

# European Book Fairs

Facts and Figures  
2020

**AIE** Associazione  
Italiana  
Editori 

**G** Giornale  
della  
libreria

# ALDUS

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# Introduction

The variety and dynamism of European book fairs have been at the heart of the ALDUS brochure since its first edition in 2016. With the 2020 edition, ALDUS continues to celebrate and support their **innovation potential** in a period of unprecedented difficulties for the European book sector.

Due to the Covid-19 pandemic, the whole publishing ecosystem is facing unexpected challenges and is called upon to quickly react and adapt its processes to the new scenario. As a key place for books and reading promotion as well as for professional training, rights exchanges and other B2B interactions, **book fairs constitute a vital node of such ecosystem** and are deeply involved in the challenge.

At the time of publication of the present brochure, several book fairs had to cancel or reschedule their 2020 edition; some of them have already announced new dates, while others will do so in the future. At the same time, they are **exploring new solutions to overcome mobility restrictions**, such as transferring online their core initiatives for the general and professional audience. As book fairs' plans continue to evolve, an updated edition of the ALDUS brochure may be issued later this year.

As a platform for sharing book fairs' best practices and stimulate new collaborations and initiatives for the internationalization of the book sector, the **ALDUS network** supports its members in developing and piloting new formats to engage with readers and book professionals, in a **continuous knowledge exchange** that is now more important than ever to address this crisis.

Now featuring **18 European Book Fairs in 14 European countries**, the ALDUS network continues to develop its European dimension and to involve new members. At the same time, the ALDUS **Knowledge-Hub** and the fast-growing **online community** support regular sharing of information resources and networking activities among European book professionals.

Enjoy the read,  
ALDUS team

# ANTWERP BOOK FAIR

The Antwerp Book Fair is a B2C fair organized by the Flemish trade sector organization 'Boek.be', a non-profit association. This association embodies the landscape of the book sector in Flanders and unites book publishers (both trade, scholar/academic/professional publishers, importers) and booksellers (independent stores, book chain members and online booksellers).

Founded in 1932, the fair has always been organized in Antwerp, the heart of the publishing industry in Flanders. In 2019, 123,658 people visited the fair.

The Antwerp Book Fair hosts Flemish members of the Flemish General Publishers Association, the Flemish Educational and Scientific Publishers Association and the Flemish Booksellers Association. The fair offers a wide spectrum of books published in or imported to Flanders. The fair includes school/text books as well as scientific and trade books in the most general sense.

In 2020 the Antwerp Book Fair wants to be a modern, forward-looking exposition with distinct goals and strategies to improve on the visitor experience in every possible way (infrastructure, content, value for money, means of communication...).

After the initial content revamp in 2018, the 2019 edition focused more on tangible improvements for visitors. As a result, the floor plans were remodeled to incorporate 'focus areas, including a children's zone of 2,500 m2 and an art & lifestyle zone. A newly-built 'Hall 4XL' was called upon to accommodate renowned authors' lectures. The Antwerp Book Fair 2020 will continue the evolution process, completing the transition to the book-fair-of-the-future.

For the first time ever, a structural partnership was struck with Port of Antwerp, a global leader in maritime transport activities. They supported the fair both on the floor as well as content wise by providing both the 'shipping journal' project – offering several views on the future of the Port of Antwerp – and a large stand, informing how the port is and will continue to influence our everyday lives.

The result was a diverse line-up of 800 activities on 6 stages and exhibitors' stands and more than 2,300 book signings during 12 days. The fair will continue to offer a great variety of workshops, conferences, creative work space areas to bridge the relation between authors/publishers and their audience.



## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Boek.be vzw
Square metres	16,500
Number of exhibitors	110
Number of visitors	123,658
Number of attending countries	1
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	No
Is there a professional programme of meetings and conferences?	Yes
Number of events	N/A
Do you need a ticket to access the fair?	Yes

Source: Boek.be



# BOLOGNA CHILDREN'S BOOK FAIR

Now in its 57th edition, Bologna Children's Book Fair has been for over half a century the #1 event for the children's publishing industry and 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 all other children's content media, attended by 1,500 exhibitors from some 80 countries and territories, and around 30,000 professional visitors. The fair is also a venue for professional development, with hundreds of meetings on different topics which offer the opportunity to listen and share experiences with a whole range of professionals.

Every year the fair organizes numerous awards, given to publishers, authors, illustrators, developers and book designers: BolognaRagazzi Award, BolognaRagazzi Digital Award, BOP - Bologna Prize Best Children's Publisher of the Year. 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 it is crucial in the digital domain, all 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 trade show each year put the winners at the centre stage of events. 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 established and emerging illustrators to select those who will be included in the exhibition and in the Illustrators Annual. As BCBF is always up with the times and the trends, it introduces this year a brand-new focus on comics, one of the fastest growing segments in the publishing industry. To this exciting medium BCBF dedicates a collective exhibition area (Comics Corner), a permanent category of the BolognaRagazzi Award and a series of international conferences that will provide a deep dive into this topic from different perspectives: art, translation and business.

