

# **European Book Fairs Facts and Figures**

**AIE** Associazione  
Italiana  
Editori

**G** Giornale  
della  
libreria

# **ALDUS**

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# Book Fairs in Europe: an evolving landscape

Europe features a **rich variety of national and international book fairs**. Traditionally, the former are the most important appointment for books and reading promotion: open to the *grand public*, they represent an essential opportunity for publishers to engage directly with readers. The latter, mainly B2B oriented, are the main occasions for book professional to foster business opportunities, meet, share experiences and partnering for co-edition, or other initiatives.

Digital technologies are changing this landscape, including the traditional distinction between the national and international exhibitions: book fairs are called to change, transforming their format, through focusing on new ways to increase the editorial works mobility, capacity building and helping book professionals to seize the opportunities that digital technologies offer to establish new relations with readers.

The idea behind **ALDUS - the European Book Fairs' network** - is simple: collaboration, mutual knowledge and benchmarking at pan-European level are essential for book fairs to innovate their models and find new opportunities to become more and more competitive in a global cultural market.

Starting points are the presence in the network of the two leading International book fairs in the world (Frankfurt and Bologna), and a rich variety of national book fairs open to the public (Rome, Vilnius, Riga, Lisbon and Bucharest). Others started collaborating (Antwerp, London, Sofia, Thessaloniki and Vienna) thus expanding the network potential.

This publication, jointly developed with the contribution of national and international book fairs joining ALDUS, provides an overview of the rich variety of the European scenario, highlighting key aspects that make every exhibition unique. It is intended as a benchmarking tool for book professionals to discover the evolving landscape of European book fairs through key facts and figures and to boost the dialogue within the ALDUS network on how book fairs can further collaborate, either by sharing know how or through joint initiatives, to increase their capacities in the area of internationalization, reading promotion and audience engagement.







# Antwerp Book Fair

The Antwerp Book Fair is a **business to consumer fair** organized by the Flemish trade sector organization: the non-profit association 'Boek.be'. This association embodies the landscape of the book sector in Flanders and reunites **book publishers** (both trade, scholar/academic/professional publishers, importers) **and booksellers** (independent stores, book chain members and online booksellers). The fair **dates back to 1932** and was always located in Antwerp, the heart of the publishing industry in Flanders. The number of visitors increases yearly. When the book fair was hosted in one of the remaining building of the World Expo in 1971 the fair welcomed 85,000 visitors. In 2016 the fair received 150,000 visitor in the same location.

The Antwerp Book Fair hosts book publishers and booksellers of Flanders who are members of the Flemish Book Publishers Association and the Flemish Booksellers Association. The book fair offers a **wide spectrum of books published in or imported to Flanders**. School/text books as well as scientific books for the professional and trade books in the most general sense can be found at the fair.

A dedicated area is foreseen for partnerships, digital trends or innovation in the book publishing sector, where **publishers and booksellers can promote their digital products and services during the fair**. These include digital learning platforms (such as Diddit, Kweetet, Bingel, MonkeyTales), educational centres built in cooperation with children's book publishers (Willewete), digital cartoon platforms (Yieha), robots imitating the signature of writing celebrities, language-based computer analysis, etc.

The past three years the fair had a central theme (children's books, cartoons, the 80th edition of the fair) but apart from this the fair also offers a variety of workshops, conferences, debates, creative work space areas etc. to bridge the relation between authors / publishers and their audience. This is translated in a programme with 5 podia and 800 performances.

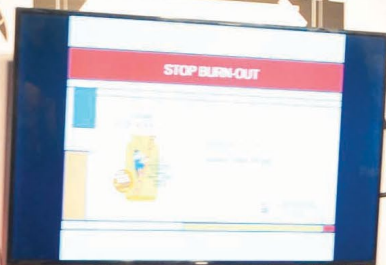
## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Boek.be vzw
Square metres	20,000
Number of exhibitors	100
Number of visitors	150,000+ (+ 5,000 professionals during a B2B evening)
B2B area?	No
Professional area for international exhibitors/ professionals?	No
Professional programme of meetings and conferences?	A separate, one day conference (Bookville) with a paid ticket, open to all

Source: Boek.be



# ATELJEE







# Bologna Children's Book Fair

With **over 50 years of experience**, the Bologna Children's Book Fair has succeeded in bringing together a unique and diverse global audience: the result is the **world's premium copyright business hub** when it comes to publishing and a new core that now extends to all multi-media content for children. The fair is also a venue for professional development, with hundreds of meetings on different topics.

