



IPA Global Book Fair Report 2017

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Introduction

Book fairs play a vital role in societies. While public book fairs promote books and reading, their professional equivalents allow publishers, agents, distributors and retailers to meet and do real business. They also draw media and public attention to the book industry and provide platforms for authors to meet readers. Book fairs are a moment where many creative professions converge.

In an age when business is often done remotely, book professionals still believe that book fairs have not lost their relevance. On the contrary, deals done at book fairs gain in terms of quality, and the human dimension of these exchanges becomes a pledge of trust.

This special report provides an extensive calendar of international book fairs. It focuses on one book fair per continent, giving its national context, and offering a complete overview for people who want to attend them.

Book fairs come in all shapes and sizes, attracting a variety of people and serving different purposes. Some fairs only allow

trade attendees, some are designed for the general public, and others are hybrids, often separating their fair into professional and public days, or providing separate areas. In Frankfurt, for instance, the first three days are trade days while the public attends on the final two days. In Geneva, there is a special area dedicated to the conferences for book professionals.

The main function of professional book fairs is to be a **market place** for trade professionals. Book rights are bought and sold, and agents pitch new titles to publishers. In recent years, buying and selling rights has become the most dynamic activity of fairs.

People selling book rights at book fairs are located either on publishers' stands or in a special rights centre, while buyers move around the fair from meeting to meeting. Book rights are offered via different models, either on an exclusive basis to the potential buyer, simultaneously to multiple buyers, or via an auction. In a sense, a book fair is a catalyst that propels



rights deals towards completion.

That said, a book fair is also an **exhibition**. Publishing houses and companies from the wider publishing industry (distributors, technology companies, printers and so on) use fairs to showcase their brand, products and services. Some professionals simply walk around looking at what others are publishing.

Book fairs also serve an important **educational purpose** for book trade professionals, apprising them of key trends through seminars, conferences, panel discussions, presentations and fellowship programmes. And book fairs offer a range of events designed to **facilitate networking**.

Livre Paris, Sweden's Göteborg Book Fair and the fairs in Bogota and Buenos Aires are prominent **cultural events** promoting books and reading to the public, but also providing a platform for professional exchanges.

Frankfurt Book Fair has established itself as the biggest international trade book fair, while the five other top fairs in terms of professional attendance happen in: London (the largest spring fair), Bologna (specialized in children's books), Guadalajara (the gateway to Latin America) and New York (BookExpo - the main market place for US publishers). While these long-established fairs have plateaued somewhat in terms of their growth, newcomers are growing fast, such as Beijing and Shanghai (specialized in children's books) in China, and the Indonesia International Book Fair, in Jakarta. There are also new additions such as Baku's biennial book fair, which will hold its fifth edition this year, and the Eurasian Book Fair, in Astana, with its second edition in 2017.

While some require a serious advance preparation in terms of making contact with potential business partners and arranging professional appointments, such as Frankfurt and London, others allow visitors more spontaneity, such as

Cairo and Guadalajara. A glance at the comments by first-time visitors reveals that the standout recommendation for those discovering these 'new territories', is to lock down some appointments in advance, and leave time for discovery, chance encounters and the unknown.

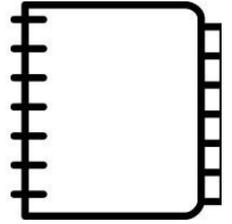


International book fairs are also an important aspect of the IPA's work supporting publishers worldwide. IPA representatives are present at many of them, and some fairs host IPA events, panels and conferences. To name some in 2017, the *Charles Clark Memorial Lecture 2017: A Debate on Fair Us*, took place on 15 March at the London Book Fair; a workshop on *The book price, taxes, custom barriers and obstacles to book circulation: how books can cross borders?* will be held on 26 April at Geneva Book and Press Fair, while the *IPA Prix Voltaire 2017* award ceremony will happen at Gothenburg Book Fair, in September. In addition, the IPA-led Educational Publishers Forum open meeting will be hosted on 13 October by Frankfurt Book Fair, and its transatlantic counterpart, the Educational Publishers Forum Americas, will be staged at Guadalajara Book Fair.

AMERICAS

**Special focus on Mexico
and
Guadalajara International
Book Fair**





5 – 9 April 2017

Quebec International Book Fair
Quebec, Canada

<http://www.silq.ca/>

almost 639 publishing houses
67,000 visitors
25,500 young people
140 activities
1,340 authors

27 April – 15 May 2017

Buenos Aires Book Fair
Buenos Aires, Argentina

<http://www.el-libro.org.ar/>

more than 526 exhibitors
1,200,000 visitors
more than 45,000 sqm
25 countries represented
450 cultural events

20 – 23 July 2017

Comic-Con International
San Diego, USA

<http://www.comic-con.org/>

10 – 20 November 2017

**International Children and Young Adults
Book Fair (FILIJ)**
Mexico City, Mexico

<http://filij.cultura.gob.mx/>

107 exhibitors
more than 422,000 visitors
nearly 2,400 artistic activities

9 – 19 February 2017

Havana International Book Fair
Havana, Cuba

Canada 2017 guest of honor

25 April – 8 May 2017

Bogota International Book Fair
Bogota, Colombia

<http://feriadellibro.com/>

more than 500,000 visitors
21 countries represented
1,240 events
300 authors

31 May – 2 June 2017

BookExpo
New York, USA

<http://www.bookexpoamerica.com/>

31 August – 10 September 2017

The Biennial International of Book
Rio de Janeiro, Brazil

<http://www.bienaldolivro.com.br/>

676,000 visitors
80,000 sqm
850 events



15 – 20 November 2017

**Montreal International Book Fair
Montreal, Canada**

<http://www.salondulivredemontreal.com/>

more than 1,000 exhibitors
115,000 visitors
more than 2,000 authors

25 November – 2 December 2017

**Guadalajara International Book Fair
Guadalajara, Mexico**

<https://www.fil.com.mx/>

about 2,000 publishers
34,000 sqm
44 countries represented



Mexico

Fast facts:

GDP USD 307tn
(2016)

GDP per capita
USD 18,900
(2016)

Population
123,166,749 (July
2016)

- 0-14 years old
27.26%
- 15-24 years
old 17.72%
- 25-54 years
old 40.69%

Education public
expenditure 5.2%
GDP (2012)

79.2% of total
population is ur-
ban (2015)

Approx. 25% of
population living
in and around
Mexico City

106.8m mobile
phones

70m internet us-
ers

Sitting at the crossroads between continents and with a centuries-old history of welcoming adventurers, immigrants and businessmen, as well as intellectuals, artists and refugees from wars or oppressive regimes, Mexico was seen as promising opportunity and freedom, a cradle of creativity offering the perfect blend of tradition and modernity, indigenous and foreign.

In PricewaterhouseCoopers' forecasting report *The long view: how will the global economic order change by 2050?* Mexico is predicted to be one of the top 10 economies in the near future.

Mexican publishing and book fairs

The Mexican publishing market has a high public sector participation rate. In 2015, of 308 million total copies produced, 53% (163 million) were produced by the public sector, with 47 million produced by the private sector for government purchases. This latter arrangement accounts for some 32% of private sector production and concerns national programmes of free secondary school textbook distribution, textbooks for English learning and books for libraries.

