

# **European Book Fairs**

## **Facts and Figures 2017**

**AIE** Associazione  
Italiana  
Editori

**G** Giornale  
della  
libreria

# **ALDUS**

# Summary

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The **second edition** of European Book Fairs. Facts and Figures, jointly developed with the contribution of national and international Book Fairs joining **ALDUS - the European Book Fairs' network**, provides an updated overview of the European scenario, highlighting the key aspects that make every exhibition unique. Less than one year after its first release, this new edition has been enriched with the portrait of **four additional European exhibitions** (Göteborg Book Fair, Liber International Book Fair, Madrid Book Fair, Tempo di Libri – Milan Book Fair) that started collaborating with the network and provides for each an **enhanced grid for the analysis** of key facts and figures, which are also reported in a comprehensive **summary table**.

This new edition confirms **the rich variety of the European scenario**, featuring national and international Book Fairs. The former represent an essential opportunity for publishers to engage directly with readers and for reading promotion. The latter, mainly B2B oriented, are the main occasions for book professional to foster business opportunities, share experiences and partnering for co-editions and other initiatives.

As **digital technologies are changing the European landscape**, Book Fairs are called to transform their format, by focusing on new ways to increase literature promotion at international level, 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 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.

In line with the spirit of the ALDUS network, this publication 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 on how Book Fairs can further collaborate to increase their capacities in the area of internationalization, reading promotion and audience engagement.

“European Book Fairs. Facts and figures” is published in the framework of the ALDUS project, funded with the support of the Creative Europe Programme of the European Union



Creative  
Europe  
Programme

A publication by  
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Enjoy the reading,  
The Aldus team

# 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 buildings of the World Expo in 1971 the fair welcomed 85,000 visitors. In 2016 the fair received 150,000 visitors in the same location.

The Antwerp Book Fair hosts book publishers and booksellers of Flanders who are members of the Flemish General Publishers Association, the Flemish Educational and Scientific 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.

The past years the fair had a central theme (children's books, cartoons, the 80th edition of the fair). In 2017 the fair will focus on the enchanting relation between books and images: filmed books, cartoons and graphic novels, lookbooks, illustrated anecdotes, trendy lifestyle, psychological insights, interactive games. All of these subjects will feature on this forthcoming edition.

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**. New this year is a kitchen designed for showcooking by famous Flemish and Dutch chefs, a Literary Tattooshop and the Ateljee-stage for workshops. There are partnerships with Film Fest Gent and Cinema Zuid (as part of the central theme) and Euporalia will hold a series of events related to their Indonesia-program.

## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	Boek.be vzw
Square metres	20,000
Number of exhibitors	110
Number of visitors	150,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a professional programme of meetings and conferences?	Yes
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Boek.be







# 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 of professionals. 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 hub where publishers, developers, TV and cinema producers, audiobook professionals, 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	24,000
Number of exhibitors	1,280 (1,100 internationals)
Number of visitors	27,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	The whole fair is B2B
Is there a professional programme of meetings and conferences?	Yes; some of the workshop have a paid admission
Is there a Rights Centre?	There is a Literary Agents Centre
Is there a Licensing Centre?	A whole hall: Bologna Licensing Trade Fair
Is there a fellowship programme?	Yes

Source: Bologna Children's Book Fair

Quartiere fieristico - Bologna - Italy  
26<sup>th</sup> - 29<sup>th</sup> March 2018  
<http://www.bookfair.bolognafiere.it>



# 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**: 2017 marked the 12th edition of Bookfest. The 13th edition of Bookfest will be held between from May 30<sup>th</sup> to June 3<sup>rd</sup> 2018, in the newly built pavilion of Romexpo Exhibition Centre, covering an area of 15,400 square metres. The 2018 edition of Bookfest will have United States of America as Guest of Honour. 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 2017, for the second year in a row, Bookfest was held under the **High Patronage of the President of Romania**; visitors were able to take part to over 400 events, ranging from book launches, debates and seminars, to cinema screenings and interactive events.

This year Sweden was the official Guest of Honor which, under the slogan "Sweden: Creating Stories", brought to Romania Swedish various authors, illustrators, publishers and cultural managers. Among the guest were the Swedish authors: Märten Spångberg, Stina Wirsén, Cecilia Hansson, Athena Farrokhsad, Majgull Axelsson and Fredrik Backman.