Located in different halls around the fair, the **Cafés are areas for debate and entertainment** with opportunities to listen and share experiences with a whole range professionals in an open and informal atmosphere. Each café specialises in one particular area and so there are: the Authors Café, the Digital Café, the Illustrators Café and the Translators Café.

Every year the fair organizes **numerous awards, given to publishers, authors and illustrators**; these are some of the most coveted international prizes in the publishing world — for excellence in graphic styles, innovative format, artistic strength, balance, and with voice and narrative for young people to engage in. **Winning one of the prizes or gaining a special mention means extraordinary visibility** for a title in the publishing world, leading to the sale of rights in many countries. As is **crucial in the digital domain**: the award-winning apps in Bologna invariably comes from global group of digital work recommended to parents as a safe and educational experience to enjoy. The media coverage and focus of the thousands of professionals attending the tradeshow each year put the winners at the centre stage of events. One of the most recent thematic events within the fair is **Bologna Digital Media**: a vibrant hub where publishers, developers, TV and cinema producers, animation studios, artists and authors take part in exciting events that mix start-ups with established brands and take advantage of the many opportunities offered by the digital, print and media worlds.

The **Illustrators Exhibition** displays a wide selection of artists from different countries forming a unique showcase for both fiction and non-fiction. An **international jury of experts** examines thousands of works submitted by both established and emerging illustrators to select those who will be included in the exhibition and in the **Illustrators Annual**.

## KEY FIGURES & FACTS

Professional or generalist?	Professional
Promoters	BolognaFiere
Square metres	24,038
Number of exhibitors - of which internationals	1,200 1,080
Number of visitors	26,000
B2B area?	The whole fair is B2B
Professional area for international exhibitors/ professionals?	The fair covers 6 halls, all of them include international exhibitors
Professional programme of meetings and conferences?	Yes; some of the workshop have a paid admission

Source: Bologna Children's Book Fair

# Bookfest (Romania)

Bookfest is the **most important book fair in Romania** and the only event of the Romanian publishing industry that managed to achieve a **prominent international dimension**: 2016 marks the 11th edition of Bookfest, the only event organized by the publishers through the Association of Romanian Publishers (AER), the first promoter in 2006, under the then-president Gabriel Liiceanu, from Humanitas Publishing Group. Since 2007, Bookfest is being organized by a team from AER led by president Grigore Arsene, from Curtea Veche Publishing.

Since 2012, Bookfest has been expanding and, in addition to the main event, local editions of the book fair were organized **in other cities in Romania** such as Timișoara, Cluj-Napoca, Iași, Tîrgu-Mureș, Brașov; there have also been two special Christmas editions in Bucharest and even another international edition in Chișinău, Moldova, in August 2016.

In 2016, Bookfest was held under the **High Patronage of the President of Romania**; visitors were able to take part to over 300 events, ranging from book launches, debates and seminars, to cinema screenings and interactive events. Israel was the official Guest of Honor: among the guests were the Israeli authors Zeruya Shalev, Fania Oz-Salzberger, Meir Shalev, Dror Mishan, Gil Hovav, Rony Oren. In previous international editions, the following countries were Guests of Honor: Spain (2010), Hungary (2011), France (2012), German speaking countries (Germany, Austria, Switzerland - 2013), Poland (2014) and the Czech Republic (2015).

