



14 – 18 October 2020  
**FRANKFURTER  
BUCHMESSE**  
Guest of Honour Canada

2020

International  
activities  
for publishing  
professionals

[buchmesse.de/international-activities](https://buchmesse.de/international-activities)

#fbm20



# New geography + New topics = New ideas

With new neighbours come new relationships and business opportunities: In 2020 a new hall layout will come into effect at Frankfurter Buchmesse, offering exhibitors and visitors the opportunity to connect with new business contacts and establish new relations. This year we're also taking a fresh approach to our conference programme, providing insights, expert talks and inspirational speeches all in one afternoon, and bringing people together who might not otherwise meet at the fair. This creates a more fertile ground for the meeting of minds that's so important at the world's biggest marketplace for ideas. We are entering into new ventures abroad as well, including more interaction with the film world and new guest appearances at other book fairs. One thing stays the same though: Frankfurter Buchmesse and the German collective stands around the world will always be places for international dialogue in conducive surroundings, for exhibitors and visitors alike.

Talking to publishers and our presence at the book fair gave us an overview of the new releases, as well as insights into the German-language literary scene. That kind of information is really valuable for us translators.

**Claudia Cabrera**

Mexico, participant International Translators Programme 2019  
see page 9



Being part of the invitation programme was a real eye-opener and inside look into how the business of international publishing works. The programme opened the door wide to massive opportunities for a small publisher like us to play in the big leagues – what a rewarding experience!

**Deborah Ahenkorah**

CEO and publisher African Bureau Stories, Ghana, participant Invitation Programme 2019

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Frankfurter Buchmesse is a multi-pavilion hadron collider that builds spaces for uncompromising discussion. It is the most affirming project I've ever seen: there are no areas of exclusion, everything is there to be achieved and applied.

**Elena Rymshina**

State Tretyakov Gallery, Moscow, Russia  
see page 7



## German collective stands and other international projects in 2020

### \_January

**Cairo International Book Fair\***  
Cairo, 22 January – 4 February

### \_March

**London Book Fair**  
London, 10 – 12 March

**SXSW Conference & Festivals\*  
Conference program**  
Austin, 13 – 22 March

**Livre Paris\***  
Paris, 20 – 23 March

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

### \_April

**Tehran International Book Fair\***  
Tehran, 14 – 24 April

**Abu Dhabi International  
Book Fair\*\***  
Abu Dhabi, 15 – 21 April

**Feria Internacional del Libro de  
Buenos Aires\***  
Buenos Aires, 28 April – 18 May

### \_May

**Thessaloniki International  
Book Fair\***  
**Guest of Honour Germany**  
Thessaloniki, 7 – 10 May

**Taipei International  
Book Exhibition\***  
Taipei, 7 – 12 May

**Salone internazionale  
del libro di Torino\***  
**Authors programme**  
Turin, 14 – 18 May

**Festival de Cannes\***  
**Publishers' Tour**  
Cannes, 18 – 19 May

**International Arsenal  
Book Festival\***  
Kiev, 20 – 24 May

**Warsaw Book Fair\***  
Warsaw, 21 – 24 May

### \_June

**Seoul International Book Fair\***  
Seoul, 24 – 28 June

### \_July

**Festa Literária Internacional  
de Paraty (FLIP)\***  
**Publishers' Tour**  
Paraty, 29 July – 2 August

### \_August

**Beijing International  
Book Fair\*\***  
Beijing, 26 – 30 August

### \_September

**Toronto International  
Film Festival\***  
**Publishers' Tour**  
Toronto, 10 – 20 September

**Göteborg Book Fair\***  
Göteborg, 24 – 27 September

**Germany as Guest of Honour  
in Indonesia:**

**Jakarta International Literary  
Festival\***  
**LitBeat Festival\***  
**Indonesia International Book Fair\***  
Jakarta, 9 – 13 September

### \_October

**International Istanbul  
Book Fair\***  
Istanbul, 31 October – 8 November

### \_November

**Feria Internacional del Libro  
de Guadalajara\*\***  
Guadalajara, 28 November –  
6 December

### \_December

**Moscow non/fiction\***  
Moscow, 2 – 6 December

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buchmesse.de/  
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Deutschens Wirtschaft e.V.

