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Publishers and
Book Market
1997



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Publishers and
Book Market
1997

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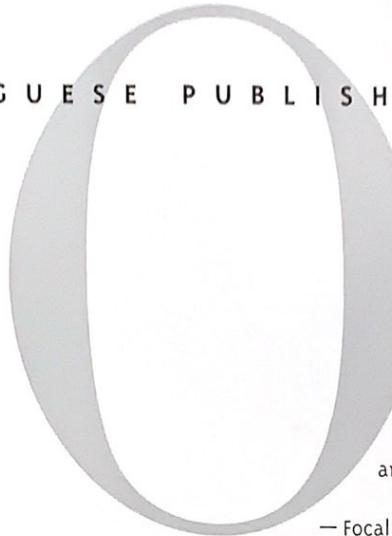
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P O R T U G U E S E P U B L I S H E R S I N F R A N K F U R T



over 5,000 works by Portuguese authors and
100 Portuguese companies are being presented
to the public in Hall 9.1.

Right at the entrance, in the first space,
the visitor may obtain detailed information
and documentation about the programme of Portugal
— Focal Theme, on the state book and reading policy, on

foreign investment in Portugal and also on the major international and
publishing initiatives of Expo'98 and the commemorations of the
Portuguese Discoveries.

Further on, in the centre of the Hall, occupying 1,200 square metres,
the book industry presents itself in a simultaneously collective and
individualised form. This space, characterised by a common design,
has a welcome centre, provides the use of multimedia kiosks, highlights
the books which the publishers are backing for 1997, and invites the
visitor to take a seat on the esplanade and to join in café table chats.

Around these common functions are the spaces given to each publisher,
with individual exhibitions and personalised assistance.

The year for Portugal as Focal Theme is also the year in which publishers
have most supported the Frankfurt Book Fair; it is the year with the
highest number of participants, with the greatest diversity of publishing
lines and the greatest marketing effort. Thus, for the visitor, 1997 is also
an excellent opportunity to get to know the Portuguese book market,

by means of books and multimedia programmes, statistics and opinions,
its publishers and its institutions, the designers, illustrators, authors,
computer programmers, booksellers and distributors.

EDUARDO MOURA

Publisher, Publishing Programme Manager
for Portugal Focal Theme.

newspaper publishing industry, has almost completely concentrated whi
rs, publishing industry in the European Union. As a consequence
from the beginning of the economic schemes coming from the 5