KEY FIGURES & FACTS	
Professional or generalist?	Both
Promoters	Asociația Editorilor din România
Square metres	10,000
Number of exhibitors	200
Number of visitors	100,000
B2B area?	All common event spaces – at least 4 of them each year – are used, when necessary, for B2B gatherings but are not meant exclusively for that
Professional area for international exhibitors/ professionals?	Not applicable
Professional programme of meetings and conferences?	No
Source: Asociația Editorilor din România	

Romexpo Exhibition Center - Bucharest - Romania

24<sup>st</sup> - 28<sup>th</sup> May 2017

<http://www.bookfest.ro/>





EARTS+





# Frankfurt Book Fair

Once a year, the Frankfurt Book Fair becomes the Global City of Ideas: the most important international trading place for content, from novels and children's books to academic databases. **Publishing professionals from around the world meet here with partners from the technology sector and from related creative industries**, such as film and games; it is here that new cooperation agreements and business models find their first inspiration. At the same time, it's also a huge cultural event which, for five days every year, turns Frankfurt on the Main into the centre of the international media world. The book fair has long maintained an **ardent commitment to the idea of "crossing borders"**. For more than 20 years, in its B2B activities, Frankfurt has been open to the digital transition and it's constantly developing new services and products, such as the Self-Publishing Area, and the Frankfurt Hot Spots – the meeting places for digital innovators. Frankfurt has also been transcending borders since 1976 with its biggest crowd-puller: the **invitation to a different country each year to be the Guest of Honour**. As part of its year as Guest of Honour, every country also organizes an extensive international translation funding programme.

With the launch of the **Frankfurt Book Fair Business Club**, the Frankfurter Buchmesse now offers the ideal business environment for companies, publishers, entrepreneurs, pioneers, experts and visionaries. A **prestigious programme of conferences** ensures that Frankfurt is the leading source of inspiration for content experts from around the world. During the week of the book fair, national and international events are held, addressing the major topics of the industry. These include the International Rights Directors Meeting (RDM). Other elements of the Business Club include **networking, consulting, guided tours and business lounges**.

One of the innovations of the 2016 edition is **The ARTS+**, the first trade fair for digital cultural content. The premiere comprised five days of a "fair within a fair" as well as an international conference featuring many prominent personalities. **THE ARTS+** aims at **exploiting the potential of digitisation for the creative economy**, and to develop new business ideas. Alongside an impressive range of exhibitors, an array of international artists, opinion leaders and industry experts showcased activities in such areas as museums and galleries, architecture and design and brands and agencies.

## KEY FIGURES & FACTS

Professional or generalist?	Both; first three days dedicated to professional visitors, last two days open to general visitors, too
Promoters	Börsenverein des Deutschen Buchhandels
Square metres	Not available
Number of exhibitors	7,103
Number of visitors	277,000 (of which 142,300 trade visitors)
B2B area?	The first 3 days are dedicated to B2B; some of the B2B areas are the Business Club, Hot Spots
Professional area for international exhibitors/ professionals?	Yes, Hall 5, Hall 6 and part of Hall 4.0
Professional programme of meetings and conferences?	Yes, for professionals only, with paid admission

Source: Frankfurter Buchmesse

Messegelände - Frankfurt on the Main - Germany

11<sup>th</sup> - 15<sup>th</sup> October 2017

<http://www.book-fair.com/>

# Lisbon Book Fair

From the 1st to 18th of June 2017, APEL will organize the 87th edition of Lisbon Book fair, which will take place in **Parque Eduardo VII, one of the most beautiful open spaces of the city**; a central public garden, with an amazing view facing Tagus River. Lisbon Book fair is an event primarily **targeted at the general public**, with free entrance, but **with an increasing interest from other economic sectors**. Each year, the fair has been growing in a such a way that, in 2016, there are around 125 exhibitors, occupying almost 300 stands. Although there are a few international imprints represented in the book fair, the main core of this event is to promote **Portuguese authors and publishers**. Today, the fair is seen as more than just an event to buy books, but as a wider cultural event people look forward to every year. From a cultural perspective, the fair has become **one of the major events in Portugal**. In 2016 a total of 1,500 events happened all-over the fair. As an iconic event around books and publishing, Lisbon Book Fair has been chosen by many publishers and associations to host their award ceremonies.

Major attention was devoted to children activities in the organization of the book fair.