In 2020, BCBF Online Special Edition (4 - 7 May 2020, more information [here](#)) will bring to the international children's book community its business, atmosphere, content and opportunities in a virtual fair with digital exhibitions, webinars, book trailers, live streaming, and much more.



## KEY FIGURES & FACTS

Professional or generalist?	Professional
Promoters	BolognaFiere
Square metres	> 20,000
Number of exhibitors	1,442
Number of visitors	28,946
Number of attending countries	80
Is there a B2B area?	The whole fair is B2B
Is there a Rights Centre and/or Licensing Centre?	Yes, there is a Literary Agents Centre and a whole hall dedicated to licensing (the Bologna Licensing Trade Fair)
Is there a fellowship programme?	Yes
Is there a Guest of Honour programme?	Yes, every year has a different Guest of Honour Country
Is there a professional programme of meetings and conferences?	Yes
Number of events	> 600
Do you need a ticket to access the fair?	Yes

Source: Bologna Children's Book Fair



# BOOKFEST

Bookfest is the most important book fair in Romania and the only event of the Romanian publishing industry that managed to achieve a significant international dimension. 2019 marked the 14th edition, when Bookfest was attended by over 90,000 visitors, who were able to participate in about 400 events (launches, debates, seminars, concerts, workshops, children's events, film screenings and interactive events). For the fourth time in a row, the 14th edition was held under the High Patronage of the President of Romania, Klaus Werner Iohannis.

The Association of Romanian Publishers (AER), as an organizer, is permanently concerned with facilitating the relationship between players of the publishing sector, authors, translators or literary agents. Thus, the last edition of the Book Fair hosted several ALDUS events, with good attendance from the audience.

Bookfest is also organized in some of the biggest cities of the country, such as Timișoara, Cluj-Napoca, Iași, Târgu Mureș, Brașov, and starting 2016 Bookfest has an international edition in Chisinau, Moldova. Every year a country is the Guest of Honour of Bookfest.

In previous international editions, the following countries were Guests of Honour: Spain (2010), Hungary (2011), France (2012), German speaking countries (Germany, Austria, Switzerland - 2013), Poland (2014), the Czech Republic (2015), Israel (2016), Sweden (2017), USA (2018) and UK (2019).



## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Romanian Publisher's Association (AER)
Square metres	15,500
Number of exhibitors	170
Number of visitors	90,000
Number of attending countries	2
Is there a B2B area?	No
Is there a Rights Centre and/or Licensing Centre?	There is a Literary Agents corner
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	Approximately 400
Do you need a ticket to access the fair?	No

Source: Asociația Editorilor din România





# FRANKFURTER BUCHMESSE

Once a year, Frankfurter Buchmesse becomes the Global City of Ideas: the most important international trading place for Creative Intellectual Property (CIP). Frankfurter Buchmesse is the international publishing industry's biggest trade fair, with some 7,450 exhibitors from more than 100 countries, more than 300,000 visitors, over 4,000 events and some 10,000 accredited journalists in attendance. Publishing professionals from around the world meet here with partners from the technology sector and other 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 is also a huge cultural event which turns Frankfurt into the centre of the global media world. With BOOKFEST – Frankfurter Buchmesse's international festival for literature, stories and ideas – there are also exciting events taking place around the city.

The book fair has long maintained an ardent commitment to the idea of 'crossing borders'. In its B2B activities, Frankfurt has been open to the digital transition and is constantly developing new services and products. 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. The Guest of Honour showcases its book market, literature and culture and organises an extensive international funding programme. Frankfurter Buchmesse organises the participation of German publishers at around 20 book fairs and hosts trade events throughout the year in international markets. A prestigious conference programme ensures that Frankfurt is the leading source of inspiration for content experts. During the week of the book fair, national and international events are held, addressing the major topics of the industry.

With the founding of THE ARTS+, Frankfurter Buchmesse created a future-oriented gateway between publishing and the international creative industry. THE ARTS+ showcases innovative content, creative business models and technologies. The closed Facebook group "Pitch your CIP – Where your content becomes a game, a book, a film", an initiative by THE ARTS+, supports publishing and content professionals in trading in CIP and building partnerships.

## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Frankfurter Buchmesse GmbH
Square metres	160,000
Number of exhibitors	7,450 (national: 2,223 / international: 5,227)
Number of visitors	302,267
Number of attending countries	104
Is there a B2B area?	There are different areas for B2B meetings in every hall. Our Publishers Rights Corner is an exclusive B2B area.
Is there a Rights Centre and/or Licensing Centre?	Yes, the Literary Agents and Scouts Centre (LitAg) and the Publishers Rights Corner
Is there a fellowship programme?	Yes, there are several fellowship programmes
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes, you can find the complete conference and event overview on our website
Number of events	4,000 events during three trade visitor days and two private visitor days
Do you need a ticket to access the fair?	Yes, either a trade visitor ticket or a private visitor ticket

Source: Frankfurter Buchmesse

Ludwig Erhard Anlage 1 - Frankfurt on the Main - Germany

14<sup>th</sup> - 18<sup>th</sup> October 2020

[www.buchmesse.de](http://www.buchmesse.de)

# GOTHENBURG BOOK FAIR

Gothenburg Book Fair is one of the largest book fairs in Europe and the main cultural event in the Nordic countries. Established in 1985, the fair annually attracts more than 85,000 visitors during four days in September. Boasting hundreds of fascinating seminars, a keenness on nuanced debate and an atmosphere that brings readers and authors together, this is literature lover's paradise.

The Seminar Program is the heart of Gothenburg Book Fair with its diversity in topics, unexpected meetings and in-depth conversations. Writers, illustrators, translators, scholars, scientists, politicians, philosophers and journalists from around the world appear in readings, talks and high-profile debates on almost every conceivable topic.

Every year, specific themes permeate the entire fair, a certain country or linguistic area, a region or topical cultural issue. In 2020, the Guest of Honour is South Africa and the focal themes are Reading Promotion and Digital Culture. In addition, Sweden's largest crime fiction festival (Crimetime) takes place at the fair during the weekend.

With 12,000 square metres of exhibition area, and 800 participating companies and organisations, it goes without saying that the fair's exhibition covers practically anything to do with books. Not to mention education, politics, science and global development.

The Rights Centre is a hub for agents and companies across Europe. This is the largest market place for Nordic literary rights. Here you will meet many publishers and agents, and feel the pulse of the hottest trends in Northern Europe. Gothenburg Book Fair provides room for dialogue and socialising, which makes it much more than a normal industry trade fair.

Gothenburg Fair and the Swedish Arts Council/Swedish Literature Exchange provide a Fellowship programme for non-Nordic publishers and sub-agents as well as translators from Swedish into other languages, interested in attending the Gothenburg Book Fair.



## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Gothenburg Book Fair, part of The Swedish Exhibition & Congress Centre Group
Square metres	11,300
Number of exhibitors	798 (72 international)
Number of visitors	86,100
Number of attending countries	40
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	Yes, Rights Centre
Is there a fellowship programme?	Yes
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	4,000 general + professional
Do you need a ticket to access the fair?	Yes

Source: Gothenburg Book Fair





# INTERNATIONAL ISTANBUL BOOK FAIR

The International Istanbul Book Fair (IIBF) started 39 years ago and became the largest event in the national book industry. With more than a half million visitors, it is one of the main access to readers in Europe. The fair is organized by TÜYAP Fairs, in association with the Turkish Publishers Association.

Since 2010, the IIBF welcomes Guests of Honour and International Rights Center at the International Hall which is held in the first four days of the fair. The previous Guests of Honour were Spain (2010), Egypt (2011), Holland (2012), People's Republic of China (2013), Hungary (2014), Romania (2015), Germany (2016) and Korea (2017).

The International Hall has a professional programme with Guests of Honour events and professional meetings, matchmakings and sectoral panels which aims to build up an international network. The Illustrator's Meeting, launched in 2018, aims at matching publishing professionals and illustrators. The seminar programme with the hundreds of events (more than 300 in 2019) and book signings make the book fair one of the foremost cultural activities in the city.

With recent investments in 2010, TÜYAP, whose main activity is the organisation of exhibition at international level, added three new halls to the book fair venue, expanding its indoor exhibition space to 120.000 sqm and outdoor exhibition space to 25.000 sqm. With its 14 separate halls, the TÜYAP Fair Convention and Congress Center is the largest and the only privately owned exhibition center in Turkey.

The 39th International Istanbul Book Fair will be held between 31st October to 8th of November, 2020, in cooperation with Turkish Publishers Association at TÜYAP Fairs.



## KEY FIGURES & FACTS

Professional or generalist?	Both (International Hall is held between 31 <sup>st</sup> October and 3 <sup>rd</sup> November 2020)
Promoters	Turkish Publishers Association
Square metres	50,000
Number of exhibitors	800 (95 international)
Number of visitors	605,000
Number of attending countries	15
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes (since 2010)
Is there a professional programme of meetings and conferences?	Yes
Number of events	300 general + 10 professional
Do you need a ticket to access the fair?	Yes

Source: International Istanbul Book Fair



# LIBER INTERNATIONAL BOOK FAIR

From 7th to 9th October 2020 Fira de Barcelona will once again organize a new edition of Liber, the International Book Fair promoted by the Spanish Publishers' Federation. Liber is the fair for professionals held every year in Spain, alternating its city of celebration between Madrid and Barcelona. The fair is the main European professional event dedicated to books in Spanish, with the expectation of having 400 exhibiting companies from 15 countries.