In 2015, there were 228 private publishing houses, including

those selling their books for these governmental programmes, which produced 145,195,723 copies or 26,762 titles. The same year, 146,693,665 paper copies were sold for 10,288,278,499 Mexican pesos (USD 525,078,548).

The government is the main distributor of printed works, and was responsible for distributing 35% of all copies sold in 2015. However, these sales accounted for just 14% of publishers' revenues. The second major distribution channel is the network of libraries, which accounted for 24% of all copies sold in 2015 and was more profitable with 38% of all invoices in 2015. The third channel is represented by direct sales to schools, which made up 26% of publishers' revenues.

Digital sales accounted for 97,583,278 Mexican pesos (USD 4,980,774), an increase of 123% compared to 2014, of which 45% came from first editions, 20 million Mexican pesos (USD 1,020,773) more than in 2014.

The main distribution channel for digital editions is foreign platforms. They represent 70% of total digital sales. The second most important distribution channel is composed of individual publishers' platforms and websites, and makes up 27% of total sales.

There were 905 companies working directly or indirectly in publish-

ing, which represented 7,410 regular employees (a 2% drop since 2014), 737 short-term employees (down 9% since 2014) and 2,830 freelance professionals employed for specific projects (5% fewer than in 2014).

Even though results of the first semester 2016 were lower year-on-year than in 2015, barring textbooks, Mexican publishers remained optimistic about end-of-year results, especially for trade publishing.

Several book fairs are organized throughout Mexico during the year, offering an additional sales channel and an important forum for reading promotion. Examples are the International Book Fair of Minería Palace; Gran Remate del Libro (Big Book Discount); book fairs in Zacatecas, Ciudad Juárez and Chihuahua. In addition, the [International Children and Young Adults Book Fair \(FILIJ\)](#) is reputed to be the biggest children's book fair in Latin America and creates the biggest income per participating publisher, with the biggest sales coming at weekends.

Finally, the three fastest growing types of books are: textbooks and basic education (39.6% of income), English learning (17% of income) and children's books (9%). This explains the success of FILIJ, which takes place in November in Mexico City.



Guadalajara International Book Fair

The Guadalajara International Book Fair – FIL Guadalajara – was the brainchild of the University of Guadalajara, and celebrated its 30th anniversary in 2016 with an outstanding programme built around the guest of honour, the continent of Latin America.

After Mexico City, Guadalajara is Mexico's second largest city and considered the cultural capital, with a reputation for its mariachis, cuisine and tequila.



The IPA spoke to FIL Guadalajara Director **Marisol Schultz** about what's on offer at FIL, the fair's achievements and her aspirations for the future.

How would you define Guadalajara Book Fair?

MS: Over its 30-year life, FIL has consolidated its position as one of the most important cultural and literary events in the Spanish-speaking world, and as a place where for nine days a year all voices

have a platform. FIL was conceived as a space that's open to thought, promotion of reading, discussion of ideas and, therefore, for knowledge.

It's the most important publishing meeting in Latin America and an extraordinary cultural festival. On top of the academic, literary and cultural activities directed at the public of all ages (there is a space dedicated to children and young adults), FIL Guadalajara is also a fair for publishing professionals. For three days more than 20,000 people from around the world come to exchange opinions at specialized training forums, as well as to trade rights, or buy materials for national and international libraries.

In 2016, professional activities were double those offered in 2015. Was that a one-off or part of a trend you'll continue in the future?

In 2016 Latin America was the guest of honour, which led to a significant increase in activities for professionals, and which probably won't be the case with Madrid, this



year's guest of honour. However, we are always looking for diverse content to allow different kinds of professionals to analyse and discuss global trends, to deal with the changes and challenges in the publishing industry. From July, we'll start to refresh the offer of forums, meetings, congresses, workshops, consultations, conferences, discussions and round tables for professionals this year.

What are the services to attract non-Spanish-speaking professionals?

All FIL visitors registered as professionals get the following benefits:

- entry badge for the nine days
- their details published in the professionals catalogue
- access to the workspaces and services in the Business Centre
- advice on potential contacts for meetings at FIL Guadalajara, if required.

FIL offers three nights' accommodation for the following professionals: librarians, booksellers, distributors, illustrators and translators. Companies that reserve a desk in the

Rights Centre also get three nights' accommodation. All the benefits that we offer at the fair are open to all registered professionals, regardless of origin, but we focus on promotion among professionals from countries where Spanish is not an official language to generate more business flow.

We also have a collaboration agreement with the American Library Association for participation of librarians from the US that serve Spanish-speaking communities. This programme allows which represents some major buying power. s us to attract some 200 librarians,

It should also be noted that FIL staff take part in various international book fairs to make new contacts and attract other markets. This has resulted in an increasing representation of markets from as far away as Asia.

What element of the fair has experienced the most growth in recent years?

FIL Guadalajara has seen sustained growth in the participation of professionals not only from Latin America, but also from the US, Canada, Asia and Europe, but what stands out is rising demand for the Rights Centre, the best platform for

rights trading in Ibero-America.

In this area the countries with the largest presence are the US, Spain and the UK, and in recent years we have seen a strong contingent of publishers, literary agencies and translation support institutions from Nordic countries.

As for annual public participation, there has also been a gradual increase of attendees and activities, although this is limited by the space itself.



What are your ambitions for FIL's future?