Considering its generalist essence, Lisbon Book Fair doesn't have a specific area dedicated to professionals, nor a B2B spot. Nevertheless, this is a dynamic event, a concept in **constant development**, always trying to adapt itself to its participants and visitors' needs and to the publishing sector's requirements. In a few words, Lisbon Book Fair is **an event that brightens the city for three weeks**. Increasing its participants, augmenting its visitors and reaching new levels of high standard book offer, Lisbon Book Fair has learned from the past, is conquering the present and preparing itself for the future.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Associação Portuguesa de Editores e Livreiros
Square metres	22,000
Number of exhibitors	125+
Number of visitors	480,000+
B2B area?	No
Professional area for international exhibitors/ professionals?	No, but there are plans for one in the near future
Professional programme of meetings and conferences?	No

Source: Associação Portuguesa de Editores e Livreiros

Parque Eduardo VII - Lisbon - Portugal

1<sup>st</sup> - 18<sup>th</sup> June 2017

<http://www.feiradolivrodelisboa.pt/>







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# London Book Fair

From very modest beginnings in the Berners Hotel near Oxford Street in 1971 as the Specialist Publishers' Exhibition for Librarians, The London Book Fair – it took the name in 1977 – has grown to be **an essential part of the international book trade calendar**. Today, the entire international publishing industry is represented, from the giant houses with which we are all familiar, to the smallest independent. There are the publishers of blockbuster novels and academic texts, and the producers of children's books and graphic novels: **all sectors of the industry are covered at LBF**, from mainstream publishers to specialised houses.

The halls are arranged by sector, much like a **giant bookshop**. Thus children's and YA are together, as are the academic and STM houses, and the technology exhibitors. Technology continues to expand. Its many and varied incarnations now bracketed under **Tech**, where everyone from app developers to games designers and digital workflow solutions are found. In fact, a key part of the exhibition is the **increasing number of tech players** who explore the myriad ways in which content can now be treated and delivered. So there are mobile companies, gaming start-ups and content-hungry tech companies. This is where you feel the zeitgeist. To walk its floors is to experience knowledge and story in all its forms.

Visitors include **anyone who is involved with the creation, distribution, sale or treatment of content**.

Authors, talent scouts, editors, designers and digital gurus, all walk the floor, meeting, talking, observing and discovering. The Fair is like a giant debating chamber that brings together all the ways in which creative content intersects. While much solid business is begun or concluded at the Fair (often both), what is just as important are the discussions that take place and the exchanges of ideas.

Nothing emphasises this more than the **Market Focus programme** which has run since 2004. It seeks to facilitate links and boost trade between UK publishers and their foreign counterparts. The aim of Market Focus is to increase dialogue, to sell rights, to find authors that work in one territory who can then find a whole new audience in another. Its success over the years can be seen in the **International Rights Centre** which has a display of titles that have found success as a result of this initiative.

## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Reed Exhibitions
Square metres	7,688
Number of exhibitors	1,500
Number of visitors	25,000
B2B area?	Yes, the International Rights Center
Professional area for international exhibitors/ professionals?	Yes
Professional programme of meetings and conferences?	Yes; 5 paid for conferences (professionals) and The Insights Seminar Programme which is free with a visitor ticket (professionals and public)

Source: London Book Fair

Olympia London - London - UK

14<sup>th</sup> – 17<sup>th</sup> March 2017

<http://www.londonbookfair.co.uk/>

# Riga Book Fair

Riga Book Fair is **one of the major events in Latvian book market**. It is the annual event that runs simultaneously with the exhibition “School and Education” on the fairgrounds of Kipsala International Exhibition Centre in Riga in the end of February/beginning of March.

It is **open to the public for three days** – from Friday to Sunday – and many presentations of new titles are specially scheduled for this event. Readers can browse through the books, talk to publishers and authors, get signed copies, participate to lotteries to win free copies of the books.

The **cultural programme** of the book fair runs simultaneously on two stages – **one targeted to adult readers and one to children and young adults**.

Events for **book industry professionals**, teachers and librarians are always part of the programme on **Friday**, while meetings with local and foreign authors and discussions on newest trends in literature are usually gathering their audience during the weekend.

Various activities around **book printing, arts and crafts** are also part of the programme. Readers can access also the book exchange booth run by Riga Central Library where many used books switch hands and find new readers during the three days of the fair.

