

Welcome to the December issue of the **Abu Dhabi International Book Fair Newsletter**. This month we bring you news about the KITAB and Emirates College for Advanced Education Memorandum of Understanding (MOU) for The Education Chapter: Chapter 2, updates on KITAB at the Beirut Book Fair, highlights of the authors attending ADIBF 2010, general announcements and the ADIBF travelogue.

### International Publishers Association Copyright Symposium, 28 Feb - 1 Mar 2010

[Register](#) before 31 December and benefit from the early bird discount. For more information click [here](#)

### 2009 Publishers Training concludes successfully

The CEO and Mid-management level training sessions for the Publishers Training concluded successfully in December. The four sessions saw a wide range of CEOs and mid-managers from the Arab publishing world attend the training and return to their publishing houses equipped with more advanced and cutting-edge tools to market their services and publications.

"As I exit this intensive program, I realize a shift in my own professional paradigm. I am more aware now that publishing is a science rather than being merely an art. This varied and profound program allowed me to grow professionally in the publishing field. It sharpened my sense of leadership and management. It motivated me to be an active agent for change by introducing new strategies and methods. I gained insight on the history of publishing and foresight on how it should look and sound in the near future in my region", said Rania Zaghir, the CEO of Al-Khayyat al-Saghir publishing house in Beirut.

### KITAB Bus

The KITAB Bus, a mobile library with the goal of ensuring that all parts of the Abu Dhabi community have access to books and reading, enjoyed a hugely successful evening at the launch of its German Week. Opened by the Swiss and German ambassadors to the UAE, along with HE Jumaa Al Qubaisi, Director of the Abu Dhabi National Library, the event proved popular with adults and children alike. Launched on 4 October, the bus is part of KITAB's pledge to improve access to quality literature for all sections of the Abu Dhabi population. It now makes its way to the Western Region of Al Gharbia, a region which suffers from poor access to books.

### The Education Chapter : Chapter 2 MoU signed between KITAB and Emirates College for Advanced Education



Monika Krauss of KITAB and Dr Ian Haslam, Vice Chancellor ECAE, sign the MoU

KITAB and Emirates College for Advanced Education (ECAE) signed a Memorandum of Understanding (MOU) on 9 December joining the two organisations in partnership to deliver The Education Chapter: Chapter 2. The two-day education seminar will run on 3<sup>rd</sup> and 4<sup>th</sup> March alongside the Abu Dhabi International Book Fair (ADIBF) 2010.

Building a knowledge economy relies on the strength, vision and preparedness of our education system. This strategic partnership between KITAB and Emirates College for Advanced Education establishes The Education Chapter as a solid platform upon which we can build a dialogue around the challenges ahead of us.

"KITAB is delighted to be collaborating with ECAE and entering into this MOU to bring about the second chapter of TEC at the ADIBF 2010. This is an opportunity for delegates to share in best practice experiences from this region and internationally. The expertise that ECAE will bring will ensure that together we can send delegates back to their classrooms with a renewed vigour and equipped with tools of change", said Monika Krauss, General Manager of KITAB.

## eZone – What’s in it for you?

One of the most anticipated developments for 2010 is the launch of the ADIBF eZone. This dedicated area will allow companies offering digital services and devices to present their products and discuss new collaborations with potential partners. Integrated within the Service Providers Area at the ADIBF, the eZone will also host seminars to support the introductory ventures of future business partners into the digital world.

Positioned at the forefront of copyright protection and anti-piracy measures in the region, and with a tech-savvy market with high purchasing power, the ADIBF is the ideal platform for digital services provision. The eZone helps to cement this commitment, and will allow exhibitors to network with important Arab publishers, distributors, government officials and NGO’s and break into new markets in a region of 300 million Arab consumers.

For exhibitors’ packages, prices, marketing options and application form please visit [www.adbookfair.com/cms/exhibitors](http://www.adbookfair.com/cms/exhibitors) or contact Alexandra Bueltemeier.

## ADIBF Travelogue

Continuing in our efforts to promote and professionalise the region’s emerging publishing industry, KITAB and the Abu Dhabi International Book Fair (ADIBF) attended the Beirut Book Fair in Beirut, the World Book Capital 2009, where they showcased the new projects at the ADIBF 2010. Amongst other projects, representatives from KITAB shared information about the IPA Copyright Symposium 2010 and the Rights Showcase for Arabic Literature. KITAB also hosted an evening reception that brought together publishing industry professionals for informal discussions on improvements to the distribution system, new innovations such as the ADIBF’s eZone and other topics relevant to today’s publishing scene in the Arab World. KITAB also shed light on its new initiatives towards reading promotion as well as the Education Chapter.

## Announcements!

### A new member joins the KITAB and the Abu Dhabi International Book Fair Sales Team

In October the KITAB team welcomed [Inas Nabil Souleiman](#) as the new Senior Sales Manager. Inas brings with her a wide variety of sales and media experience, having worked at Al Hiwar, a well-known Syrian publishing house which was established more than two decades ago.

### ...and KITAB bids farewell to Ursula Holpp

As the KITAB team welcomed Inas, we also bid farewell to our colleague Ursula Holpp who was one of the founding members of KITAB in 2007. Ursula returned to the Frankfurt Book Fair to reclaim her former position. Colleagues at KITAB had the greatest respect and appreciation for Ursula’s contribution to the new team.

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## Authors announced

Many more authors have confirmed their presence at ADIBF 2010, in an international line-up reflecting the region’s history and position as a cross-roads of cultures. In addition to many celebrated authors from Arab countries and from the Arabic diaspora, there will many authors from the international writing community, with ten countries represented including the United States, Algeria, the United Kingdom, France, India and the Netherlands.

Authors announced include Abdelkader Benali, Adam Haslett, Ahlam Mosteghanemi, Bapsi Sidhwa, Pankaj Mishra and Yann Martell.

Please visit the website [www.adbookfair.com](http://www.adbookfair.com) for the full line-up with author biographies.