauhaus | It is now 100 years since Walter Gropius founded his influential school of crafts and applied arts, in Weimar. To celebrate this anniversary, we present a diverse collection that includes non-fiction, fiction and children's books.

The ghost in the machine – New books on artificial intelligence | Algorithms and big data, robots and personal convenience, surveillance and the police state: whatever we think of these technological developments, one thing we can not do is turn back the tide. What are the pros and cons of the ongoing digital revolution? A collection broad in scope, ranging from the academic to the satirical.

The Second Look – graphic novels | A selection of new creative works from Germany that reflects the growing popularity of comics and graphic novels, here and around the world. This year, the focus is on graphic novel adaptations of literary works and cinema.

German Children's Books on Tour | The most interesting new children's and young adult books in German, presented here for the general public and publishing professionals alike.

Kids Books that Travel | A selection of 25 German children's and young adult books in English translation. Titles range from Peter Wohlleben's Can You Hear The Trees Talking?, to Antje Damm's The Visitor, one of the New York Times "Best Illustrated Children's Books" 2018.



the frankfurt magazine – German Stories

In the second issue of the frankfurt magazine we discuss the topics of our book collections at greater length, and get some fascinating insights from various authors. As well as being a literary and cultural magazine, the frankfurt magazine also offers information on the German book market. You can find a copy at any of our German collective stands, and online.

buchmesse.de/frankfurtmagazine

Networks for the Future

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.

“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 Ashkharoyan
ARI Agency, Armenia,
Frankfurt Fellow 2018

buchmesse.de/fellows



Kenza Sefrioui
En Toutes Lettres,
Morocco, Invitation
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When the world comes to Frankfurt

Doing business at the heart of the global industry



Kurt Thielen
Zebalution, participant at the 2018 Audiobook conference

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

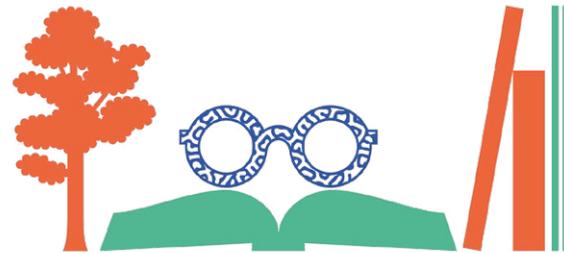
The Frankfurt Audiobook Conference added quality time at the fair for everybody involved in the rapidly rising world of audio. Insights into reliable and important figures, and an overview of growing markets provided a real incentive to follow up on the topics afterwards. Not to forget useful contacts which developed during the conference.

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 audio-related conference, the **Frankfurt Audio Summit**, with information on different markets and valuable insights from industry insiders. Last but not least, the striking **Frankfurt Pavilion** in the Agora will once again host a programme of debates, knowledge sharing and networking events.



The Dream We Carry



Norway – The Dream We Carry

Guest of Honour 2019

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:
bookson@book-fair.com

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 Walso
Director of NORLA,
Norwegian Literature
Abroad

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Further information about the Guest of Honour Norway:
buchmesse.de/guest-of-honour



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Peter Hirth, Jarastock, Eivind Røhne,
Schessl Weismüller Architects,
StoryDrive Asia.

Concept, Coordination & Text

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Photo Editor, Coordination

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Design

Vier für Texas GmbH & Co. KG

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Frankfurt 2019

Published by

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