The cultural programme is widely discussed on several channels of Latvian Radio which has live broadcasts from the fairgrounds, some events of wide public appeal usually appear also on national television.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	SIA BT 1, Latvian Publishers' Association
Square metres	5,700
Number of exhibitors - of which internationals	80+ 10
Number of visitors	16,800 (of which 800 trade visitors)
B2B area?	Yes
Professional area for international exhibitors/ professionals?	Yes
Professional programme of meetings and conferences?	Yes, usually incorporated into the Friday programme or at the premises of partnering institutions like Goethe Institute, British Council, foreign embassies
Source: Latvian Publishers' Association	

Kipsala International Exhibition Center - Riga - Latvia

24<sup>th</sup> - 26<sup>th</sup> February 2017

<http://www.bt1.lv/bt1/lbf/>









# Rome Book Fair

The first fair **dedicated to small and medium publishers**, Più Libri Più Liberi (also known as Rome Book Fair) conveys its message directly through its name: **more books for more freedom**. 2016 will mark the **15th edition** of the fair, which through the years has established itself as one of the most beloved in Italy, both by publishers and readers, who every December take advantage of the possibility to discover lesser known titles or to meet beloved publishing houses and talk directly to those who run them.

Being held on the first weekend of December, it is also a remarkable occasion to start **shopping for Christmas presents**; a fact that obviously has positive financial outcome for participating publishers. One of the peculiarities of the fair is also its attention to **professional visitors**. Although it is indeed a generalist fair, who never forgets that the reader is central to the well-being of the industry, the professional venue has acquired more and more importance throughout the years, and the **Fellowship programme** (now ALDUS Fellowship Program) has brought (and will keep bringing) international publishers to the fair to discover small and medium size Italian publishers and their catalogues. The Program has helped many publishers creating **relations that blossomed into useful collaboration and a continuous rights trade**.

Other important parts of the fair are its **general programme**, who always brings major authors and intellectuals to speak in front of interested crowds of readers, its professional programme, focused on bringing necessary knowledge to publishers (available in streaming on the fair's website) and **Più Libri Più Idee**, a collaborations with all the most important universities of Rome and Lazio region to bring publishing experts into their lecture halls, to develop and train tomorrow's publishing professionals.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	AIE - Italian Publishers Association
Square metres	11,910 sqm
Number of exhibitors - of which internationals	354 6
Number of visitors	53,000+
B2B area?	Yes
Professional area for international exhibitors/ professionals?	Yes
Professional programme of meetings and conferences?	Yes, free with the fair ticket and open to all
Source: Più Libri Più Liberi	

# Sofia International Book Fair

Sofia hosts a book forum at international level since 1968, and in 2017 the forum will celebrate its **45th anniversary**. The book fair represents a **major asset in the panel of Bulgarian cultural events**. National publishing houses as well as foreign exhibitors display their literary production and exchange views during the 6 days event, which takes place **just before Christmas holidays**. The National Palace of Culture, the largest multifunctional conference and exhibition centre in south-eastern Europe, is the home of the book fair since 1993. Through the years SIBF has expanded and nowadays it takes place on **four floors** of the building.

During the last decade SIBF proudly welcomed Russia, Hungary, France, Romania, the city of Moscow and many more international stands as special guests. The event also became a preferred scene for **literary debates, round tables and public readings** both for publishers and for the audience.

In 2013 the **Sofia International Literary Festival** became a part of the Sofia International Book Fair: each year the festival has a **different regional focus** which allows visitors to explore some of the best contemporary fiction titles in different languages. In 2017 the festival will focus on the literature of the four Visegrad countries - Czech Republic, Hungary, Poland and Slovakia.

Through its diverse programme of readings, discussions, poetry-and-music, cinema screenings, live music performances, exhibitions and other activities the festival became **one of the most creative and well attended cultural events in Bulgaria**.