Federal Ministry  
for Economic Affairs  
and Energy



© Terry Lin

German collective stand at Taipei International Book Exhibition 2019

# Germany in the world

## Thessaloniki

In 2020, Germany will be welcomed as Guest of Honour at the **Thessaloniki Book Fair** in the youthful and vibrant cultural capital of Greece. This is the most significant literary event in the country and as much a festival as it is a trade fair. The 2020 fair will address a range of important topics relevant to Europe's social and political debates. It will also host a New Writers Festival, which will include young German authors and provide a backdrop to the many professional discussions. Under the slogan German Stories, Frankfurter Buchmesse and the German collective stand will take centre stage with the book collections, invited authors and much more besides.

## Jakarta

The capital of Indonesia is a megacity and a melting pot of nations and cultures. Here in 2020, Germany will enjoy a threefold appearance as the city's literary guest: at the **Jakarta International Literary Festival** and the **Indonesia International Book Fair** in September, and at the **LitBeat Festival**, where literature meets films and games, and where the book industry can collaborate with the creative industries. At all these events, German-language authors and publishers will speak alongside Indonesian colleagues on topics ranging from social and environmental themes to fiction and poetry. At the LitBeat, German and Indonesian publishers can form tight networks through the Indonesia Partnership Programme and the Jakarta Fellowship Programme.

### The events at a glance:

**Thessaloniki International Book Fair,**  
Guest of Honour Germany |  
Thessaloniki, 7 – 10 May 2020

**Festival de Cannes, Publishers Tour |**  
Cannes, 18 – 19 May 2020

**Germany as Guest of Honour  
in Indonesia:**  
**Jakarta International Literary Festival,**  
**LitBeat Festival,**  
**Indonesia International Book Fair |**  
Jakarta, 9 – 13 September 2020

## Lights! Cameras! Action! Publishers' Tour of Cannes

On 18 and 19 May we'll be attending the **Cannes Film Festival** with a small group of industry professionals. While the stars strut the red carpet, our participants can meet film producers at exclusive networking events and promote selected books at one of the world's leading film festivals. They will also receive advice from our own film expert and benefit from accreditation for the festival itself and for the prestigious **Marché du Film**, including the two-day pitching event, **Shoot the Book!** Participation is open to publishers and film agents from German-speaking countries as well as countries due to be Guests of Honour at Frankfurter Buchmesse: Canada, Spain, Slovenia and Italy. The small number of places available will be allocated by a jury. A similar tour will be organised in September for the Toronto International Film Festival.



German collective stand at Taipei International Book Exhibition 2019

# Our offices abroad

## International networks and local knowledge

The Frankfurter Buchmesse international offices provide us with a foothold in important commercial centres on four continents. As well as being a showcase for German books and publishing, each office is a gateway for German and international publishers hoping to enter these regional markets, and the first point of contact for publishers, booksellers and service providers from the respective region looking to do business in Germany or to attend the Frankfurter Buchmesse.

“Thanks to Frankfurter Buchmesse for giving us a chance to engage in the books and creative industry and to spread the word about the latest trends around the world, and above all for supporting those who build bridges between cultures but who wouldn't otherwise have the opportunity to act globally.”



**Tatiana Zborovskaya**  
participant International  
Translators Programme 2019

“It was a pleasure to meet with so many global publishers and to trust that you and your team were keeping things running smoothly. Reliable timekeeping, at-table snacks and water, a reasonable number of well-catered breaks – you thought of everything!”

**Katherine McGuire**  
Quirk Books, at the  
Children's Books Salon  
in February 2019,  
in New York



**Beijing Book Information  
Centre (BIZ)**  
[buchmesse.de/beijing](mailto:buchmesse.de/beijing)  
**German Book Office (GBO)  
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# The global community of books

## Meet, learn and grow at our international events

With regular conferences and a wide range of commercial and cultural projects, every year Frankfurter Buchmesse and its offices abroad support the aspirations and business activities of people in publishing and related fields. We bring them closer together and provide opportunities to share and learn – from each other and from respected experts – and to establish new partnerships for the future.

