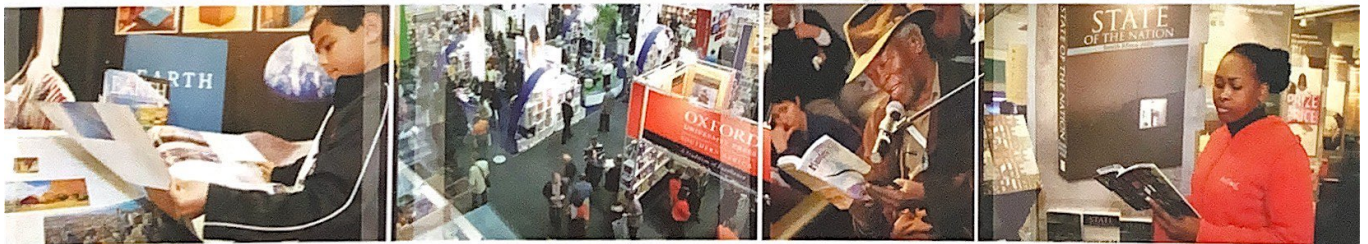


CAPE TOWN BOOK FAIR

IN COOPERATION WITH FRANKFURTER BUCHMESSE



30 JULY - 2 AUGUST 2010

Cape Town International Convention Centre

CAPE TOWN BOOK FAIR

30 JULY 2010 - 2 AUGUST 2010

Cape Town, September 2009

Dear Exhibitors,

We are delighted to present to you the registration forms for the 5th Cape Town Book Fair which will be staged from 30 July to 2 August 2010, just after the FIFA World Cup. 2010 will be a most exciting year for the country and also for the Cape Town Book Fair. We will have many new things on offer which includes a professional Trade day on 30 July 2010, a day exclusively reserved for publishers and trade visitors as well as institutional buyers. All publishers are encouraged to promote their exhibited titles, published from 2008 onwards, on our website.

On the trade day we will arrange 'matchmakings', a process whereby we introduce interested parties to each other. Together with one of our partners, the Goethe Institute, we will continue our efforts to ensure that more publishers from other African countries will exhibit at the Cape Town Book Fair while greater efforts are underway to find more resonance for the CTBF in other parts of Africa.

We intend to improve and enhance the Business Lounge, first staged in 2008, and will also focus more strongly on rights trading. This increased focus on the trade element of the fair, will not detract from the efforts to continue to attract the South African public. We seek to enhance the well established Kids Zone, the DALRO Forum and present the many more, extremely successful discussions, events and seminars staged at the fair. We plan to enhance our efforts to work more closely with libraries, NGOs and other institutions in as many different communities as possible.

We are sure that the new focuses of CTBF 2010 will attract more international exhibitors, trade visitors as well as more visitors from other parts of South Africa.

Register with us NOW and take advantage of the 2,5% Early Bird Discount!

Should you wish to register online, you are welcome to do that at www.capetownbookfair.co.za

We look forward to welcoming you to Cape Town in 2010!

Claudia Kaiser
Interim Managing Director, Cape Town Book Fair

CAPE TOWN BOOK FAIR (PTY) LTD
P.O. Box 51498, Waterfront, 8002,
Cape Town, South Africa
Website: www.capetownbookfair.com

Phone: +27 (0)21 418 5493
Fax: +27 (0)21 418 5949
E-Mail: info@capetownbookfair.co.za

BANK: First National Bank, Long Street/Cape Town
Branch Code: 201709, Account Number: 6207-832-9630
Swift Code: FIRNZAJ461

Company registration number: 2004/032247/07
Cape Town Book Fair Company Directors: J Boos (Germany); M Bartel (Germany); Nhlanhla Ngubane; DH Schroeder; S Johnson