Bulgarian Book Association organizes both fora with the support of the Ministry of Culture of the Republic of Bulgaria, Sofia municipality, Sofia University St. Kliment Ohridski, the National Library, Bulgarian translators' union, Sofia City Library, and other institutions.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Bulgarian Book Association
Square metres	1,300
Number of exhibitors - of which internationals	approx. 200 10+
Number of visitors	50,000
B2B area?	No
Professional area for international exhibitors/ professionals?	Yes, first floor EAST of the National Palace of Culture
Professional programme of meetings and conferences?	No

Source: Bulgarian Book Association

National Palace of Culture - Sofia - Bulgaria

13<sup>th</sup> - 18<sup>th</sup> December 2016

<http://www.abk.bg/>











# Thessaloniki Book Fair

Thessaloniki Book Fair, as a **dynamic venue in the heart of Mediterranean**, gathers every year hundreds of publishers, writers, translators, literary agents, journalists, booksellers, librarians, academics, institutions, bodies and organizations mainly for the book sector from Greece, the Balkans, Western Europe, South-Eastern Mediterranean and the many other countries.

Focusing on the dialogue, the co-creation, the interaction and the **development of a vibrant community** around the book that will spread the **vision for a cultural uplift**, the Thessaloniki Book Fair hosts every year more than 300 events including: The European Young Writers' Festival, The International Literature and Translation Festival, literary meetings, presentations, round tables, professionals' meetings and seminars, speeches, workshops, projections, artistic and theatrical events, activities for children, parallel Cultural Events in the City, etc.

The Thessaloniki Book Fair has managed to achieve a remarkable level of excellence with a rapid development in **three key areas – cultural, professional and international**. From a very early stage has managed to win the triple bet: to become at the same time the **national cultural event** for the book, an **indispensable tool for the professionals**, and a **new international event**.

More than 500 Greek and 50 foreign writers and 400 publishers from 30 countries, participate in this innovative platform of circulation and exchange of ideas.

## KEY FIGURES & FACTS

Professionalist or generalist?	Both; the first two days at morning there are professional meetings, seminars, workshops, as well as school visits
Promoters	Hellenic Foundation for Culture, TIF – Halexpo, City of Thessaloniki, Greek Publishers
Square metres	12,000
Number of exhibitors - of which internationals	488 75
Number of visitors	54,000
B2B area?	Yes
Professional area for international exhibitors/ professionals?	Yes, a space of the Hall 13
Professional programme of meetings and conferences?	Yes, free, for professionals

Source: Hellenic Foundation for Culture

International Exhibition and conference Centre of Thessaloniki (HELEXPO)

Thessaloniki - Greece

11<sup>th</sup> - 14<sup>th</sup> May 2017

[www.thessalonikibookfair.gr](http://www.thessalonikibookfair.gr)

# Vienna International Book Fair

Buch Wien, otherwise known as the Vienna International Book Fair and Reading Festival, was launched for the first time in 2008. The Viennese fair took up the challenge brilliantly.

Indeed, the main purpose of the creation of a new book fair was to **give a fresh boost to an event that was already sixty years old, the Viennese Book Week** ("Wiener Buchwoche").

Although the event has now reached the status of the "main literary event" in Austria, it still differs in scope from events such as Frankfurt or Leipzig. **The primary goal of Buch Wien is to foster the relationship between publishers and their readers.** Hence the integration of the Reading Festival, which takes place in event locations all over the city.

In 2014 a new format called "The Long Night Of Books" was introduced as an opening event for the fair. Taking place in the main fairground hall, a combination of a broad spectrum of reading and musical performances, a poetry slam, discussions, and a very challenging literature quiz, this format proved to be very successful, evoking a remarkable echo - both in media and the public.

The Buch Wien established itself as a **platform for intercultural exchange**, focusing on the German-speaking bookmarket and its related Central and Eastern European markets.

## KEY FIGURES & FACTS

Professionalist or generalist?	Generalist
Promoters	Literatur- und Contentmarketing GmbH, Austrian Booksellers and Publishers Association
Square metres	8,000
Number of exhibitors - of which internationals	350 200
Number of visitors	40,000
B2B area?	No
Professional area for international exhibitors/ professionals?	Yes
Professional programme of meetings and conferences?	Yes, limited to professionals and with paid admission
Source: Buch Wien	







Tiek daug knygų, tiek mažai laiko...





