

Aug.29 - Sept.2, 2012

BIBF

Country Of Honor - Republic of Korea
China International Exhibition Center
(New Venue)
www.bibf.net

Where China's Publishing
Industry Meets the World

Global Exhibition
Marketing & Sales, LLC

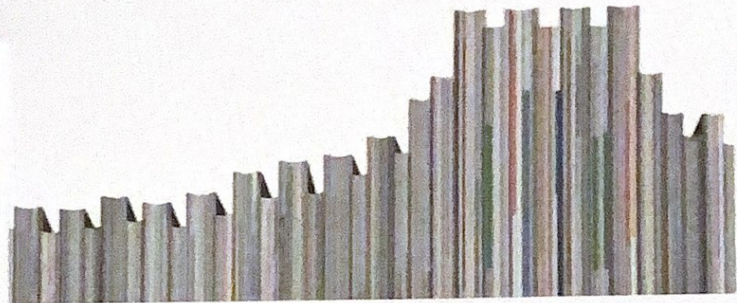
Raymond A. Kyle
Vice President
BIBF/Official Master Agent - Western Market Place



Direct: 1-561-939-2405
Ray@globalexhibitionmarketing.com
www.globalexhibitionmarketing.com

12620 FM 1960, Suite A4 507
Houston, TX 77065

Aug.29 - Sept.2, 2012 2012 BEIJING INTERNATIONAL BOOK FAIR



One of Top 4 Book Fairs in the World

BIBF The Only International Book Fair in Chinese Mainland
Key to the Chinese & Asia Publishing Market



Opening Ceremony



The Netherlands, the Country of Honour

Why China? Why Now?

China

The most exciting publishing market in the world

No.1 Book Market in the World

The largest book market in the world by volume

Incredible Development

The Chinese publishing industry grew 19% in 2010

To a value of 193 billion USD

7.1 billion books were published in China in 2010

Publications imported from overseas: 373.9 million USD, a growth of 20.5% in 2010

Copyrights imported from overseas: 16,602 titles, a growth of 20.4% in 2010

Great Opportunities to Grow Your Business

Almost all major international publishing groups have established offices in China

During the financial crisis, the UK's book sales in China rose 44%

Compared to end 2005, China's publication imports have risen 94.67%

Don't Delay in Entering China's Enormous Market

With the acceleration of urbanization, demand for international publications is surging

2011 BIBF Facts and Figures

53,600 square meters

60 countries

2,155 stands

over 2000 exhibitors from home and abroad

180,000 visitors

200,000 titles on show

2,953 contracts signed

The Netherlands as the Country of Honour