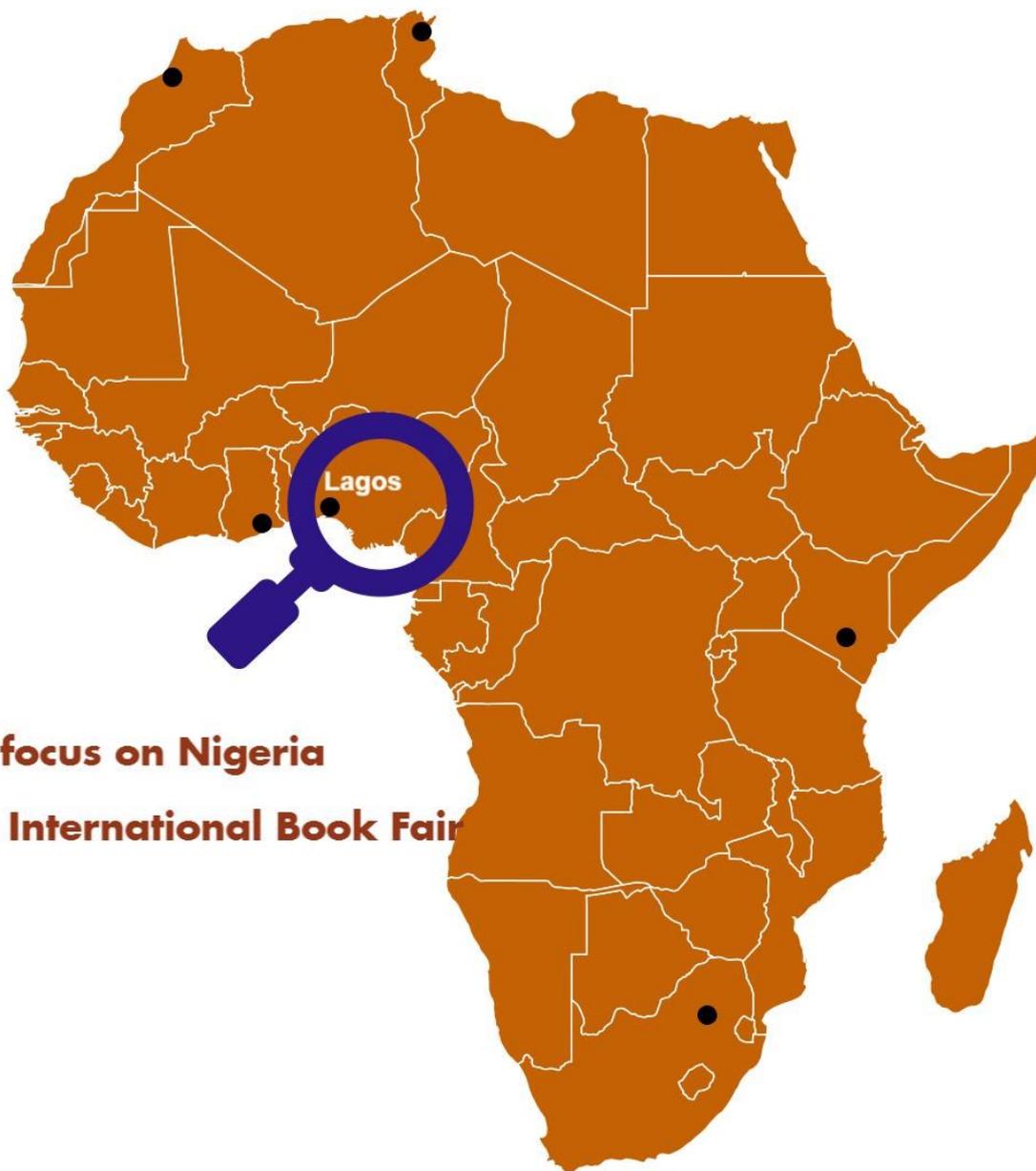
The fair has plans to diversify to other markets, with the idea of incorporating more and more countries. Year after year, the fair renews its literary and cultural offer and is alert to global trends. Examples of new projects are the recently created Braille book stands and the e-book modules, and in 2017 we will open a comic and graphic novel hall.

Read more about Guadalajara Book Fair from a rights agent's perspective:

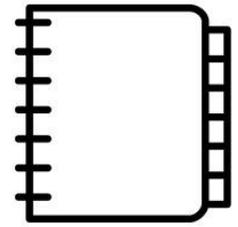
[*Guadalajara: Discovering Latin American Publishing*](#)

[*Second Foreign Rights Trip to Guadalajara for 2 Seas Agency*](#)

AFRICA



**Special focus on Nigeria
and
Nigeria International Book Fair**



9 – 19 February 2017

Casablanca International Book Fair
Casablanca, Morocco

<http://www.salonlivrecasa.ma/fr/>

Economic Community of Central African States
2017 guest of honor

24 March – 2 April 2017

Tunis International Book Fair
Tunis, Tunisia

<http://www.foiredulivre.nat.tn/>

8 - 13 May 2016

Nigeria International Book Fair
Lagos, Nigeria

www.nibfng.org

over 120 exhibitors
about 14,000 visitors

24 – 27 August 2017

Ghana International Book Fair
Accra, Ghana

<http://www.ghanabookfair.com/>

8 – 10 September 2017

South African Book Fair
Johannesburg, South Africa

<http://www.southafricanbookfair.co.za/>

27 September – 1 October 2017

Nairobi International Book Fair
Nairobi, Kenya

26,000 visitors



Nigeria

Fast facts:

GDP USD
1.092tn (2015
est.)

GDP per capita
USD 6,100

186,053,386
population (est.
July 2016)

- 0 – 14 years old 42.79%
- 15 – 24 years old 19.48 %

25m pupils in
primary
schools

5m in private
schools

8m in second-
ary schools

47.8 % of total
population is
urban

150.8 m mobile
phones,
86.1m internet
users

In recent years' interviews, we learnt about the untapped potential of the Nigerians and their book market, but also the rampant piracy that it faces – 75% of books are estimated as illegal copies.

This time, the IPA interviewed **Gbadega Adedapo**, CEO of Rasmed Publications Limited, President of the Nigerian Publishers Association (NPA), and a member of the IPA Executive Committee, to learn more about this market and any developments in copyright enforcement.



What is the structure of Nigeria's book market?

The publishing industry landscape in Nigeria is not really far from what operates in some developed countries.

We can summarize it as follows:

The types of book publishing companies are key to understanding of the Nigerian book market structure:

- Multinational publishing companies that are now being managed by Nigerian directors.
- Indigenous publishing houses founded and managed by Nigerians
- Self-publishing – publishing companies mostly managed by individuals or a few people and as such manage all publishing activities of their books by themselves, including authoring, editing, production, marketing, distribution and overall financing.

The structure of the book market and supply strategy vary from one company to the other:

- **Indirect sales:** Some companies engage distributors who manage sales as well as take care of some level of book marketing to end users, while their sales representatives only do the promotion and manage the distributors.

- **Direct sales:** Some publishing companies have their sales representatives involved in the direct marketing and sales.

Product categories and estimated market percentage include:

- **Textbooks (schoolbooks) 60%** – curriculum based books, meant for study of particular subjects. This applies to primary and secondary schools.

- **Textbooks (tertiary books) 20%** – books used in monotechnics, polytechnics, colleges of education, universities and research institutes.

- **Religion/motivational books 10%** – read for personal or spiritual development.

- **Trade subject books 5%** – designed or authored to develop product user manuals or vocational skills and provide special training in areas not limited to craft and design.

- **General books 5%** – of general interest in the areas of fiction and nonfiction, mostly read for pleasure.

What are Nigerian reading habits like?

According to the UNESCO Institute for Statistics (UIS), in 2015 the literacy rate in Nigeria was 59.6% which is 103.5 million potential readers, based on the 2013 population figure of 173.6 million.

In Nigeria, there are different read-

ing which we could categorize as:

- **Utilitarian reading:** to pass immediate exams, the most prominent in Nigeria – makes up about 85% of readers.
- **Spiritual/motivational reading:** to be spiritually, morally upright and motivated to achieve goals and realize ambitions – about 10% of readers.
- **General reading:** for pleasure – about 5% of readers.

What’s the ratio of local and foreign books?

Most schoolbooks in Nigeria are curriculum based. Virtually all schoolbooks are local and tailored to local curriculum requirements and exams. Curricula standards are also specified at tertiary level, but here a higher percentage is foreign, which discourages adherence to and purpose of the National Tertiary Curricula.

We can make the following estimations:

- Schoolbooks (curriculum based) – 100% local
- Tertiary books – c.70% foreign, 30% local
- Children books (general children readers)– 80% foreign, 20% local
- Religion books– 80% local, 20% foreign

Nearly half of Nigerians are urban. Does this facilitate distribution?

