

9-13 October 2013
**FRANKFURTER
BUCHMESSE**
Guest of Honour Brazil



**HERE
WE ARE**

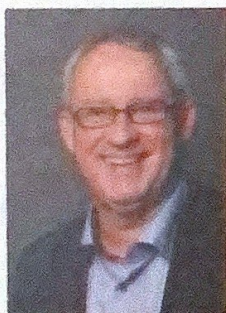
 #fbm13

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**Frankfurt
Book Fair
Worldwide
2013**

Our key international activities
for publishing professionals.

HERE WE ARE: FRANKFURT AROUND THE WORLD



Tobias Voss
Vice President

Frankfurt Book Fair
Vice President International
Markets

In an industry currently characterised by a constant state of change and renewal, both tradition and innovation are reflected in equal measure. Books are being produced in the same way they always were - page by page. And bit by bit, more and more digital texts are finding new readers around the globe. The Frankfurt Book Fair is the definitive industry event for both of these domains. It's where all the key players gather in October to explore trends through international exchange, to acquire licenses and to sell translation rights to their own titles.

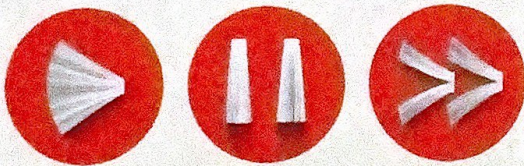
The goal of the Frankfurt Book Fair's many international appearances is to raise awareness of books beyond the boundaries of the German-speaking world. With financial support from the German Federal Foreign Office, we will present German titles and provide information about the German book market at more than 20 foreign book fairs. This year, I'd like to draw special attention to Germany's three Guest of Honour appearances. The Frankfurt Book Fair will team up with local partners to organise Guest of Honour appearances at the Book Fairs in St. Petersburg and

Rio de Janeiro as part of the "Year of Germany" in Russia and Brazil. Many authors will be in attendance and the appearances will also include a comprehensive trade programme geared toward industry professionals in each country. The German language will take centre stage in Bucharest, where we'll team up with Austria and Switzerland under the motto "Three countries - One language" to present the similarities and differences that distinguish the literature from each of these countries.

Times of change are also the best times to reassess and map out new strategies for survival in the marketplace. The Frankfurt Book Fair embraces these challenges through the Frankfurt Academy, which organises numerous conferences and events - both at the Book Fair in Frankfurt and on the international stage - focused on technological innovations and their integration into the day-to-day business of publishing houses.

Here we are: An international community with the power to find and develop good stories and to make them big and successful.

In this brochure, you'll find an overview of the Frankfurt Book Fair's most important international events. I very much hope you'll find something here that piques your interest.

**Published by**

Frankfurter Buchmesse
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Design:

VIER FÜR TEXAS *Ideenwerk

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