

# Abu Dhabi International Book Fair 2011



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## The Book Fair

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**Six days, 150 events, 226 schools, 840 exhibitors, half a million titles on display to 236,000 visitors: come join us at the ADIBF 2011 and become part of next year's success story**

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The 20th session of the Abu Dhabi International Book Fair (ADIBF) concluded following six days action-packed with industry and consumer activities. More than **236,000** publishing professionals and members of the public visited the fair, which true to its word made the fairgrounds buzz with books and readers. Successfully delivering a balance between professional development and networking sessions for the publishing industry on one side, and unparalleled opportunities for the general public to engage firsthand with books on the other, the fair continues to be the region's premier destination for book lovers of all varieties.

**840** exhibitors participated in the **2010** ADIBF, a **32%** increase on the **2009** figure. The fair also saw a **22%** increase in the number of countries participating, rising to **63** from **52** in **2009**.

These numbers make the **ADIBF** officially the largest fair in the Middle East and the Arab World. Overall, more than **1200** guests participated in the professional and cultural programme events on offer over the six days.

We look forward to welcoming you to the 21st Abu Dhabi International Book Fair when it returns next spring from **15 - 20 March 2011!**

### Exhibitor Quotes

#### **Abdal Wahid Barrios - Madrasa Editorial**

It is a very nice book fair, and has given us the chance to talk directly to people that matter to our business.

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#### **Nour Labidi - Print On Demand**

The business orientation of the fair has really helped my company a lot. We have met a lot of potential clients and were able to explain to the public the benefits of print on demand technology.

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#### **Eric Chin - Abu Dhabi Future Library**

The book fair is well organised and vibrant. I like the multinational mix of participants. It has also helped us reach out to the public about the technology that we offer and how it will revolutionise the delivery of library services in Abu Dhabi.

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## Why ADIBF and what's in it for you?

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- The ADIBF is the **gateway to emerging markets** in the Gulf States and beyond.
- The ADIBF offers a **prime location** and setting to **capitalise on the business opportunities** in the Arab publishing industry.
- The ADIBF is part of a rapidly expanding Arab commercial sector serving more than **300 million** potential readers.
- The ADIBF 2010 saw **840** exhibitors from **63** countries and **236,000** visitors over six days, offering a wealth of opportunities to showcase and sell products.
- Increased participation from Europe, the UK and America ensures wide international reach.
- Tailor-made matchmaking sessions offer excellent **networking opportunities**.
- The Professional Programme offers a wide variety of interactive panels and sessions, along with opportunities to network and share best practices.
- The newly launched **eZone** provides a platform for panels and networking for the **e-publishing** industries.
- The dedicated **Business and Rights Centre** offers the most fitting environment for business negotiations at the fair.
- Education workshops and seminars targeted towards educators and decision-makers in education, in addition to market focus sessions intended for educational publishers, serves the crucial educational sector of the publishing industry.
- In 2010, **220 letters** of intent were received for the Spotlight on Rights initiative, which subsidises rights deals that take place at the fair. The 2011 ADIBF will see the continued commitment of the fair organisers to this successful and highly popular project.
- **Kalima**, a major translation initiative by the Abu Dhabi Authority for Culture and Heritage, funds the translation, publication and distribution of high-quality foreign writing into Arabic. Every year Kalima will select **100** candidate titles of classic, contemporary and modern writing from around the world to be translated into Arabic.
- **Qalam** was created by ADACH to nurture, encourage and promote creativity and talent for all Emiratis through the medium of writing.  
Qalam has set out to develop young local writers by promoting, distributing and publishing their literary works.
- With so much happening under the professional programmes, ADIBF also offers you many chances for respite amid business deals and networking meetings. Take a seat and enjoy an array of events at the ADIBF's bustling and interactive **Discussion Forum, KITAB Sofa, Book-Signing Corner and Poetry Forum**.
- Also part of the show are the **Antiquarian Book Fair** and the **Show Kitchen**, with live cooking shows!

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