Yes, it does facilitate distribution as major book production, marketing and selling activities take place in the urban centres.

Urban route connectivity, availability of communication channels as well as basic amenities make it easier for publishers to make their products available to end users. The contributions of urban book vendors/bookshops as distribution channels/centres to the value chain cannot be overstated.

Are e-books and mobile device reading popular? Are Nigerian publishers publishing in digital formats or experimenting any new platforms?

E-books and reading on mobile devices are at the introductory stage and the adoption by publishers is gradually improving. It is perceived that embracing e-books might increase piracy and undermine intellectual property protection. Secure management of e-books is perhaps one of the main concerns of publishing firms, and is consequently thought to be delaying adoption.

The e-book market is just emerging. Some publishing houses have it at experimental stage while its adoption in an e-book pioneering state such as Osun raised sustainability questions.

Are there recent developments in fighting piracy and enforcing copyright?

Yes, the Nigerian Publishers Association (NPA) recently inaugurated a State Chapter to enable proper curbing and a strong fight against piracy. NPA

in collaboration with the Nigerian Copyright Commission (NCC) has organized several advocacy events sensitizing stakeholders to the havoc of piracy as well as its negative impacts on education stakeholders. NPA and NCC lead collaborative activities on raising awareness and fighting piracy. Both organizations are very active. Several book pirates have been raided and convicted, as a deterrent to others.

Port Harcourt was recently awarded the title of World Book Capital. Are there any other ongoing nationwide initiatives to promote literacy and reading?

This is a clear indication that the Nigerian book industry is striving to promote reading culture, despite the challenges it faces. It also tells of a world on the lookout to reward activities that promote educational standards.

Some examples of literacy and reading promotion in Nigeria are: radio and television programmes, Lagos Book Festival, Committee for Relevant Arts (CORA), Nigerian International Book Fair (NIBF), regional book fairs in Ibadan (southwest) and Enugu (southeast), book clubs, literary and debate programmes.

See previous reports:

[Book Piracy in Nigeria](#) (2014)

[Otunba Olayinka Lawal-Solarin on challenges facing publishing in Nigeria](#) (2015)



The 16th Nigeria International Book Fair (NIBF)

Like the vast majority of the African book fairs, the Nigeria International Book Fair (NIBF) is a large cultural and festive event aimed at the public. Designed for literacy and reading promotion and managed by the Nigerian Book Fair Trust, NIBF 2017 is scheduled [from Monday, 8 May until Saturday, 13 May](#). It will be held at the University of Lagos, Akoka, Yaba, Lagos State. Registration is currently open. This is a privileged platform for showcasing educational materials and a shop window for exhibitors where they can get a discount while booking their stands at least six months before the event. It attracts visitors from Botswana, Ghana, India, Kenya, Malaysia, Nigeria, Senegal, Singapore, South Africa, Sweden, Taiwan, Turkey, UAE, UK, USA and Zimbabwe.

NIBF stages such activities as: children's programmes, librarian workshops, teacher training workshops, publishers' workshops, authors' workshops, authors' book reading and signing and printers' seminars.

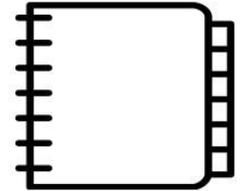
For more information visit: www.nibfng.org or contact info@nibfng.org
t: +234-803 402 69 71 / 702 686 71 56 / 702 686 71 57



ASIA & OCEANIA



**Special focus on Korea
and
Seoul International Book Fair**



7 - 15 January 2017

New Delhi World Book Fair
New Delhi, India

<http://www.newdelhiworldbookfair.gov.in/>

more than 1,100 Indian and 50 foreign exhibitors
886,000 visitors
more than 35,000 sqm of exhibition area
nearly 2,000 stalls

8 - 13 February 2017

Taipei International Book Exhibition (TIBE)
Taipei, Taiwan

<http://www.tibe.org.tw/enhtml>

nearly 700 exhibitors
over 560,000 visitors
67 countries represented

19 - 23 April 2017

Da Nang International Book Fair
Da Nang, Vietnam

more than 100 exhibitors

19 - 25 July 2017

Hong Kong Book Fair
Hong Kong, China

<http://hkbookfair.hktdc.com/en/index.html>

48,887 sqm of exhibition area

25 January - 5 February 2017

International Kolkata Book Fair
Kolkata, India

<http://www.kolkatabookfair.net/>

2.4 mln visitors

29 March - 9 April 2017

Bangkok International Book Fair
Bangkok, Thailand

<http://www.pubat.or.th/index/pages/News%20Feed/0097286b71aad5b05ab6687a37347f56>

435 exhibitors and 934 booths
about 2 mln visitors
21,000 sqm of exhibition area
9 countries represented
52 forums or seminars and 99 staged activities

14 - 18 June 2017

Seoul International Book Fair
Seoul, Korea

<http://sibf.or.kr>

355 exhibitors from 20 countries
103,214 visitors
113 companies in the rights center
1,800 rights deals
Turkey guest of honor
over 150 events



23 - 27 August 2017

Beijing International Book Fair
Beijing, China

<http://bibf.net/EN/Default.aspx/>

2,407 exhibitors
300,000 visitors
78,000 sqm of exhibition area
86 countries and regions represented
1,300 journalists

6 - 10 September 2017

Indonesia International Book Fair
Jakarta, Indonesia

www.indonesia-bookfair.com/

17-19 November 2017

China Shanghai International
Children's Book Fair
Shanghai, China

<http://www.ccbookfair.com/en/>

321 exhibitors
23.658 public and 9.046
professional visitors
22.000 sqm of exhibition area



South Korea

Fast facts:

GDP USD
1.929tn (2016)

GDP per capita
USD 37,900
(2016)

Population
50,924,172 (July
2016)

- 0-14 years old 13.45%
- 15-24 years old 13.08%
- 25-54 years old 45.93%

Public education
expenditure
4.6% of GDP
(2012)

82.5% of total
population is ur-
ban (2015)

59m mobile
phones

44.1m internet
users

The dynamic modern Korean publishing industry

- USD 4,25tn in **sales**
- 45,213 **new titles**
- 9,714 translated titles
- **Import** value of Korean publica-
tions USD 319mln
- **Export** value of Korean publica-
tions USD 247mln
- 49,741 registered **publishing
houses**
- 19,055 **libraries**
- 2,116 **bookstores**

Currently the bestselling books in South Korea are novels, comics and children's books, and social science – in particular politics and law – which has been driven by recent political scandals.

Since 2004, 20 Korean titles have won *the Bologna Ragazzi Award* and, since 2007, more than 60 Korean illustrators have been selected for the illustration exhibition at Bologna Children's Book Fair.

These successes have brought greater visibility, interest and popularity to Korean children's books among foreign agents and publishers.

