

6-10 October 2010

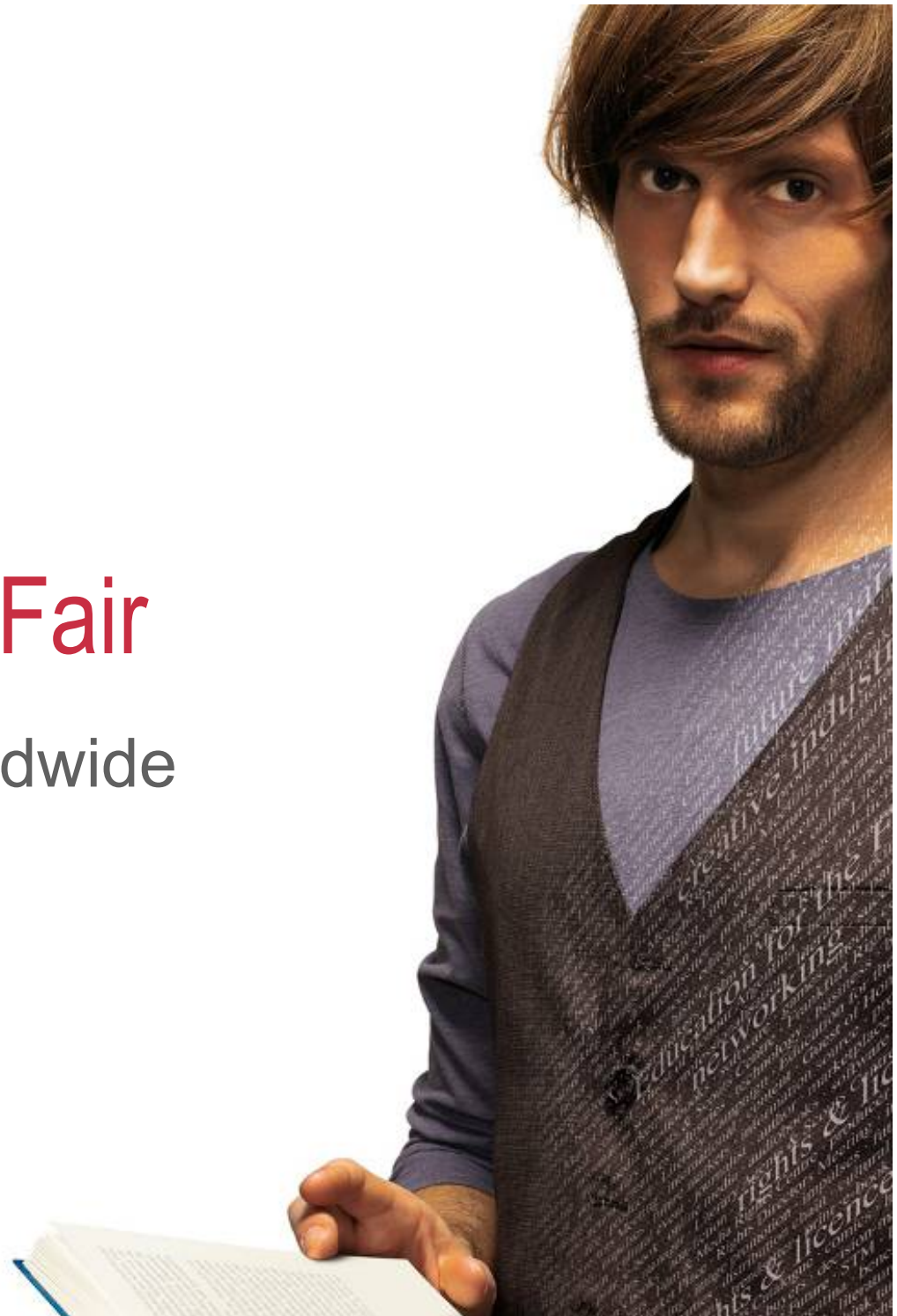
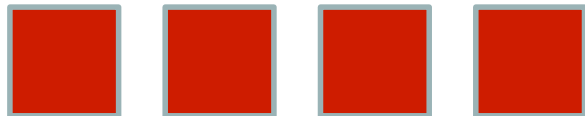
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The Frankfurt Book Fair

- An overview on the worldwide biggest event for media



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Frankfurt Book Fair – some data

- more than **7.000** exhibitors (half of them from Germany)
 - almost **300.000** visitors, thereof **151.000** trade visitors
 - **10.000** journalists
 - **62.** edition of the Frankfurt Book Fair in 2010
 - **2900** events
 - **172.000** sqm
 - one opening day, **3** trade visitors' days, weekend open for general public
- more than **400.000** titles,
thereof more than **120.000** new publications
- only **40%** of exhibitors are presenting books



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A Short Historic Review

- Actually, the fair dates back as far as the Middle Age
- In the 18th century, the book trade was relocated to Leipzig
- In 1949, the first of the actual Frankfurt Book Fair was held at the Paulskirche in the City Centre
- In 2008, we celebrated the 60th anniversary of the Frankfurt Book Fair



Second Book Fair in 1950 at the Paulskirche in Frankfurt

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The Structure of the Frankfurt Book Fair

Three Important Trends:

- 1) Internationalisation
- 2) Heterogeneity and Broad Spectrum of Subjects
- 3) Innovation, the Book Fair is the Media Fair

Trend 1: Internationalisation:

- Halls' structure follows the world's map
- Meeting Points for international exchange
 - Literary Agents and Scouts Centre
 - Centre „Weltempfang“ for translation and international debate
 - International Library Centre...