# Vilnius Book Fair

The **Second Christmas** – this is how Lithuanian publishers call Vilnius Book Fair, which awaits its fans every February. Publishers around the globe rush to publish the most interesting and beautiful books by Christmas time, in time for the gift-buying fever. Vilnius Book Fair, that takes place after Christmas, is an **additional opportunity to organize writers' meetings** with readers and **introduce new books**. Vilnius Book Fair is the biggest book fair in the Baltic States since 2000. Also, it is one of the most significant cultural events in Lithuania. Vilnius Book Fair is **exclusively focused on the reader**; its main accent is on books and cultural events, as well as on the possibility for authors to interact with their readers.

The **cultural programme** is very broad – more than 400 cultural events each year: seminars for professionals, meetings with authors, book presentations, discussions, readings, concerts, performances, films, awards, contests and events for children, etc.

One of the core events for children at Vilnius book fair is the **creative studio You Can Create a Book**, developed in the 2003 edition by the graphic artist and book illustrator **Sigutė Chlebinskaitė**. Visitors are invited to participate in countless creative workshops, readings, and meetings with children's literature authors as well as book illustrators from Lithuania and abroad. The main goal of the studio is to **familiarize the kids with the development of the book** from ancient times till now.

Adults may visit the **Discussion Club**, where prominent intellectuals from Lithuania and abroad take the stage to discuss a broad range of issues, which adds a more intellectual content to the fair.

**Art, film and music fans will not feel left out either**: there are exhibitions of famous Lithuanian and foreign artists (most of them coming to Lithuania for the first time). Poetry readings to jazz is a special feature of the so-called Long Friday (on Friday the fair is open till 9PM!). Visitors also have the opportunity to watch the latest movies made after well-known novels, and documentary films about writers, poets and artists.

Every year, since 2008, the Vilnius Book Fair attracts more and more visitors. It wouldn't be an overstatement to call the book fair a **cultural feast** at the end of the cold and unpredictable Lithuanian winter.

## KEY FIGURES & FACTS

Professionalist or generalist?	Generalist
Promoters	LITEXPO, Lithuanian Publishers' Association, Lithuanian Culture Institute
Square metres	14,600
Number of exhibitors - of which internationals	330 40
Number of visitors	67,800
B2B area?	Yes
Professional area for international exhibitors/ professionals?	Yes, a hall for international exhibitors
Professional programme of meetings and conferences?	Yes, free with the fair ticket and open to all