According to a family expenditure survey released by *Statistics Korea* in 2015, a family with more than two members spent 16,623 won (USD 13.70) on books which meant a decrease of 8.4% (from 18,154 won, or USD 15.00) in relation to the previous year and was

the lowest expenditure for books since records began in 2003. The average family income in 2015 rose 20.4% in comparison to 2010 and average consumption expenditures rose by 12.1%, but total amount of money spent on purchasing books dropped 24.1%.

Retail sales, including online sales of titles and stationery, in 2015 were 5.5435tn won (USD 4.6bn)

Online bookstore sales are an important index in analyzing the status of the industry. In 2015 the online sales of titles were 1.1509tn won (USD 950ml) compared to 1.2804tn (USD 1bn) in 2014, a 10.1% drop. That said, online bookstore sales had increased steadily from 2001 to 2011, and began to fall away in 2012.

In addition, the arrival of a fixed book price system, which came into force on 21 November 2014, meant only the biggest online retailers navigated their way through 2015 without incurring serious losses. In anticipation of the new law, online bookstores offered special discounts, inflating sales by 7%, before normality was restored and sales began to tumble in 2015.

Bricks and mortar bookstores, on the other hand, were less affected by the new regulations in 2015 because many regional governments and educational offices implemented a policy of buying books from

local stores for local public libraries.

The total production of South Korea's publication industry dropped by 7.7% in 2015 compared to 2010. Families' reluctance to buy books compelled publishers to become more prudent and publish fewer titles.

In terms of total sales of titles and stationery, the best year was 2011. There was a slight decrease in 2012 and 2013, before a return to positive results in 2014. Retail sales of titles in 2015 again marked a 4.8% drop since 2014, the lowest recorded level of the past six years.

According to a survey conducted on reading habits of Koreans in 2010, 2011, 2013, and 2015, paperback reading by adults increased from 2011 to 2013. However, in 2015, readership among adults was of 65.3%, which dropped 6.1% in comparison to the previous year. An average adult reads 9.1 books per year according to the survey in 2015 (it was 10.8 books in 2010). But the purchase of books by regular readers increased to 14 books in 2015.

Special thanks to:

[Sung-kwon Liu](#) and [Ji-yeon Lee](#) from the Korean Publishers Association for their contribution

Seoul International Book Fair

Founded in 1954 as a national event, Seoul International Book Fair has always played an important role in promoting reading culture and strengthening the Korean publishing industry. In 1995 the adjective 'international' was added to the name to reflect its evolving scope. This book fair, which is organized by the Korean Publishers Association, takes place from 14 to 18 June in Halls A and B1 of the COEX Convention and Exhibition Center. It facilitates an active international book trade and showcases the competences of Korean publishers.

In 2017, there will be a new cultural area created for the public where illustrators, art book creators and artists will promote their works and communicate with visitors. This year's guest of honor is Turkey, in celebration of 60 years of diplomatic relations between the two countries. And Canada will be the spotlight country as it celebrates 150 years as a country.

Seoul International Book Fair is for public visitors and for professionals, with a steady increase in the buying and selling of rights since 2009. Professionals can access a rights centre with 25 meeting tables, storage space and complimentary refreshments. A table can be booked online from 1 May onward. In 2016 around 190 Korean companies had meetings with foreign publishers or agencies at the rights centre. The exhibitor application form can be downloaded [here](#).

The Korean publishing market still has enormous untapped potential. There are many interesting and profitable titles in all publishing categories, but most are in need of good editors and translators. By visiting the Seoul International Book Fair, foreign professionals have the opportunity to find great Korean titles, such as *Vegetarian*, or *Please look after mom*.

Finally, more than 20% of titles published in Korea annually are translations, so foreign publishers and agents are encouraged to present their lists to their Korean partners.

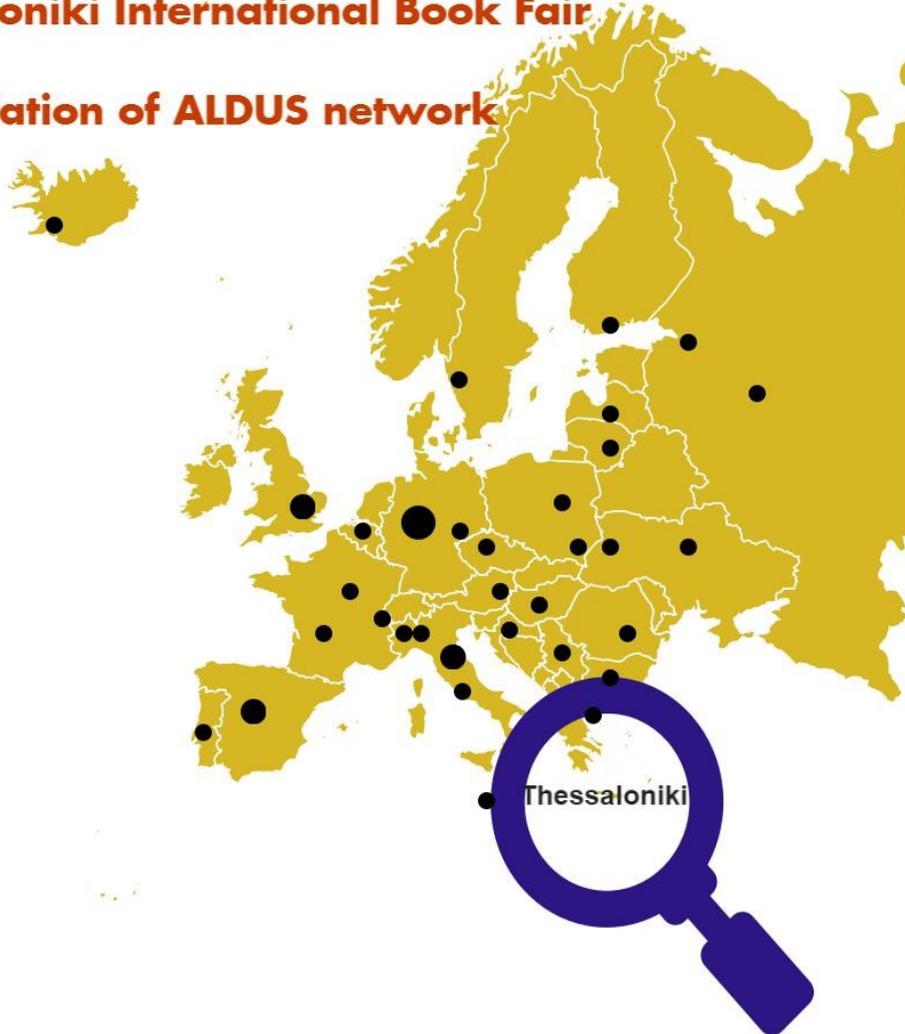
The majority of the Korean book professionals, such as editors, rights managers and agents, are very passionate and knowledgeable about their work and publishing in general. Networking with them is a chance for foreign visitors to find new inspiration for their own businesses.

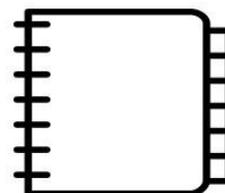
The Korean Publishers Association's vision is that SIBF will become not only the biggest book festival for publishers and readers, but also the biggest hub for the rights trade in Asia.

