

The Abu Dhabi International Book Fair Newsletter

October 2009

Welcome to the October issue of the Abu Dhabi International Book Fair Newsletter. This month amongst an array of features we bring you updates on the IPA Copyright Symposium hosted by KITAB preceding the 2010 ADIBF; the launch of the eZone, the Al Ain Reads book show and the KITAB Bus; and the continuation of the hugely successful 'Spotlight on Rights' scheme.

IPA Copyright Symposium

KITAB will host the 7th International Publishers Association (IPA) Copyright Symposium, to be held in Abu Dhabi from 28 February to 1 March 2010, the two days immediately before the Abu Dhabi International Book Fair 2010 (2 - 7 March).

The Symposium, held every four years, brings together commercial partners from around the world to discuss cutting-edge issues in copyright law and policy, and is an opportunity for publishers to be updated on global trends and recent developments in the field.

The event is central to ADIBF and KITAB's aims to increase professionalisation in the region's publishing sector, and will be a unique chance to meet new business partners, explore new partnerships and attend professional development events on a range of topics.

Highlights will include sessions on:

- > Collective copyright licensing
- > General & online distribution of copyright works
- > Competing with Free Content
- > Copyright and Islamic Law

Spotlight on Rights

KITAB has announced that the highly successful 'Spotlight on Rights' scheme introduced at the 2009 Abu Dhabi International Book Fair will continue in 2010. The scheme to subsidise the exchange of publishing rights saw over 200 Letters of Intent signed over the six days of the 2009 fair. Each successful application was awarded up to \$1,000 to contribute towards license fees and advance royalty payments.

Open to all stand-holders and officially registered trade visitors at the ADIBF, there are no restrictions on the type of book for which the subsidy can be utilised. The first year's crop included academic texts, historical studies and children's books.

Al Ain Reads Book Show

For a week in October the cultural city of Al Ain was host to a book show. To encourage reading promotion and the passion for books, KITAB organised the Al Ain Reads Book Show which was well received by the residents of Al Ain. With 25 local publishers and book sellers participating there was something for everyone from books, arts and crafts and workshop for children.

KITAB Bus

The new KITAB Bus, supported by the Abu Dhabi Authority for Culture and Heritage and the Zayed Giving, will be touring Abu Dhabi from November onwards. The KITAB bus is dedicated to promoting the enjoyment of reading and making books available to all age groups in the Emirate of Abu Dhabi, including Al Ain and the Western Region. The refitted bus features reading zones and a wide range of Arabic and English titles selected to appeal to all tastes and levels. The Bus was launched on the first day of the Al Ain Reads book show, a book-selling fair and reading promotion event held in Al Ain from 4 - 10 October.

Starting with Al Ain in October, the KITAB Bus will tour Abu Dhabi in November and Al Ruwais in December. A programme of talks by authors and other notable figures will accompany the tour. Designed to promote cross-cultural interchange and dialogue, the programme commenced with the Swiss Ambassador and the German Counsellor for Cultural and Press Affairs reading their childhood favourites to local children.



eZone

This year's ADIBF sees the launch of the eZone, a dedicated area that allows companies offering digital services and e-publishing devices to present their products and discuss new collaborations with potential partners. Integrated into the successful Service Providers Area, the eZone will also be the venue for seminars on entering the digital publishing world and other topics relevant to this highly timely issue.

Come meet the team at Stand A907, Hall 5.0 at the Frankfurt Book Fair to know more...

For exhibitors' packages, prices, marketing options and the application form please visit www.adbookfair.com

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Interview with Lynette Owen

Lynette Owen OBE is the Copyright Director of Pearson Education. Through her work at Longman and now Pearson she has been a pioneer in developing co-publishing and rights business for UK and European publishers in other markets. She is the author of *Selling Rights* and editor and major contributor to *Clark's Publishing Agreements* (Tottel Publishing, 7th edn 2007)



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