“Maximizing Impact” is the title of the **Publishers Training Programme at the Taipei International Book Exhibition**. The two-day event will provide insights into two fundamental areas of publishing: marketing and licensing.

**When & where:** 7 – 12 May, at the Taipei World Trade Center, Taiwan  
[tibe.org.tw/en/activity](http://tibe.org.tw/en/activity)

The theme for the **2020 FESTIVAL NEUE LITERATUR in New York** is “Change – turn around and face the strange”. The festival brings together new writing from Austria, Germany, Switzerland and the United States for the benefit of New York audiences. It is the only event to spotlight German-language and American fiction. The festival is the product of extensive cooperation. Please visit the website for a full list of partners.

**When & where:** 23 – 26 April, diverse addresses in Brooklyn and Manhattan, New York, USA  
[festivalneueliteratur.org](http://festivalneueliteratur.org)



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StoryDrive, 2019

**CONTEC Mexico** is an event for expert discussions about digital innovation, and for collaboration in the fields of publishing and technology.

**When & where:** 18 – 19 February, Centro Cultural de España, Mexico City, Mexico

### StoryDrive Asia

Orientation, assistance and useful contacts are available at StoryDrive Asia to help you develop crossmedia business opportunities in today's convergent media landscape.

**When & where:** November, Singapore

### 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 April, in the Educational Center of the GARAGE Museum, Moscow, Russia

## Stay tuned for updates:

[buchmesse.de/international-conferences](http://buchmesse.de/international-conferences)

# The Frankfurt book collections

Topical, insightful and creative German-language publishing

The book collections of Frankfurter Buchmesse highlight different genres, from children's literature to graphic novels; they mark important anniversaries; and they examine important social and political trends, such as the impacts of artificial intelligence on society and democracy. This year is no exception, with topics ranging from a timely assessment of the Anthropocene age to a celebration of one of the world's greatest composers. We display these collections to trade and private visitors alike, at numerous international book fairs (see page 3), or online at [buchmesse.de/booksontour](https://buchmesse.de/booksontour).

## the frankfurt magazine – German Stories

Which German books have been made into successful films? What will Frankfurter Buchmesse be doing at the Berlinale, Cannes and Toronto film festivals? What did publisher Regina Kammerer, (Luchterhand Literaturverlag & btb Verlag) discuss with Juergen Boos? In the frankfurt magazine we present articles and features that build on this year's themes and book collections, and share a wealth of insights into the German publishing and book industry.

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

### Highlights in 2020

#### The Fall of the Berlin Wall – Stories between East and West |

An eclectic mix of fiction and non-fiction marking the 30th anniversary of the end of the Wall and asking what it still means to us today

#### The Future Starts Now |

Anthropocene – the age of human influence on nature and climate

**Book to Film |** A collection of biographical works about important German directors

**250 years of Ludwig van Beethoven**

# Relationships that span the globe

A growing global family

Frankfurter Buchmesse organises fellowship and grant programmes to enhance international cooperation across the publishing industry. Participants gain experience and make contacts that stay with them for the rest of their careers.

Every year, 16 new faces from different countries sign up for the **Frankfurt Fellowship Programme**. Two weeks of intensive interaction with publishing professionals in Germany connects them with colleagues from all over the world and gives them a good idea of the German publishing landscape. They finish their trip by attending the book fair in Frankfurt. In 2019 the Frankfurt Fellows also visited Switzerland for the first time, with the help of the Swiss Booksellers and Publishers Association and the Pro Helvetia Cultural Foundation. This year's intake will have a special focus on children's and young adult books.

**The Frankfurt Invitation Programme**, which receives funding from the German Federal Foreign Office, supports publishers from developing countries and emerging economies. The programme offers 20 participants a presence at Frankfurter Buchmesse, and also includes an invaluable publishing seminar.