EUROPE

**Special focus on Greece
and
Thessaloniki International Book Fair**

Presentation of ALDUS network





26 - 29 January 2017

Angoulême International Comics Festival
Angoulême, France

<http://www.bdangoulemepro.com/index.php?langue=en>

297 exhibitors from 17 countries
7,000 professional visitors
2,000 artists
900 journalists
20 locations (booths and exhibitions)
450 events

23 - 26 February 2017

Vilnius International Book Fair
Vilnius, Lithuania

<http://vilniausknygumuge.lt/en>

330 exhibitors
67,820 visitors
14,600 sqm
500 journalists
446 events

24 - 26 February 2017

Riga Book Fair
Riga, Latvia

<http://www.bt1.lv/bt1/lbf/>

more than 80 exhibitors
16,800 visitors
5,700 sqm

9 - 13 March 2017

Brussels Book Fair
Brussels, Belgium

<http://flb.be/en/>

182 exhibitors
70,000 visitors
18,000 sqm

14 - 17 March 2017

London Book Fair
London, United Kingdom

<http://www.londonbookfair.co.uk/>

1,500 exhibitors
about 25,000 visitors
7,688 sqm

23 - 26 March 2017

Leipzig Book Fair
Leipzig, Germany

<http://www.leipziger-buchmesse.com/>

2,250 exhibitors
260,000 visitors
33,377 sqm

24 - 27 March 2017

Livre Paris
Paris, France

<https://www.livreparis.com/Le-Salon/>

150,000 visitors
30,000 professionals
Morocco guest of honor
3,000 authors
50 countries represented
800 events

3 - 6 April 2017

Bologna Children's Book Fair
Bologna, Italy

<http://www.bookfair.bolognafiere.it>

1,278 exhibitors
more than 25,000 visitors
24,038 sqm
98 countries represented
55 languages
131 literary agents
864 journalists

19 - 23 April 2017

TEMPO DI LIBRI
Milan, Italy

<http://www.tempodilibri.it/en/>

35,000 sqm

26 - 30 April 2017

Geneva Book and Press Fair
Geneva, Switzerland

www.salondulivre.ch

94,000 visitors

20 - 23 April 2017

Budapest International Book Festival
Budapest, Hungary

http://www.konyvfesztival.com/2016/kiallitoknak/index_angol.html

200 exhibitors
about 60,000 visitors
about 30 countries represented
300 events

11 - 14 May 2017

International Book Fair and Literary Festival
Prague, Czech Republic

<http://sk2017.svetknihy.cz/en/>

407 exhibitors
693 professional and 42,000 public visitors
3,218 sqm
528 total events
about 30 countries represented
331 journalists

11 - 14 May 2017

Thessaloniki International Book Fair
Thessaloniki, Greece

<http://thessalonikibookfair.helexpo.gr/en>

488 exhibitors incl. 75 international
54,000 visitors
12,000 sqm
more than 250 events



18 - 22 May 2017

Turin International Book Fair
Turin, Italy

<http://www.saloneibro.it/en/>

over 1,200 exhibitors
276,179 visitors
2,000 authors and guests
1,400 events

17 - 21 May 2017

International Arsenal Book Festival
Kiev, Ukraine

<http://artarsenal.in.ua/>

some 90,000 visitors
60,000 sqm
300 events

24 - 28 May 2017

Bookfest
Bucharest, Romania

<http://www.bookfest.ro/>

about 200 exhibitors
100,000 visitors

18 - 21 May 2017

Warsaw International Book Fair
Warsaw, Poland

<http://www.book-expo.pl/>

more than 70,000 visitors
25 countries represented
1,500 events
1,017 authors

25 - 28 May 2017

Saint Petersburg International Book Salon
Saint Petersburg, Russia

www.spbbooksalon.ru

200,000 visitors
over 300 events

1 - 18 June 2017

Lisbon Book Fair
Lisbon, Portugal

<http://www.feiradolivrodolisboa.pt/>

more than 125 exhibitors
480,000 visitors
22,000 sqm

6 - 10 September 2017

Moscow International Book Fair
Moscow, Russia

<http://mibf.info/>

about 500 publishers
100,000 visitors
about 40 countries represented
800 cultural events

13 - 17 September 2017

Lviv Book Fair
Lviv, Ukraine

<http://bookforum.ua/en/>

28 September - 1 October 2017

Gothenburg Book Fair
Goteborg, Sweden

<http://www.bokmassan.se/en/>

836 exhibitors
96,293 visitors
11,863 sqm
28 countries represented
1,176 journalists and
photographers

4 - 6 October 2017

LIBER International Book Fair
Madrid, Spain

<http://www.liber.es/>

346 exhibitors
10,000 visitors
60 countries represented

11 - 15 October 2017

Frankfurt Book Fair
Frankfurt, Germany

<http://www.buchmesse.de/en/>

7,100 exhibitors
about 277,000 visitors
more than 100 countries
represented
over 700 literary agents from 300
agencies
4,000 events
10,000 accredited journalists and
bloggers

22 - 29 October 2017

Belgrade Book Fair
Belgrade, Serbia

<http://sajamknjiga.rs/>

1,002 exhibitors from 112 countries
188,409 visitors
30,995 sqm
1,207 journalists

26 - 29 October 2017

Krakow International Book Fair
Krakow, Poland

<http://www.ksiazka.krakow.pl/>

700 exhibitors
68,000 visitors
25 countries represented
759 authors present

31 October - 11 November 2017

Antverp Book Fair
Antverp, Belgium

<http://www.boekenbeurs.be/>

about 100 exhibitors
more than 150,000 visitors
20,000 sqm

26 - 29 October 2017

Helsinki Book Fair
Helsinki, Finland

<http://kirjamessut.messukeskus.com/>

7 - 12 November 2017

Interliber
Zagreb, Croatia

8 - 12 November 2017

BUCH VIEN
Vienna, Austria

<http://www.buchwien.at/>

350 exhibitors
40,000 visitors
8,000 sqm

8 - 12 November 2017

Malta Book Festival
Valetta, Malta

<http://ktieb.org.mt/>

18 - 19 November 2017

Reykjavik Book Fair
Reykjavik, Iceland

<http://bokmenntaborgin.is/>

40 exhibitors
15'000 visitors

29 November - 3 December 2017

International Non/Fiction^o Book Fair
Moscow, Russia

<http://www.moscowbookfair.ru/eng/about.html>

300 exhibitors
over 100,000 participants
over 17 countries participating
over 800 events

6 - 10 December 2017

Più libri, più liberi
Rome, Italy

<http://www.plpl.it/>

409 exhibitors
50,000 visitors

12 - 17 December 2017

Sofia International Book Fair
Sofia, Bulgaria

<http://www.abk.bg/>

more than 200 exhibitors
about 50,000 visitors
1,300 sqm

Greece

Fast facts:

GDP USD 286bn
(2015)

GDP per capita
USD 26,400
(2015)

10,773,253 popu-
lation (July 2016):

- 0-14 years old
13.93
- 15-24 years old
9.68%
- 25-54 years old
42.71%

78% urban popu-
lation

Literacy rate
97.7%

Education ex-
penditure 4.1% of
GDP

12.7m mobile
phones

7.2m internet us-

Fewer than 50% of Greeks are regular book readers, while 42.3% of people aged 15 or over read at least one book per year (source: National Book Centre, *Reading Behavior Survey*, 2010). Of these, 34.2% read between one and nine books per year and 8.1% read more than 10 books per year, while an additional 16.9% read books only for professional and / or educational reasons.