Source: Vilnius Book Fair

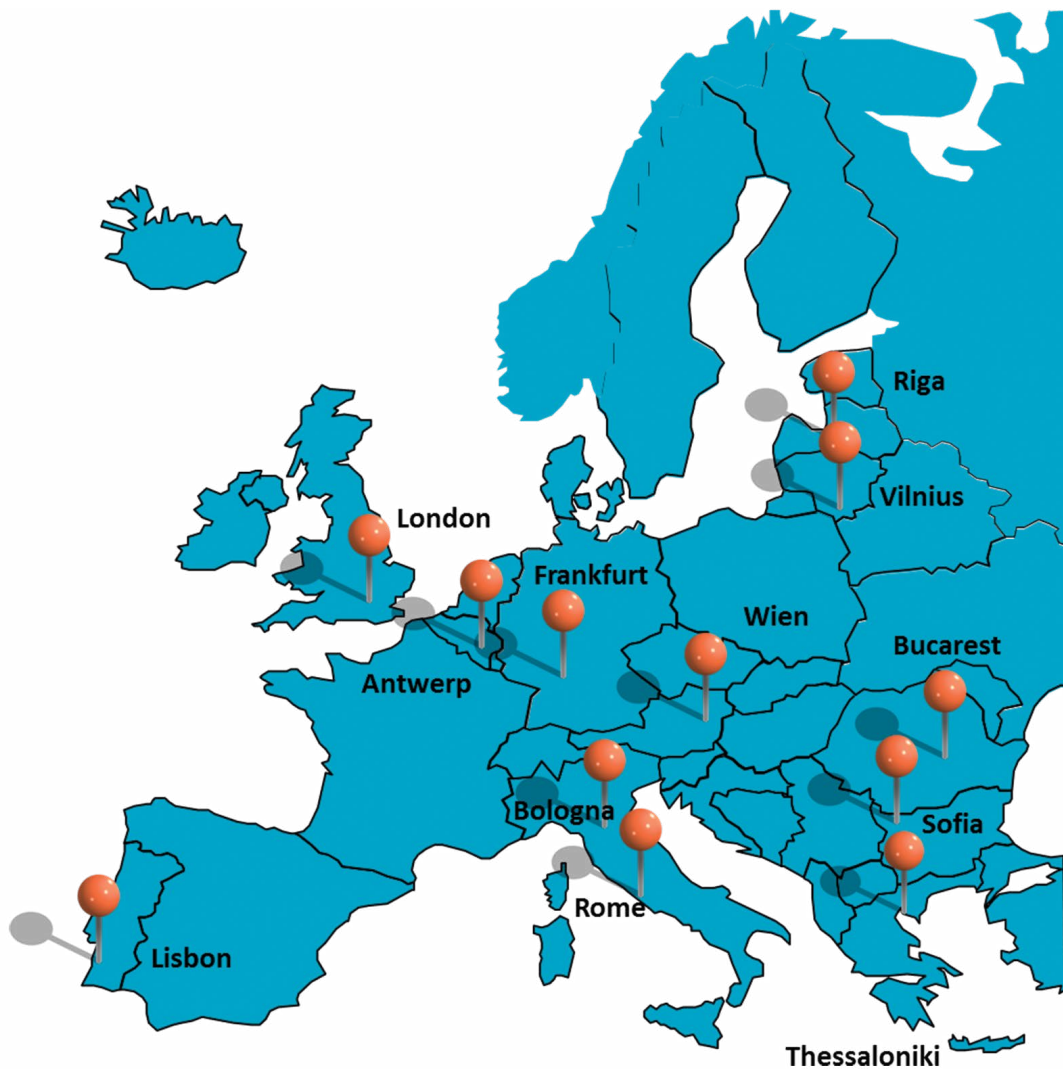
Exhibition and Conference Center Litexpo

Vilnius - Lithuania

23<sup>rd</sup> - 26<sup>th</sup> February 2017

<http://vilniausknygumuge.lt>

# A network of European Book Fairs





## **What is ALDUS**

ALDUS (named after 15<sup>th</sup> century's humanist and innovative publisher Aldo Manuzio) is the European Book Fairs' network, aimed at fostering the internationalization of publishing companies, rights exchange for translations and training opportunities for book professionals, with a focus on the digital shift.

## **The network**

ALDUS network originates from a consortium made of the two leading B2B International book-fairs (Frankfurt and Bologna) and a rich variety of national book fairs (Rome, Vilnius, Riga, Lisbon and Bucharest). Starting from this kernel, the network is expanding to new members with the objective to reach a pan-European level.

## **New engaging events**

Book fairs are an important occasion for building capacities through professional and cultural programmes, especially in the area of internationalisation, translations, digital shift and audience development. By experimenting with new events formats, more interactive and engaging, ALDUS supports book fairs to innovate their programmes, finding new ways to engage their audience.

## **A community of peers**

ALDUS is a community of peers, where book professionals can interact with other colleagues, sharing ideas, improve their skills and find new partnership opportunities through dedicated networking activities both online and in presence.

## **The Knowledge Hub**

ALDUS is an online Knowledge Hub ([www.aldusnet.eu](http://www.aldusnet.eu)) featuring in depth resources and training materials for book professionals and providing networking tools to enhance peer to peer knowledge sharing among participants and the development of professional and social relations.

## **The European project**

ALDUS (June 2016 – Sept. 2019) is co-funded by the Creative Europe programme. The partnership includes AIE (Italian Publishers Association - Coordinator) international book fairs (Frankfurt and Bologna), national fairs (Rome, Vilnius, Riga, Lisbon and Bucharest) and the European umbrella organisations of authors (EWC) and publishers (FEP), representing the European Union Prize for Literature.

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**This publication, developed with the contribution of national and international book fairs joining ALDUS, provides an overview of the rich variety of the European scenario, highlighting key aspects that make every exhibition unique.**



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