Throughout its 37 years of history, Liber has consolidated itself as an important centre for commercial and professional exchange, and in its 38th edition the fair will once again bring together all the book sectors and offer business opportunities for both national and international markets.

Liber 2020 will focus on new technologies, digital content, new publishers, intellectual property, etc. The fair will continue to have a Digital Zone, for the presentation of all the news related to the digital environment; an Author's Zone, so that independent authors can learn about the possibilities offered by desktop publishing and the services and tools available to them; and the Liber Micro Zone, which will allow small publishers and recently created companies to display their publications and services in a more agile and economic way. On the other hand, Liber 2020 will have spaces dedicated to the graphic arts industry, where materials, media and printing solutions for the publishing sector will be presented, and spaces to enable contacts between the publishing industry and the audiovisual and video game development industries.

The programme of professional activities at Liber, which includes more than 50 events with a large attendance from the book sector, represents an opportunity for all book professionals to discuss common challenges and problems. In addition, Liber will offer to organise various meetings (B2B) and meetings between exhibitors and professional visitors and reverse trade missions with the participation of some 450 foreign professionals from 70 countries, directly invited (booksellers, librarians, distributors and publishers buying rights).

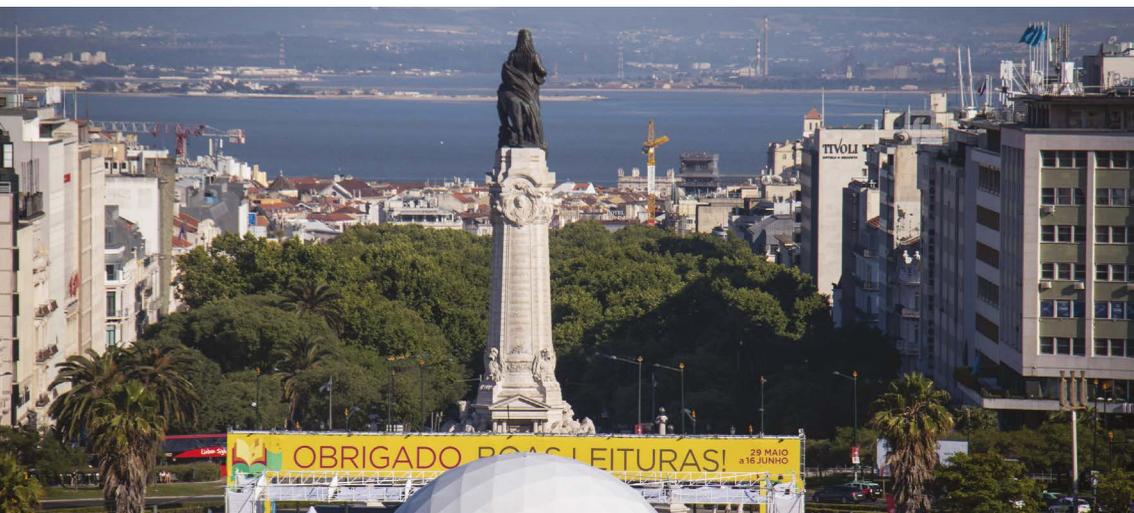


## KEY FIGURES & FACTS

Professional or generalist?	Professional
Promoters	Federacion de Gremios de Editores de España
Square metres	4,147
Number of exhibitors	450
Number of visitors	11,200
Number of attending countries	15
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	Yes
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	50 (all professional events)
Do you need a ticket to access the fair?	Yes

Source: Liber - Ifema





# LISBON BOOK FAIR

Close to its 90th birthday, Lisbon Book Fair remains the major cultural event of the city, and keeps growing every year. The fair is promoted by APEL (Associação Portuguesa de Editores e Livreiros) and takes place in Parque Eduardo VII, one of the most beautiful open spaces of our city.

Lisbon Book Fair remains as an event primarily targeted at the general public, with free entrance, but with an increasing interest from other economic sectors. Although the main core of the event is to promote Portuguese authors and publishers, there are a few international imprints represented.

Last edition, additional 1.000 sqm were occupied, with a new space created for 'Newcomers'. In total, the fair had 323 stands (12% increase) distributed over 28.000 sqm, where 138 exhibitors representing more than 636 imprints participated in the event.

APEL is pleased to perceive a growing dynamism and renewed commitment by Lisbon's municipality, publishers and booksellers, as well as a rising enthusiasm from the general public, which once again visited the event in great number, with almost ½ million visitors.

The cultural calendar is quite extensive and diverse, as more than 2,100 events happened and more than 1,100 authors were on the fair. Nowadays, the fair is perceived as more than just an event to buy books, but as a wider cultural event that people look forward to, every year. Once again, for the 5th year, APEL has organized an activity for kids between 8 and 10 years old, Acampar com Histórias. The main goal is to stimulate children to enjoy books and reading in a very appealing context, such as camping outdoors while listening to stories. This activity is a combined organization with the Lisbon Libraries Network, one of the institutions that closely operate in the book fair.