The Ministry of Culture's short-term goal is to raise these rates and leverage economic progress through knowledge building. Several reading promotion initiatives have appeared with government support.

Official recognition of these efforts came when UNESCO named Athens the World Book Capital for 2018, which promises to be a standout success.

In recent years, there was a sharp decline (-37%) in the number of new titles published in Greece: 10,680 titles in 2008 to approximately 6,700 titles in 2015.

An average print run is 2,000 copies for novels and between 500 and 800 copies for essays and poetry.

A book is considered as bestseller if it sells between 7,000 and 40,000 copies, with occasional hits selling 100,000 or even 500,000 copies, such as works by J.K.

Rowling, Dan Brown and EL James.

But due to the economic crisis, the book market is under pressure in Greece, with book sales steadily falling while the price of consumer goods rises. Once profitable publishers and booksellers are now running at a loss, driving smaller, companies out of business and making competition among the few remaining key players even fiercer. As a consequence, in 2014 the fixed book price was partially abandoned and the market deregulated. Sometimes books from stock (backlists) are sold at derisory prices of as little as €1, so market players need to be cautious at every step.

The book market is restructuring. Production is currently concentrated but has a long tail. One in six publishers, or 159 in total, produce 70% of all titles:

- Three major publishers publish more than 200 titles per year (13.1%),
- 10 publishers publish between 80 and 199 titles per year (15.3%),
- 146 publishers publish between 10 and 79 titles per year (41.3%),
- 760 publishers publish between one and nine titles per year (30.3 %).

The market leaders have diversi-

fied their publishing profiles, namely: Patakis, Psychogios, Metaichmio, Minoas, Kedros, Dioptra, Livanis and Kastaniotis. The medium-sized experienced publishers remain resilient and there are some new specialized start-ups emerging, for instance in distinct quality fiction / poetry publishing.

Children's books account for some 20% of the market, with acclaimed contemporary local authors and outstanding illustrators. Translations account

for 32.1% of total book production and are dominated by English language (50%).

Greek e-books were launched in 2010 and currently account for an estimated 7,000 titles, which represents less than 1% of the market. The main platforms for their sales are: cosmotebooks.gr, myebooks.gr and openbook.gr, offering free downloads with Creative Commons licensing. Amazon is absent from the Greek market.

Traditional high-street

bookshops chains have been worst hit by the economic crisis. The main distribution channels appear to be the mixed cultural product big stores, discount stores with a large turnover and some local chains, such as [Public](#), [Ianos](#), or [Evrpidis](#). That said, a number of some small independent quality bookshops have appeared, including [Epi Lexei](#), [Pleiades](#), [Lexikopoleion](#) and [Booktique](#).

This article is based on information provided by [Socrates Kabouropoulos](#), member of the Greek Ministry of Culture's Book Policy Working Group.

More information is included in Socrates's article *The Age of Discontent: Greek Publishing Through Six Years of Austerity* published in *Publishing Research Quarterly* (and shared through Springer Nature Sharedit, as a full-text view-only pdf file: rdcu.be/onza)



Thessaloniki International Book Fair

Located at the heart of the Mediterranean, Thessaloniki International Book Fair (TBF) is a hub for book



professionals from Greece, the Balkans, Southeastern Mediterranean and Western Europe. We spoke to [Nopi Chatzigeorgiou](#), Coordinator of the Thessaloniki Book Fair at the Hellenic Foundation for Culture, one of the fair's promoters, to learn more about the 2017 programme.

What is the essence of Thessaloniki International Book Fair?

Its focus is on dialogue, co-creation, interaction and the development of a dynamic book community that will spread the vision for a cultural uplift. Every year TBF hosts more than 300 events, including *The European Young Writers' Festival*, *The International Literature and Translation Festival*, literary meetings, presentations, round tables, meetings and seminars for professionals, speeches, workshops, projections, artistic and theatrical events, activities for children and parallel cultural events in the city.

TBF attracts over 70,000 visitors and more than 500 book exhibitors from Greece, and more than 90 from other coun-

tries, this is the most important annual Greek event involving books, bringing together book professionals and institutions on a cultural platform promoting the exchange of ideas and innovative knowhow.

Is Thessaloniki International Book Fair for professionals or the public?

Both. The first two mornings, on Thursday and Friday, are focused on professional meetings, seminars and workshops, and are also dedicated to school visits with special programmes for students and educators. All professionals are admitted to the professional programme of conferences and

meetings for free. There is a B2B room for professionals and a special area for foreign exhibitors in the middle of Hall 13 in HELEXPO.

However, it is also the biggest cultural event for the public, and its aims are also promotion of reading among children and young people and building a knowledge society.

What should we look out for in 2017?

This year's main spotlight is on southern European cultures, and there will be a special focus on the Greek author Nikos Kazantzakis (1883-1957). We will facilitate exchanges on the impact of migration and refugees through presentations of recent literary works. There will also be events devoted to the consequences of the 1917 Russian revolution and to the celebration of 2017 as a year of cultural exchanges between Greece and China. The fair's

cultural programme also includes the fourth *Young Writers' Festival*, the second *Translation Festival*, special children's and teenagers' corners and more than 300 events open to readers and bibliophiles, featuring book presentations by authors from Greece and abroad, panels, roundtable discussions and conferences, presentations of new technologies, and parallel cultural events held in and around the city.



In June 2016 the European Commission-funded **ALDUS**, the European Book Fairs' Network, was launched under the Creative Europe programme to promote transnational mobility of European literary works and book professionals.

Experimenting with new interactive and engaging event formats, such as for networking and training, ALDUS seeks to build capacity in internationalization, translation, digital shift and audience development, and help book professionals to develop their careers internationally.

The project also aims to enhance the capacity of book fairs to organize and promote similar activities, to develop their international dimension and to engage audiences in innovative ways.

ALDUS, which is named after

15th century publisher and humanist Aldus Pius Manutius, is conceived as a network for collaboration and exchange among anyone involved in the organization of book fairs and other events for publishing professionals.

At its core are two leading international B2B book fairs, namely Frankfurt Book Fair and Bologna Children's Book Fair, and a range of consumer fairs in Bucharest, Lisbon, Riga, Rome and Vilnius. The network is already evolving to become fully pan-European and has started collaborating with other fairs, starting from Antwerp, London, Milan, Sofia, Thessaloniki and Vienna.

An overview of the rich variety of this European scenario can be found in the ALDUS brochure, '[European Book Fairs. Facts and Figures](#)' which highlights the aspects that make

every exhibition unique.

In early 2017, the [ALDUS Book Fairs' Network online community](#) was launched to promote the creation of an international network of publishing professionals working in the fields of internationalization, digital innovation, literature promotion and translation. It allows publishers, translators, literary agents and other book professionals to profile themselves and network with international peers through social networks.

