

## Welcome to the [ADIBF](#) February Newsletter | Issue 1

### Market Focus on 'Korea' | Korean Book Industry - trends and overview

With a lively children book market producing high quality illustrations, the Korean collective stand will be showcasing state-of-the-art publishing from Korea at the Abu Dhabi International Book Fair. In the Arab World, the children books segment is making immense steps with active publishers at ease in dealing with international publishers. With this as a background, we believe Korea and the Arab World will hopefully be a fruitful match - enhancing illustration in Arab children books.

Don't miss the [session](#) on 16<sup>th</sup> March at 10.45am led Mr Seung-Hyun Moon, Director, International Project Department and Korean Publishers Association.

### Cook Book and Lifestyle Collective

The ADIBF launches a new dedicated area for cook books and life style titles with some major international names on board. Visit this dedicated area and check out available rights for your market!

### Tasty Treats at the Show Kitchen

With its great success since its launch in 2009, the chefs at the Show Kitchen will once again be cooking up a feast at the 2011 book fair! Guests are invited to join us for another round of tasteful cooking sessions with VIP Chefs from all over the world. There are sure to be some tasty treats for everyone – be it a delicious Baked Seabass in Baklava Pastry prepared by our Turkish star [Chef Serkan Bozkurt](#) or a mouth-watering Citrus Fruit Soup by [Karim Haidar](#), the celebrity Chef from Paris, who is best known as **THE** representative of contemporary Lebanese Cuisine.

For more information, visit our [website](#) and check the [schedule](#).

### Cultural flare at the book fair| From North Africa to South Africa!

The Maghreb will feature prominently this year at the Fair. We are happy to have at our fair; two Moroccan writers who have been shortlisted for the **International Prize for Arabic Fiction**: Mohammed Achaari and Bensalem Himmich, who are respectively the former and the current Minister of Culture in Morocco! From Tunisia, we are thrilled to welcome the writers Habib Selmi and Hassouna Mosbahi and the poet Moncef

### Mapping Translation and Selling and Buying Rights

The Abu Dhabi International Book Fair continues to focus on copyrights and this year we will be offering a selection of targeted sessions for our delegates:

#### 16<sup>th</sup> March:

##### 12.00| How to Deal with Translation Rights

Speaker:

- Anne Solange Noble, Foreign Rights Director at Gallimard, France

##### 17.00 | Who's Afraid of Piracy? Online Piracy in the Arab World and the Basics of Digital Rights Management

Speakers:

- Peter Balis, Director of Digital Content Sales, John Wiley & Sons, USA
- Salah Chebaro, CEO, Neelwafurat.com, Lebanon

#### 17<sup>th</sup> March:

##### 17:15 | A Mapping of Literary Translations, Literary Exchange and Support Models

Speakers:

- Alexandra Büchler, Director of Literature Across Frontiers, UK
- Tiina Lehtoranta, Project Manager, FILI - Finnish Literature Exchange
- Bas Pauw, International Writers Program, Dutch Foundation for Literature
- Dr. Inam Bioud, Director of the Higher Arab Institute for Translation of the Arab League (Algiers), Algeria

Click [here](#) to view the entire programme and register for a place [jstrysio@kitab.ae](mailto:jstrysio@kitab.ae)

### Get your rights subsidised

[Spotlight on Rights](#) – a subsidy scheme successfully running in its third year; is a scheme that supports the translation of books into and out of Arabic. The programme will offer a subsidy of US \$1,000 for each rights deal negotiated at the 2011 Abu Dhabi International Book Fair.

Mezghanni. And Algeria will be represented by Mrs Inaam Bioud (Director of the Higher Arab Institute for Translation of the Arab League) and author and journalist Lazhari Labter. Last but not least, coming from Egypt, Ahmed Mourad and Ahmed Khaled Towfik, writers of science-fiction and mystery novels...

Also meet Breyten Breytenbach -the great South African writer, artist and political activist who will talk about his work and his close friendship with the late Mahmoud Darwish.

Get [introduced](#) to our esteemed line-up of authors and speakers.

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