

## Welcome to the [ADIBF](#) April newsletter

### Mark these dates: **ADIBF 2011: 15 – 20 March**

Please make a note in your diaries of the new dates for the **ADIBF 2011**. The fair will now take place from **15 – 20 March 2011**.

### Booming book business in Abu Dhabi

Building on KITAB's joint aims to professionalise the region's publishing industry and provide new opportunities to access books and reading, last month's 20<sup>th</sup> Abu Dhabi International Book Fair (ADIBF) saw the successful launch of two exciting new initiatives that take Abu Dhabi further down the road toward establishing itself as the region's publishing hub.

On the first day of ADIBF, KITAB and its partner the Abu Dhabi Authority for Culture and Heritage (ADACH) announced the launch of a private company, Abu Dhabi Distribution (ADD), which will tackle the current lack of a reliable book distribution network in the region. During the first phase of operations the company will seek to develop a comprehensive database of Arabic books both in and out of print. Experts estimate that once complete the database could record anywhere between 150,000 and 200,000 titles. Over time, ADD will function as an intermediary between Arab publishers and regional distributors, covering the GCC countries, the Maghreb and the Levant in addition to Arab communities outside the region. ADD is currently in talks with publishing houses across the region and aims to make the first deliveries of books by January 2011.

The launch event for ADD offered a preview of the second major initiative to come out of ADIBF, the Abu Dhabi Literature and Publishers Club. The Club, inspired by the centuries-old tradition of the intellectual reading salon, is the brainchild of KITAB General Manager Monika Krauss and forms part of KITAB's long-term plans to inspire a love of books across the Emirate of Abu Dhabi. As a new social and professional space, the Club will offer year-round activities including hosting visiting authors for readings, panel discussions, training opportunities and exhibitions relating to books and publishing. The search is currently underway for board members who will be appointed over the coming months.

Watch this space for more information about these exciting new developments!

### Visit us at the London Book Fair!

KITAB takes the ADIBF on tour later this month with a visit to the London Book Fair from 19 to 21 March 2010. On **21 April** KITAB will be hosting a seminar on business opportunities for English-language publishers in the Middle East, a region with a market of 300 million potential readers. The seminar replicates a similar event organised by KITAB at the Frankfurt Book Fair last year. Speakers will include Narain Jashanmal, General Manager of one of the largest distributors of print media in the GCC region, and Mohammed Abdullah Alfirah, Manager of the Obeikan publishing division based in Saudi Arabia. The panel will shed light on this attractive market for growth and discuss the role of the UAE as a platform from where to operate. Up for discussion will be topics including: How do books reach readers? What sells? What titles are appropriate for the market? What resources are educators buying to stock their libraries and classrooms? The hour long session will be moderated by Seth Russo, Principal-Edureach International Consulting. The session will be at 2:30pm in the Marlborough Room, Earls Court 1.

Come talk to us at our **Stand V360**, Earls Court 2.

### On the road with the KITAB Bus

After its successful appearance at ADIBF, the KITAB Bus: National Mobile Library has once again been on the road visiting schools and community centres across the Emirate of Abu Dhabi. Newly re-branded, the Bus has travelled to some of the most geographically isolated communities in the Emirate's Western Region, fulfilling its aim of taking books and reading right to people's doorsteps. Organisers continue to take daily requests from interested teachers, librarians and community workers from across the Emirate. The success of the KITAB Bus as a community outreach project highlights the thirst for reading and education that is thriving in the Emirate.

### Looking ahead in 2011

After its success in 2009 the hugely popular and well received [Publishers Training](#) will run once again in 2010 inviting CEO and mid-management level publishers from the Arab world. We will be sharing more information in the coming issues.

**With the Al Ain Reads Book Show** returning in 2010 KITAB will once again be taking the love of reading and books to the Al Ain city – the 'Oasis in the Desert' from 17 – 23 October 2010.

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