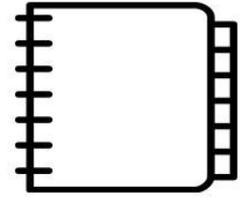
Registered users of the ALDUS website have access to premium content on the *ALDUS Knowledge Hub* and can subscribe to the ALDUS newsletter to stay apprised of events and news.

To create an account, click the *Log-in/Registration* tab at the top right corner of the [Aldus website](#).

MIDDLE EAST & CENTRAL ASIA

**Special focus on Egypt
and
Cairo International Book Fair**





27 January – 10 February 2017

Cairo International Book Fair
Cairo, Egypt

<https://www.facebook.com/groups/1718954274995543/?fref=nf>

850 publishers incl. some 50 foreign
over 1 million visitors
34 participating countries
70 million books
Morocco 2017 guest of honor



3 – 11 March 2017

Emirates Airline Festival of Literature
Dubai, UAE

<http://www.emirateslitfest.com/>

more than 40,000 visitors
170 writers and thinkers
35 countries represented

8 – 17 March 2017

Riyadh International Book Fair
Riyadh, Saudi Arabia

<http://www.riyadhbookfair.org.sa/Pages/Default.aspx>

nearly 700 exhibitors

23 March – 4 April 2017

Alexandrina International Book Fair
Alexandria, Egypt

<http://www.bibalex.org/en/Page/Alexandrina%20International%20Book%20Fair%20%282016%29?Keywords=>

under auspices of Bibliotheca Alexandrina

26 April – 2 May 2017

Abu Dhabi International Book Fair
Abu Dhabi, UAE

<http://www.adbookfair.com/en/>

1,261 publishers
272,320 visitors
31,962 sqm
612 authors
507 events
200 journalists

3 – 13 May 2017

Tehran International Book Fair
Tehran, Iran

<http://www.tifb.ir/en>

1900 domestic and 149 foreign exhibitors
over 3 mln visitors
75,000 sqm
Italy 2017 guest of honor

25 – 28 May 2017

Tbilisi International Book Fair
Tbilisi, Georgia

<http://www.gpba.ge/new/16/>

65 exhibitors
about 70,000 visitors
700 sqm
existing since 1997



Egypt

Fast facts:

GDP USD1.048tn
(2015)

GDP per capita
USD11,800 (2015)

Population
88,487,396 (July
2015)

- 0-14 years old
31.89%
- 15-24 years
old 17.64%
- 25-54 years
old 38.45%

Education expendi-
ture 3.8% of GDP

School life expect-
tancy 13 years

Literacy 73.8%

43.1% is urban pop-
ulation

94m mobile phones

31.8m internet users

According to an old Arab aphorism: 'Egypt writes, Lebanon publishes, Iraq reads'.

Due to the absence of detailed, reliable data and the presence of a common language, Arab countries have often been considered a single publishing market. Salah Chebaro, CEO of online Arab bookstore Neelwafurat, estimates that in 2012 the number of new titles produced in Lebanon, Syria, Jordan, Egypt and Saudi Arabia, which together account for 80% of the total publishing output of Arabic countries, was 17,000. In Egypt, an average print run of a new title is 1,000 copies, while an estimated 30% to 40% of published books are never sold. Some 17% of all published books are religious in content.

Only 73.8% of adult Egyptians are literate and, of these, 87.7% are regular readers. According to [the](#)

survey of Ahmed Ksibi, the most read topics are: religion (85% of respondents), The Quran (66%), daily news (57%), history (14%), contemporary novels (13%), weekly political analysis (12%), contemporary poetry and cookery books (both 7%). Although Egypt's population is comparable to that of Germany, Egypt has just one tenth the number that Germany has public libraries.

Egyptian publishing faces many challenges, including near inexistent distribution channels, relatively low literacy and reading rates, low purchasing power, piracy and censorship. However, Egypt was the first country in the region to tackle digital publishing, with the launch of Kotobarabia.com, a platform for digitization and sale of Arabic e-books. It also offers services for public libraries and institutions, available on an annual license basis. Digital is a new opportunity to break down restrictions, such as affordability, borders, censorship and so on, and enable a wider dis-

To learn more, read the articles:

[Alaa Al Aswany: Freedom to publish at all-time worst in Egypt 2016](#)

[Why don't more Arabs read? on Quora July 2012](#)

[The Arab Book Market presentation at Frankfurt Book Fair 2014](#)

[Plus de kutub please article in the Economist in June 2016](#)

[The Arab book market: censorship, piracy, ebooks and book fairs always on the go on Meierment.de 2016](#)

Cairo International Book Fair

Cairo International Book Fair is reputed to be the largest in the Arab World and on the whole African continent.

IPA inter-

viewed **Sherif Bakr**,

Secretary General and

Board Member



of

the Egyptian Publishers Association and member of the Cairo International Book Fair Organizing Council, to learn something of the recent changes at this event.

Is the Cairo International Book Fair designed for the public, professionals, or both?

The book fair is mainly for the public. It is the place of bookselling to public visitors and also the site of sales of orders for universities, research centres and public libraries from all over the Arab World, as well as for wholesalers and bookstores from different parts of the Arab World. Thousands of physical copies are stocked, sold and bought here.

Are there separate days or areas for professionals to attend the fair?

There are no professional days, but recently we estab-

lished 'Cairo Calling', a programme for professionals that happens during the first three to four days. But even these days are open to the public.

Is it a place to buy books to order them or to make rights deals?

Buying physical books is the main purpose of the fair, so mountains of books and people buying them it is what you can find all around the fair. As for rights, there is no special place designated to this purpose, but we try to promote this activity through the 'Cairo Calling' days. Currently, the deals are done directly at the publishers' stands.

What kind of facilities do you have for professionals?

As it is a well-established book fair, all these matters are already settled; everybody has their habits and knows who they will send their books to and so on. Some hotels have special deals for members of the Egyptian Publishers Association and its guests. There are standard booths, and some publishers make their own decorations or build a booth in the open area of the fair for more visibility and promotion.

Do you try to attract foreign exhibitors and professionals? If so, what are your strategies for doing so?

This is what we have been trying to achieve recently through our 'Cairo Calling' programme, which was my initiative and responsibility. Basically, since we do not have any financial support to build a professional programme, but we have extensive knowledge of the Arab book market, we decided to help publishers, agents and cultural institutes who wish to explore Arab publishing, by giving them the opportunity to participate for free. They only have to pay their travel expenses, so those who are interested in attending pay for their accommodation and flight and we arrange a tour especially for them. We introduce them to the Arab publishers who suit their needs in an appropriate and somewhat informal way that the Arabs and Egyptians like.

What are your ambitions for future developments?

We hope to have a better fair-ground and be able to organize a professional programme that suits the Arab World.

Contact the Cairo International Book Fair at: fairs@gebo.gov.eg

Contact Sherif Bakr at: sherifbakr@yahoo.com

Report prepared by Joanna Bazán Babczonek

secretariat@internationalpublishers.org

International Publishers Association