Translation is at the heart of our business at Frankfurter Buchmesse. As such we are keen to support the work and development of translators. Last year this manifested itself in the first **Frankfurt International Translators Programme** aimed at literary and non-fiction translators who translate from German. Some 30 translators from around the world took part in the exclusive exchange and networking events. The next edition of the programme will be taking place in 2021.

With its **Young Talent Initiatives** in cooperation with partners from eight countries, Frankfurter Buchmesse honours and promotes up-and-coming talents of the publishing industry. A group of award-winning young professionals are invited to Frankfurt to participate in a programme during the book fair week.

[buchmesse.de/fellowship-programmes](https://buchmesse.de/fellowship-programmes)

“Not only did we visit a wide range of publishers – from independents to the biggest in the country – and learn a lot about the children's book market in Germany, we also made lasting friendships. Six years later, I'm still friends with the Fellows.”

**Fiz Osborne**  
Editorial Director, Illustrated Books,  
Scholastic UK  
Frankfurt Fellow 2014



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# Synergies and networking

## A new conference format in Frankfurt

Frankfurter Buchmesse hosts a number of special conferences that highlight some of the publishing industry's most important trends and explore new business models. The conferences cover diverse topics, from audiobooks and film rights, to artificial intelligence and open access, and they reach wide and varied audiences.

We are adapting our conference formats to reflect the convergence of the media and the breaking up of the silo mentality. As of this year, we will hold one main conference that looks at big-picture strategies, before dividing into specialised sessions. This event also offers the industry a new hub for networking. More information on this important industry meeting will be available soon.

 **Frankfurt  
Conference**

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

Complementing the new conference format, established platforms and events for the international book trade are still there for you, including the **Literary Agents & Scouts Centre (LitAg)** and the **Publishers Rights Corner**. Likewise **THE ARTS+**, "the showroom for the future of the cultural and creative industries", makes a welcome fifth outing.

Find out more here:

Literary Agents & Scouts Centre:

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

Publishers Rights Corner:

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

THE ARTS+:

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



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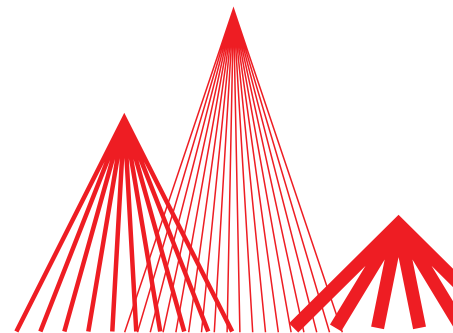
Michael Krause from Spotify speaking at the Frankfurt Audio Summit 2019

# Guest of Honour 2020 Canada

## Singular Plurality | Singulier Pluriel

Every year, Frankfurter Buchmesse invites a different Guest of Honour to present its literature and culture to the world. Now it is Canada's turn. Throughout 2020, under the slogan '**Singular Plurality | Singulier Pluriel**', Canada is bringing a wide range of literary and cultural activities to Germany, culminating in a festival of Canadian literature and arts at Frankfurter Buchmesse in October. With famous authors such as Margaret Atwood, Michael Ondaatje and Nobel laureate Alice Munro, and with vibrant contributions to contemporary music and the arts, Canada is a major presence on today's global cultural stage. Now you can go behind the scenes to find out more: experience the 'singular plurality' of Canada's artistic and cultural life.

**Books on Canada** | Frankfurter Buchmesse's international book exhibition devoted to the Guest of Honour, which allows publishers from around the world to present books from or about Canada, be they translations of Canadian literature, or books on the country's culture, history and politics.



"Canada's vibrant book industry will be the star of our celebration in 2020, from rising and emerging writers and illustrators to the highly acclaimed and renowned authors. We will reveal powerful writing from all literary genres and from French, English and Indigenous voices, while still heralding the myriad backgrounds that represent our country."

**Caroline Fortin**  
President,  
Canada FBM2020



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Further information about  
the Guest of Honour Canada:  
[buchmesse.de/guest-of-honour](https://buchmesse.de/guest-of-honour)

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