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), the Czech Republic (2015), Israel (2016) and Sweden (2017).



## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	Romanian Publisher's Association (AER) in partnership with various local media outlets
Square metres	15,400
Number of exhibitors	200
Number of visitors	100,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	All common event spaces – at least 4 of them each year – can be used, when necessary, for B2B gatherings but are not meant exclusively for that
Is there a professional program of meetings and conferences?	No
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship program?	No

Source: Asociația Editorilor din România

Romexpo Exhibition Center - Bucharest - Romania  
30<sup>th</sup> May - 3<sup>rd</sup> June 2018  
<http://www.bookfest.ro>





# Frankfurter Buchmesse

Once a year, the Frankfurter Buchmesse 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; every country also organizes an extensive international translation funding programme.

With the launch of **the Frankfurter Buchmesse Business Club**, the fair 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 Frankfurt Rights Meeting and THE MARKETS Conference. Other elements of the Business Club include networking, consulting, guided tours and business lounges. THE ARTS+, the **interactive business festival devoted to the future of the artistic, cultural and creative industries**, will continue in 2017. THE ARTS+ aims to exploit the potential of digitisation for the creative economy, while developing new business ideas.

## 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	7,150
Number of visitors	278,000 (of which 172,300 trade visitors)
Is there a B2B area (an area where to have B2B meetings and gatherings)?	The first 3 days are dedicated to B2B; some of the B2B areas are the Business Club, Hot Spots
Is there a professional programme of meetings and conferences?	Yes, for professionals only, with paid admission
Is there a Rights Centre? Is there a Licensing Centre?	Yes, the Literary Agents & Scouts Centre (LitAg), Hall 6.3
Is there a fellowship program?	Yes

Source: Frankfurter Buchmesse



# Göteborg Book Fair

Göteborg Book Fair is the most important event in Scandinavia for people in the book business. The Fair is where new books are presented at stages and exhibitors' stands and where deals are closed at the International Rights Centre. It is also a manifestation of arts and culture, **a four-day long literary festival** where readers meet writers and writers meet readers. A celebration of the written word and freedom of expression: the four days of the Book Fair are filled with literary talks, readings, and discussions and debates on almost every conceivable topic. It is a whirlwind of ideas and opinions, a fantastic mix of books and authors, knowledge and joy.

The Seminar Program is the heart of the Fair Writers, scholars, scientists, Nobel laureates, politicians and journalists from around the world appear in readings, talks and high-profile debates. Writers and readers get to meet in seminar halls and on the floor. **The Nordic region's largest exhibition: more than 800 exhibitors** from the Nordic countries and from the rest of the world. A great opportunity to meet 100,000 visitors during the course of four days.

International Rights Centre is the industry's largest representation of publishing companies, agents and authors from the Nordic region. Göteborg Book Fair is **the foremost venue for trading in Nordic literary rights**. This is an ideal opportunity to promote books from all parts of the world.

Fellowship programme: Göteborg Book Fair and the Swedish Arts Council /Swedish Literature Exchange provide a Fellowship program for non-Nordic publishers and sub-agents as well as translators from Swedish into other languages, interested in attending the Göteborg Book Fair and getting to know the Swedish book market.



KEY FIGURES & FACTS	
Professional or generalist?	Both
Promoters	Bok & Bibliotek, and a part of The Swedish Exhibition & Congress Centre Group
Square metres	11,863
Number of exhibitors	836
Number of visitors	96,293
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a professional program of meetings and conferences?	Yes
Is there a Rights Centre?	Yes, International Rights Centre (IRC)
Is there a Licensing Centre?	No
Is there a fellowship program?	Yes

Source: Göteborg Book Fair







# Liber International Book Fair (Spain)

Organised by IFEMA and promoted by the FGEE, Federation of Publishers' Guilds of Spain, Liber is the largest international gathering for books in Spanish, providing plenty of business opportunities for publishing firms. As the largest showcase for books in the Spanish language and the main hub for business and professional exchanges in this industry, LIBER is open to all book-related sectors, with a **special focus on digital content, new publishers, self-publishing and copyrights**.

Following the success seen in previous editions, LIBER in 2017 will once again be promoting the Digital Zone, an area dedicated to new trends and innovations in the field of publishing, as well as the Author's Zone, where independent authors will be able to broaden their knowledge of the advantages of self-publishing and the tools and services available to them.

