



The 18th Abu Dhabi International Book Fair

www.adbookfair.com

Dates: Tuesday 11 March – Sunday 16 March 2008
Exclusive trade visitor day 11 March

Opening hours: Daily 10:00-21:00

Venue: Abu Dhabi National Exhibition Centre, United Arab Emirates
www.adnec.ae

Registration: by 20 December 2007; download forms at www.adbookfair.com

Total exhibition space in 2007: 13 500 gross sqm

Number of visitors in 2007: 420,000

Number of publisher exhibitors in 2007: 406 publishers

Number of countries exhibiting in 2007: 46

The Market

300 million potential readers in the Arab world

Book revenues in the UAE in 2007: 8.2 million US\$; 4 million GB£; 6 million euros

Annual growth of the UAE publishing industry: 15-20% with a total worth estimated between \$2.5-\$3 million (US). The UAE is the regional hub for the publishing, printing and advertising industries, and is expected to receive the largest single share of the business to be generated by this sector in the Middle East by 2008.

(Source: National Media Council, UAE)

According to the United Nations Development Programme (UNDP) publication “Arab Human Development Report 2003”, the 22 countries of the Arab world are severely underserved by the publishing industry.

Growing markets include:

- Educational books
- Children’s books
- Graphic novels
- Technological texts
- Translated works

The UAE has the lowest piracy rate in the Middle East; at 34%, it is broadly comparable to Australia (31%), the Netherlands (30%), and the UK (27%).

Education

The UAE government provides a comprehensive education for all male and female students from primary school to university, free at all levels. There is also a private education sector and many choose to go for higher education abroad at the Government’s expense.

English is taught in UAE government schools from the first year of primary school.

There is particular emphasis on the promotion of youth activities in the UAE – Scouts and Guides societies have been established nationwide to organise cultural, religious, social, scientific and educational programmes for their members.

Future Development

Abu Dhabi city is constantly evolving. New developments on islands surrounding the city plan to increase the population by up to 800,000. Major projects under construction include Saadiyat Island, future home to the Guggenheim. The city’s public transport system is being upgraded to cater for the growing population.