



Welcome to the **ADIBF** February Newsletter | Issue 2

Our international collective stands | A glimpse

Just to name a few collective stands from: Korea, France, Germany, Spain, Canada, UK, Switzerland, Singapore, India and Pakistan

In this regard, **Gloria Bailey**, Manager International Book Fairs – The Publishers Association Limited commented:

"This is the third year that The Publishers Association will have a presence at the ADIBF, and this is the largest group we have had thanks to the support of UK Trade & Investment. The group includes publishers, packagers, a bibliographic information provider, an international book fair and a company that provides computer systems for the book trade. Members are hoping to make new business contacts, conduct some rights and sales deals, as well as sell some books during the fair."

Similarly, **Mr Moon, Seung-Hyun**, Director International Project Department of the Korean Publishers Association had this to say:

"Korean publishers have been expanding their overseas markets. As the Arab book market is still relatively unfamiliar to them, they expect the Abu Dhabi International Book Fair will be a good platform for them to promote their books in the Gulf region and also in the rest of the Arab World."

Looking forward to the event, **Laurence Risson** of the Bureau International de l'Édition Française said:

"In addition to the 1,500 titles presenting the editorial diversity and those authors coming to meet the public in Abu Dhabi, the "Day in France" will be an opportunity to discover the cultural and professional approach in the French book industry.

A delegation of about fifteen professionals, participating in the professional program and representing Art books, Children's books, Humanities, Literature and French as a Foreign Language, will attend the fair in order to meet their Arab colleagues and deepen their knowledge of the book market in the United Arab Emirates."

New at the fair | Be creative and artistic with your stand...

We are happy to announce the competition for the most beautiful stand at the 2011 Abu Dhabi International Book Fair. Being introduced at this year's book fair - the winner will be awarded free 4sqm at the ADIBF 2012, a certificate of appreciation as well as be profiled in Show daily during the show.

A jury will walk through the fair and choose the most beautifully decorated stand. The winner will be awarded On 17 March at his/her stand. So be creative and original with your stand!

Note: this is for shell scheme stand only.

The Librarian-friendly ADIBF

Come and visit the ADIBF and browse through thousands of new titles in Arabic, English, and French, Turkish, Spanish and many more languages showcased at the fair! Place orders for educational material, reference books, Middle Eastern Studies, art books, STM and academic titles and much more...you will find it all there! The ADIBF offers special services to institutional buyers in order to make your fair visit a success. Get more information: salzaabi@kitab.ae

Beyond eBooks, eBooks basics, online brands and blogging | what's the buzz @ the eZone

With today's fast **integration of technology and entertainment** proving to have a significant effect not only on the publishing industry but on the way we read the Abu Dhabi International Book Fair will highlight the latest trends in technology and consumer behavior, address piracy issues, give tips on how to improve your e-presence and more. Here's a preview of what's in store:

- Website Design and Publishing
- eBook basics
- Who's Afraid of Piracy? lead by the e-specialist from the US, Peter Balis
- The Making of Visual Arts | with David Habchy
- How to Launch and Expand Your Brand Online
- Beyond eBooks: the Next Generation of Enhanced Content and Mobile Applications
- Breaking Down Barriers of Communication in the Middle East through Blogging
- iKitab and iMagaleh Applications: Now You Can Read Arabic Books and Magazines on iPad

More information about speakers, presentations and sessions is just a **click** away. All eZone presentations are **free of charge**, to reserve a place : jstrysio@kitab.ae

Crossing borders with culture | ADIBF between East and West

For the first time, ADIBF welcomes a Filipino writer: we are proud to present to you Francisco Sionil José, a major intellectual figure from the Philippines, best known for his "Rosales" saga. Closer to us, India is featured once again this year, with Satchidanandan, a famous poet from Kerala, and Thoppil Mohamed Meeran, a novelist who writes in Tamil.

We will have a number of writers hailing from the USA – Manal Omar, a Washington activist who wrote Barefoot in Bagdad; Sylvia Nasar, professor of journalism at Columbia University and author of A Beautiful Mind; another professor from New York, Moustafa Bayoumi, who will talk about identity and integration with British journalist and author Zaiba Malik; and slam poet Suheir Hammad, who will bring the flavor of Brooklyn's hip-hop scene to our Poetry Forum. And all the way from the Caribbean, our guest for honor during A Day in France on 16 March: Patrick Chamoiseau, award-winning novelist and essayist from the Martinique.

Download the complete **programme**

Don't miss the Abu Dhabi International Book Fair from 15 – 20 March at ADNEC. For six days the ADIBF becomes the meeting point for all International and Arab publishers as well as transforms into the nation's biggest book shop!

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