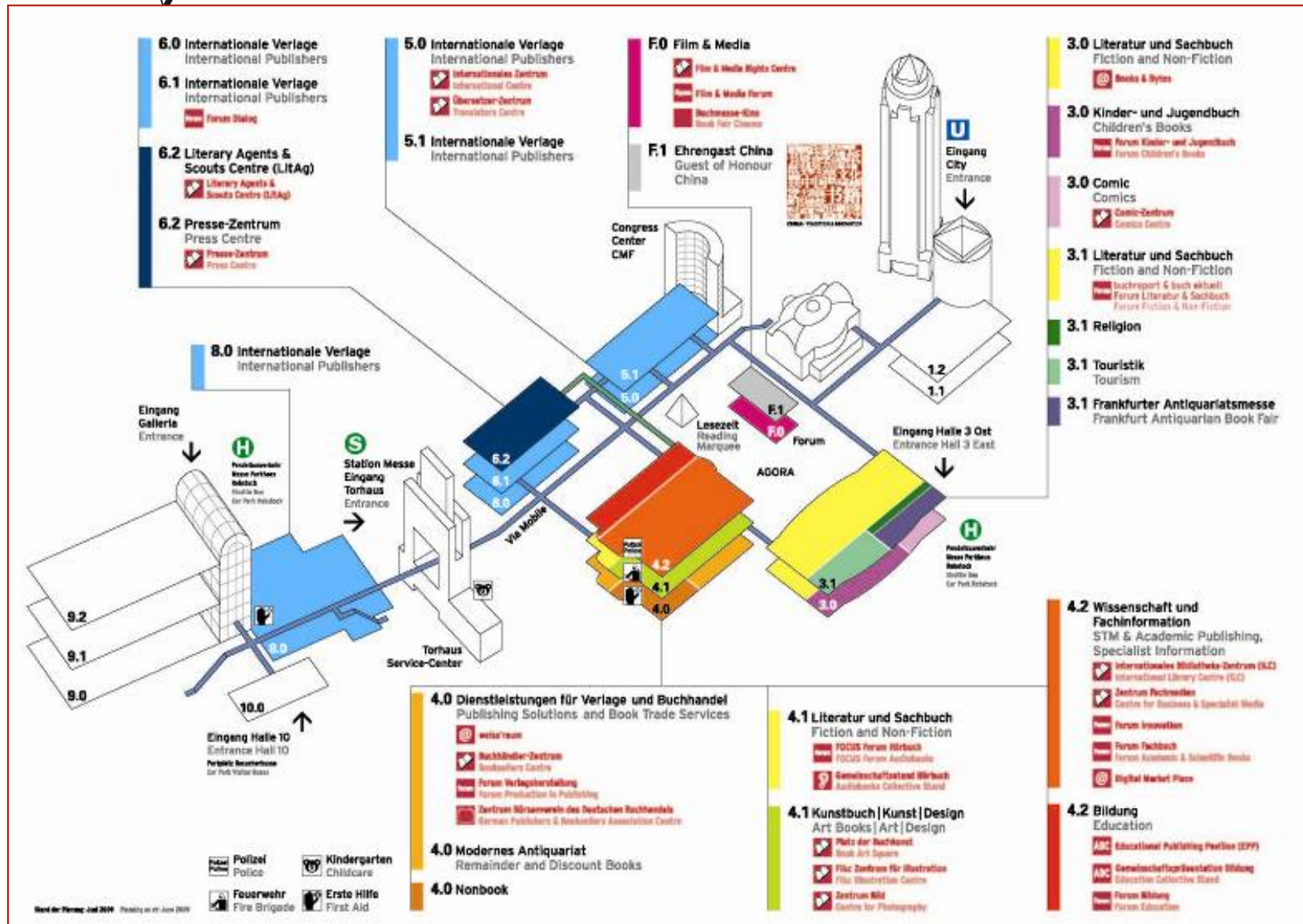


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Exhibition Site



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The Structure of the Frankfurt Book Fair

Trend 2: Heterogene Industry and Wide Range of Subjects:

- **Forums and Joint Presentations** (Comic, Film, Games, Audibooks, Nonbook, Photography, Merchandising...)
- **Sales and Services** (Libraries, Production, Bookselling, Shop Architecture...)
- **Working Centres** (LitAg; Booksellers Centre; International Library Centre, Centre for Photography; Film & Media Rights Centre, Comic-Centre, ...)