Although Lisbon Book Fair is mainly an event aimed to the general public, it has been nursing a small specific area dedicated to professionals and B2B. The organization is working on implementing gatherings between Portuguese and foreign publishers, which will allow evolving synergies.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Associação Portuguesa de Editores e Livreiros
Square metres	28,000
Number of exhibitors	138 (3 international)
Number of visitors	473,000
Number of attending countries	3
Is there a B2B area?	Yes (a private room)
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	No
Is there a professional programme of meetings and conferences?	No
Number of events	2,100 (10 professional events)
Do you need a ticket to access the fair?	No

Source: Associação Portuguesa de Editores e Livreiros

# MADRID BOOK FAIR

The first Book Fair of Madrid was organized in April of 1933 as part of the Cervantine Week events. Since 1967 the fair enjoys its current location, the Park of El Retiro. In 1982, the fair was renamed Madrid Book Fair (its organization is taken over by the Guild of Booksellers of Madrid in close collaboration with the Publishers and Distributors Guilds) and it was inaugurated for the first time by SS. MM. the Kings. Since then, each year, a member of the Royal Family opens the edition with a morning walk between the booths.

From 2 to 18 October 2020, the Madrid Booksellers Guild will organize the 79th edition of the Madrid Book Fair, in collaboration with the Madrid City Council and the Community of Madrid which will take place at El Retiro Park, a central public garden, one of the most beautiful open spaces in the city. The Madrid Book Fair is a cultural event for the general public and with free admission.

In 2019, there were about 363 stands with 498 exhibitors (booksellers & publishers). In this edition, 1,800 writers were signing copies of their books, of which 47% were women writers.

Since 2018 the fair has three activity pavilions, one for children (with 140 activities on reading start), another for young people (with 110 activities related to reading on screens, prescription digital media, transmedia content and booktubers) ) and another for adults (with 80 activities, in this edition will honor Galdós and Delibes). The fair places special emphasis on topics such as reading, women, environmental sustainability, integration and accessibility. The fair is especially sensitive to show the new ecosystem of the book and to integrate all the formats in the enclosure.

The Madrid Book Fair is the largest cultural event in the city of Madrid and Spain for the number of visitors (2,4 million people) throughout its 17 days, it is a book and reading festival.



## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Asociación de Librerías de Madrid
Square metres	35,000
Number of exhibitors	490
Number of visitors	2,400,000
Number of attending countries	5 as exhibitors + 12 as visitors
Is there a B2B area?	No
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	4,000 for general audience (including author signatures) + 8 for professional
Do you need a ticket to access the fair?	No

Source: Feira del Libro de Madrid





# NAPOLI CITTÀ LIBRO

Napoli Città Libro is the new Italian book fair whose first edition took place in Naples from 24 to 27 May 2018, organised by Associazione Liber@Arte, an association between 3 publishers. Napoli Città Libro is an immersive event, designed to make the city of Naples known also from a historical and cultural point of view: the venue is chosen to enhance the history of the city. A non-traditional space was chosen for the fairs: not the abandoned shed of a closed industry, not a conference centre, but a museum, to suggest content that can be aggregated starting from any interest and curiosity also to international visitors. The second edition also hosted an event with European publishers.

More than 20,000 visitors who participated, chose to read, and above all to write, one of the most beautiful pages of the city at the Complesso monumentale of San Domenico Maggiore: 2,000 square metres of space, 150 exhibitors including publishing houses, magazines, associations, libraries, book shops, public bodies, start-ups, 200 appointments, a guest list including about 300 authors, with great names of contemporary international literature and the most representative Italian ones, both narrative and essay writing. From 4 to 7 April 2019 the second edition about 'Approdi' was organized in a museum: in Castel Sant'Elmo in Naples, with extraordinary success of over 28,000 presences, 188 Italian publishers, 250 events. 'Approdi' evokes motion in place, origin, but also state in place, acceptance, taking root.

In the edition to be held from 8 to 11 October 2020 Napoli Città Libro will be hosted in the modern Marittima Station, in the heart of the city near to the central piazza Municipio.

The chosen theme is: 'Passages', intended as changes, that is natural evolutions determined by the passage of time, but also voluntary changes of direction, those changes of course that each of us has had to (or wanted) to face at least once. We'll celebrate the incessant flow of thoughts, events and goals at the basis of our lives both as individuals and as group, reaffirming the essential role of culture as a beacon against any ideological and spatial closure. Particular attention will be paid to foreign writers and cultural contaminations between different European and non-European cultures.



## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Associazione Guida alla Cultura and Associazione Liber@Arte
Square metres	3,800
Number of exhibitors	150
Number of visitors	35,000
Number of attending countries	1
Is there a B2B area?	Yes, 8 meeting rooms
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	No
Is there a professional programme of meetings and conferences?	Yes
Number of events	250
Do you need a ticket to access the fair?	Yes

Source: Napoli Città Libro



Stazione Marittima - Naples - Italy

8<sup>th</sup> - 11<sup>th</sup> October 2020

[www.napolicittalibro.it](http://www.napolicittalibro.it)

# RIGA BOOK FAIR

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

It is open to public for three days, from Friday to Sunday, and many presentations of recently published books 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 three stages: main event stage, area for young readers (Funny Reading Room) and Writer's Guestroom where the literary discussions of smaller scale meant for more intimate, atmospheric conversations are taking place. The statistics show that audience spend longer and longer time at the book fair every year due to interesting and versatile content of the cultural programme.

Events for book 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 and reading habits are usually gathering the audience during the weekend.

For several years, there is always one or several EUPL winners visiting the book fair, so this is also the place where the prize and transfer of ideas through translations is promoted. In addition to new titles there is always also the swap booth managed by Riga Central Library where the once-read books can 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 BT1, Latvian Publishers Association
Square metres	5,700
Number of exhibitors	108 (13 international)
Number of visitors	16,400
Number of attending countries	7-8
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Sometimes, but not every year
Is there a professional programme of meetings and conferences?	Yes
Number of events	65-70 for general audience, 3-4 for professionals
Do you need a ticket to access the fair?	Yes

Source: Latvian Publishers' Association





# 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. In 2017 the fair moved to the new congress centre in Rome, La Nuvola, designed by the famous architect Massimiliano Fuksas: the new venue allowed the fair to meet the needs of publishers and visitors, which resulted in three years of success and growth. 2020 will mark the 19th edition of the fair.

Più libri più liberi throughout the years has established itself as one of the most beloved fairs in Italy, both by publishers and readers. 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 outcomes for participating publishers.

One of the peculiarities of the fair is also its attention to professional visitors. Although it is indeed a generalist fair, the professional venue has acquired more and more importance throughout the years. In the new venue an innovation has aimed to give the fair a more international profile: a new Rights Centre, created to promote the cooperation between both foreign and Italian publishers and literary agents, with an Invitation Program and a thematic Fellowship Program. The Program has helped many publishers creating relations that blossomed into useful collaboration and a continuous rights trade. In 2019 a new initiative was created, the Book Influencer Area, where one-to-one meetings between publishers and a dozen Italian book influencer took place, the result of a project for the development and growth of professional skills linked to new forms of online communication.

Other important parts of the fair are its general programme, which always brings major authors and intellectuals to speak in front of interested crowds of readers, and its professional programme, focused on bringing necessary knowledge to publishers. The fair also devotes as space to young people: a literary competition was created for children and teenagers in schools and students are expected to enter the fair free of charge.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	AIE - Italian Publishers Association
Square metres	32,000
Number of exhibitors	520
Number of visitors	101,332
Number of attending countries	19
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	Yes, Rights Centre
Is there a fellowship programme?	Yes
Is there a Guest of Honour programme?	No
Is there a professional programme of meetings and conferences?	Yes
Number of events	650 (31 professional events)
Do you need a ticket to access the fair?	Yes

Source: Più Libri Più Liberi

# SALONE INTERNAZIONALE DEL LIBRO DI TORINO

Salone Internazionale del Libro di Torino is the first and largest fair of Italian publishing. Every year, in May, the whole publishing world, from the largest publishing groups to the independent ones, takes part in the fair, involving writers, booksellers, librarians, agents, illustrators and translators. This is the occasion to experience the Italian book production, meeting with all components of the publishing value chain. Readers of all ages are involved within the fair, which is an essential step for all those working with books. This exchange is what makes the fair unique: in the same place, for five days, you can find those writing and those reading books. In 2019, the fair welcomed 148,000 visitors, 1,200 publishers, in 63,000 sqm of exhibition spaces. Since its first edition, the fair hosted writers who made the history of literature, thus becoming an international festival of culture with editorial presentations, conferences, appointments, debates, performances, speakers and guests from all over the world featuring 1,200 events, 2,000 guests and 40 rooms for conferences every year.

It is worth mentioning some of the fair most well-established projects. SalTo Rights Centre, a unique professional occasion for publishing rights sale: it facilitates meetings between professionals of the editorial world, through the exchange of publishing rights, translation and film and tv series production. It is the international heart of the fair. In 2019 it has involved publishers and agents from 40 countries of the world who have organised 3,500 one-to-one meetings.

SalTo Diventi is an important educational project for the promotion of books and reading among young readers. It is entirely reserved to new generations and characterised by a cultural program, rich in meetings with important guests, free laboratories, bookstores and plays.

SalTo Pro, meant for professionals of the publishing sector, it offers round tables, case history, courses for people interested in working in publishing, personal meetings and tailored advice.



## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Associazione Culturale Torino, la Città del Libro and Fondazione Circolo dei lettori
Square metres	63,000
Number of exhibitors	1,200
Number of visitors	148,000
Number of attending countries	40
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	Yes, SalTo Rights Centre
Is there a fellowship programme?	Yes
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	1,200
Do you need a ticket to access the fair?	Yes

Source: Salone Internazionale del Libro del Libro di Torino



# SOFIA INTERNATIONAL BOOK FAIR

Sofia hosts a book forum at international level since 1968 and in 2020 the forum will celebrate its 48th edition. 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 center in southeastern 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 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 2020 the festival will focus on presenting authors from United Kingdom (to be confirmed). 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 organises 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.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Bulgarian Book Association
Square metres	1,650
Number of exhibitors	Approximatly 200 (>10 international)
Number of visitors	55,000
Number of attending countries	>10
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	> 180
Do you need a ticket to access the fair?	No

Source: Bulgarian Book Association

# THE 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.

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. 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?	Professional
Promoters	Reed Exhibitions
Square metres	N/A
Number of exhibitors	> 2,300
Number of visitors	25,000
Number of attending countries	135
Is there a B2B area?	The fair is a B2B show
Is there a Rights Centre and/or Licensing Centre?	Yes, the International Rights Centre (IRC)
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	There are four paid-for conferences and over 200 seminars
Number of events	Alongside our Conference and Seminar series, we run a week-long consumer facing series of events called London Book & Screen Week, which runs concurrently with The London Book Fair
Do you need a ticket to access the fair?	Yes

Source: The London Book Fair



# THESSALONIKI BOOK FAIR

Focused on dialogue, creation, interaction and the development of a dynamic book community, the Thessaloniki Book Fair invests in cultural policy and establishes an open dialogue with the world book market. Publishers, writers, professionals of the creative economy, academics and readers are invited to meet and interchange ideas, as well as to engage in cultural and commercial exchanges. Attracting every year over 80,000 visitors and 1,400 book professionals from Greece and abroad, the TBF, being a member of the Conference of the International Book Fairs and the European Book Fairs network ALDUS, has established a dynamic presence at the cultural crossroads of Europe and the Balkans.

Germany and German speaking countries are the Guest of Honour in 2020. The cultural programme also includes the 7th Young Writers' Festival, 5th Translation Festival and over 500 events open to bibliophiles, featuring book presentations by authors from Greece and abroad, panel and round table discussions, mini conferences, new technologies, special children's and teenagers' corners as well as parallel cultural events to be held in and around the city.

A new objective that the TBF has pursued last year was an international seminar for professionals on the future of the book ('The Future is now: New Business Models in the Global Book Market' <https://bit.ly/2OfOoca>) placing emphasis on the global book market, the modern business models, the new technologies, trends and prospects for a market under constant development, with the participation of speakers from Greece, the United Kingdom, Brazil, Germany, Italy, Sweden and Turkey, who are considered to be experts on the field.



KEY FIGURES & FACTS	
Professional or generalist?	Both
Promoters	Hellenic Foundation for Culture, TIF-Helexpo, Municipality of Thessaloniki, Greek Publishers, Ministry of Culture and Sports
Square metres	15,000
Number of exhibitors	690 exhibitors (102 international)
Number of visitors	85,000
Number of attending countries	29 (mostly from Europe. Than Asia, Africa and America)
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes (for 2020, German speaking countries)
Is there a professional programme of meetings and conferences?	Yes
Number of events	620 in 2019 (19 for professionals, 102 for students)
Do you need a ticket to access the fair?	No

Source: Hellenic Foundation for Culture



# 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

Professional or generalist?	Generalist
Promoters	Literatur und Contentmarketing GmbH, Austrian Booksellers and Publishers Association
Square metres	12,000
Number of exhibitors	385 (200 international)
Number of visitors	55,000
Number of attending countries	25
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	Yes
Is there a professional programme of meetings and conferences?	Yes
Number of events	500 (10 professional)
Do you need a ticket to access the fair?	Yes

Source: BUCH WIEN





# VILNIUS BOOK FAIR

Since its start in the year of 2000, the International Vilnius Book Fair is the biggest and the most important book fair in the Baltic states. It gives a possibility to evaluate the whole publishing market of Lithuania and the neighbouring countries. The main accent of the fair is on books and cultural events, as well as on the possibility for authors to interact with their readers. It is also the popular cultural event in Lithuania, the main meeting place of publishers, authors and readers. Over 500 cultural events are held annually during the four opening days and the fair attracts more than 60,000 visitors. Every year the fair and its cultural programme is devoted to a special topic. This is the right place to get acquainted with the publishing market of the Baltic region too, as well as to know new names of the literary world. Children's and Young Adults Book Hall is where all the novelties of children literature are presented by Lithuanian and foreign publishers, as well as the space where young readers can read, talk or play freely and meet their famous book characters or writers on the stage. Creative Studio invites visitors to take part in the creative workshops, readings, meetings with authors of children's literature, world known book illustrators from Lithuania and foreign countries. Forum is the main area where serious discussions and intelligent conversations with well-known Lithuanian and foreign representatives of culture, art, business and science take place. The participants of the traditional Vilnius Book Fair Discussion Club invites to enjoy a cycle of deep and intellectual discussions. Lithuanian National Television and Radio Hall is the event area, where Lithuanian National TV and Radio broadcasts the most interesting and unusual rendezvous with well known guests of the Vilnius Book Fair. Music Hall is where you can find novelties of Lithuanian music publishers and performers with live music shows. Library Open is a friendly and modern library created by the Lithuanian Librarians Association. One more space devoted to reading and networking for young people. Finally, The Book Cinema Hall is for the screenings of the latest movies made after well-known novels, and documentary films about writers, poets and artists.

## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Lithuanian Publishers Association, Lithuanian Culture Institute, Lithuanian Exhibition And Congress Centre LITEXPO
Square metres	18,500
Number of exhibitors	360 (8 international)
Number of visitors	68,430
Number of attending countries	8
Is there a B2B area?	Yes
Is there a Rights Centre and/or Licensing Centre?	No
Is there a fellowship programme?	No
Is there a Guest of Honour programme?	No
Is there a professional programme of meetings and conferences?	Yes
Number of events	516 (10 professional)
Do you need a ticket to access the fair?	Yes

Source: Vilnius Book Fair

## KEY FIGURES & FACTS

Book Fair	Professional or generalist?	Square metres	Number of exhibitors	Number of visitors	Number of attending countries	Is there a B2B area?	Is there a Rights/Licensing Centre?	Is there a fellowship program?	Is there a Guest of Honour programme?	Is there a professional programme?	Number of events	Do you need tickets to access the Fair?
Antwerp Book Fair	Generalist	16,500	110	123,658	1	Yes	No	No	No	Yes	N/A	Yes
Bologna Children's Book Fair	Professional	> 20,000	1,442	28,946	80	Yes	Yes	Yes	Yes	Yes	> 600	Yes
Bookfest	Generalist	15,500	170	90,000	2	No	Yes	No	Yes	Yes	400	No
Frankfurter Buchmesse	Both	160,000	7,450	302,267	104	Yes	Yes	Yes	Yes	Yes	4,000	Yes
Gothenburg Book Fair	Both	11,300	798	86,100	40	Yes	Yes	Yes	Yes	Yes	4,000	Yes
International Istanbul Book Fair	Both	50,000	800	605,000	15	Yes	No	No	Yes	Yes	310	Yes
Liber International Book Fair	Professional	4,147	450	11,200	15	Yes	No	Yes	Yes	Yes	50	Yes
Lisbon Book Fair	Generalist	28,000	138	473,000	3	Yes	No	No	No	No	2,100	No
Madrid Book Fair	Generalist	35,000	490	2,400,000	17	No	No	No	Yes	Yes	> 4,000	No
Napoli Città Libro	Generalist	3,800	150	35,000	1	Yes	No	No	No	Yes	250	Yes
Riga Book Fair	Generalist	5,700	108	16,400	7/8	Yes	No	No	No	Yes	> 70	Yes
Rome Book Fair	Generalist	32,000	520	101,332	19	Yes	Yes	Yes	No	Yes	650	Yes
Salone Internazionale del Libro di Torino	Both	63,000	1,200	148,000	40	Yes	Yes	Yes	Yes	Yes	1,200	Yes
Sofia International Book Fair	Generalist	1,650	200	55,000	> 10	Yes	No	No	Yes	Yes	> 180	No
The London Book Fair	Professional	N/A	> 2,300	25,000	135	Yes	Yes	No	Yes	Yes	N/A	Yes
Thessaloniki Book Fair	Both	15,000	690	85,000	29	Yes	No	No	Yes	Yes	620	No
Vienna International Book Fair	Generalist	12,000	385	55,000	25	Yes	No	No	Yes	Yes	500	Yes
Vilnius Book Fair	Both	18,500	360	68,430	8	Yes	No	No	No	Yes	516	Yes

# A network of European Book Fairs



## **What is ALDUS**

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

## **The network**

The 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 had expanded to 18 European Book Fairs in 14 European countries by the end of 2019 and continues to grow with the objective of reaching a pan-European level.

## **New engaging events**

Book fairs are an important occasion for developing skills through professional and cultural programmes, especially in the area of internationalization, translations, digital shift and reading promotion. By experimenting with new, more interactive and engaging formats, ALDUS supports book fairs to innovate their programmes, finding new ways to develop their audience.

## **A community of peers**

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

## **The Knowledge Hub**

ALDUS is an online Knowledge Hub featuring in-depth resources and training materials for book professionals and a Community for networking and developing professional and social relations.

## **The European project**

ALDUS 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.

## **ALDUS directory of translations grants**

The ALDUS directory of translation grants is a dedicated section of the Knowledge Hub and a global database giving country-by-country insight into funding opportunities for literary translation projects with comprehensive and updated information on how to access existing initiatives providing financial support to translations.

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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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Programme