Broad Spectrum of Subjects in Professional Seminars and



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The Structure of the Frankfurt Book Fair

Trend 3: Innovation and Media: digital and virtual Worlds

- **Hot Spots of the Frankfurt Book Fair**
New, Technology-driven Collective Stand
 - Devices Hot Spot
 - Mobile Hot Spot
 - Information Management Hot Spot
 - Publishing Services Hot Spot
 - Literature and Special Interest Hot Spot
 - Education Hot Spot
- **New Initiative on Media Convergence:**
Creative-Industries exchange in Hall Forum, Level 0



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Frankfurter Buchmesse – Spiegel der Branchenentwicklung

„All subjects presented in the classic medium of books, can and will be complemented by new media.“

(Silja Gülicher, Nintendo, Gamesmarkt 19/9)



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Guest of Honour 2010: Argentina - „Culture in Motion”

Argentina at the Frankfurt Book Fair:

- Cultural presentation: Forum, Level 1
- Publishing houses from Argentina: Hall 5.1



Projects Accompanying the Guest of Honour Pres

- Support and promotion of translations for 150 Argentinean authors (Project of Argentinean Ministry of Foreign Affairs)
- celebrating the bicentennial of Argentina’s declaration of independence

Famous Writers:

- Jorge Luis Borges (1899-1986)
- Julio Cortazár (1914-1984)

Argentina in Your Book Shop:

- List of new publications published online on Frankfurt Book Fair website
- For German speaking book shops: decoration material available in

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Professional Seminars and Panels at Frankfurt Book Fair 2010

Some Interesting Subjects for Booksellers

- Digitisation of book- and publishing industries
- New ways of Marketing and communication
- Consequences of digital developments on cultural and social behaviour and products
- Literacy
- Seminars and Panels organised by the German Publishers & Booksellers Association
- Professional consultancy during the fair offered by the German Publishers & Booksellers Association



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Initiatives for Booksellers: Extension of the range of goods

Notes and Literature on Music

- New Exhibition Area in Hall 3.1
- Stage with programme for booksellers

Gourmet Gallery

- show-cuisine
- exhibition area on cooking and lifestyle

Nonbooks

- Nonbook Area in Hall 4.0
- Area for Games in Hall 3.1

Education and Teaching Material

- Publishers in Halls 3 and 4.2
- Digital Products in Hall 4.2



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Hall 4.0 Services for Booksellers and Publishers

The Most Important Hall for Booksellers Hosts:

- **Services for Booksellers (Wholesaler, Digital Services, Shop-Architects...)**
- **Nonbook and Offers for Diversifying the Range of Products**
- **International Booksellers Centre of the Frankfurt Book Fair**
- **Consultancy by German Booksellers and Publishers Association**
- **AzuBistro Meeting Point for Young Booksellers**



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A Multitude of Interest Groups

The Frankfurt Book Fair offers contacts to:

- Illustrators Publishers
- Agents and Scouts
- Printers/Manufacturers
- Producers
- Exporters and Importers
- Booksellers
- Librarians
- Antiquarian Book Trade
- Institutions and Associations
- Press
- Authors
- Software developers
- Packagers
- Translators
- Distributors
- Film/Television
- Multimedia/Electronic Publishers
- Serious Games
- ...and many more

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Being Well Prepared Makes a Successful Fair...

We Support You for Preparing the Fair: www.book-fair.com

Networking and Research

- **Basic Services of Frankfurt Book Fair Online:**
 - General Research in Online-Databases for Persons, Companies, Rights and Licences
 - Becoming Part in the Who's Who
 - Information on diverse Subjects, Programmes, Offers
 - Calendar of Events Online
 - Monthly Online-Newsletter

- **Premium Services for Your Personal Fair Preparation**
 - Communicate with Other Users of the Platform, (appointments, messages, etc.)
 - Research of Contact Details in all Catalogues (Exhibitors' Catalogue, Who's Who, Titles' Catalogue)
 - History of Your Researches

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The Frankfurt Book Fair worldwide...



The international commitment of the Frankfurt Book Fair:

- German Collective Stands
- Book Collections of German publishers on diverse subjects
- International Exchange Programmes
- Offices in Beijing, Bucharest, Moscow, New Delhi, Warsaw and New York
- Partner Fairs:

Cape Town Book Fair: 13th – 16th June 2009

Abu Dhabi International Book Fair: 17th – 22nd March 2009



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There Are Many Good Reasons to Visit the Frankfurt Book Fair...

The Frankfurt Book Fair is the most important marketplace for books, media, rights and licences as well as services worldwide:

- You meet the entire industry in one place.
- You get to know decision-makers from all sectors.
- You discover new trends.
- You learn more about products and methods to support you in your daily business.
- You have the opportunity to gain further qualifications with the professional programme of the Frankfurt Book Fair.
- You profit from a wide range of services and added benefits.

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