The event will also bring back the **Liber Micro initiative to help and encourage small publishers, entrepreneurs and start-ups** to take part in the Fair and get in touch with buyers and visitors more easily and affordably. The Fair will also become the best platform for introducing books in Spanish to new international markets by fostering business meetings and inverse trade missions.

Roughly 600 professionals from 80 countries will be invited to LIBER 2017 to promote trade relationships among the publishing companies taking part and to make the publications presented at the Fair better known. With this in mind, IFEMA will be welcoming bookkeepers, distributors and librarians, as well as publishers with opinion leadership, decision-making capacity and/or purchasing power in relation to Spanish books. Alongside the offerings from the major publishing houses, LIBER will also be hosting an interesting parallel programme of professional activities, bringing together personalities from the publishing sector and providing an opportunity to exchange ideas and experiences on the most topical issues. LIBER 2017 is sponsored by the Spanish Ministry of Education, Culture and Sport, ICEX, the Community of Madrid, Madrid City Council and Cedro, in collaboration with the Association of Publishers of Madrid and AC/E.

## KEY FIGURES & FACTS

Professional or generalist?	Professional
Promoters	Federación de Gremios de Editores de España
Square metres	3,100
Number of exhibitors	407 (Liber 2015 Madrid)
Number of visitors	9,786 (Liber 2015 Madrid)
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a professional programme of meetings and conferences?	Yes
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	Yes

Source: Liber - Ifema

Ifema - Madrid - Spain  
4<sup>th</sup> - 6<sup>th</sup> October 2017  
<http://www.liber.es/>



# Lisbon Book Fair

Lisbon Book Fair continues to impose itself as **the major cultural event of the city**, and 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. The fair remains as an event primarily targeted at the general public, with free entrance, but with an increasing interest from other economic sectors. 2017 edition, once again promoted by APEL, took place from the 1st to 18th of June, in Parque Eduardo VII, one of the most beautiful open spaces of the city.

**The fair continues to grow in dimension and visitors.** In 2017, 3,000 additional square meters were occupied, where 125 exhibitors representing more than 600 imprints got distributed in nearly 300 stands., while the event was visited by 537,000 people. 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 that people look forward to every year.

Opening on the 1st of June, the date in which Portugal celebrates Children's Day, this edition was characterized, in its opening day, by a special program orientated to them. APEL has been organising **a special activity for kids between 8 and 10 years old**. The main goal is to plant an early seed for children to cultivate the taste for books and reading. This activity is a combined organization with the Lisbon Libraries Network, one of the institutions that closely operate in the book fair.

The 2017 edition of Lisbon Book Fair was also punctuated by a new initiative, where APEL in a partnership with Brandscape (a marketing agency) whose core is the organization of events related with the cultural sector and gastronomy. This partnership resulted in the event Portugal Cookbook 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.

KEY FIGURES & FACTS	
Professional or generalist?	Generalist
Promoters	Associação Portuguesa de Editores e Livreiros
Square metres	25,000
Number of exhibitors	125 (2 internationals) in a total of 602 imprints
Number of visitors	537,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a professional programme of meetings and conferences?	No
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Associação Portuguesa de Editores e Livreiros







# 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	Not available
Number of exhibitors	2,282
Number of visitors	25,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	The Fair is a B2B show
Is there professional programme of meetings and conferences?	Yes; 5 paid for conferences and The Insights Seminar Programme consisting of over 220 seminars and events which is included with a visitor ticket
Is there a Rights Centre? Is there a Licensing Centre?	Yes, The International Rights Centre
Is there a fellowship programme?	No

Source: London Book Fair



# 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 the 25th May to 10th of June 2018, Gremio de Libreros de Madrid will organize the 77th edition of Madrid Book fair, which will take place in Parque El Retiro, a central public garden, one of the most beautiful open spaces of the city. The Book Fair of Madrid is a **cultural event for the general public and with free admission**.

In 2017, there are around 367 stands with 480 exhibitors (booksellers & publishers). For the 2018 edition, there is a **pavilion for children's activities with a program of more than 200 activities to promote reading in children and schools**. Also will be developed a program specially designed for young adolescents with about 100 activities related to reading on screens, prescription digital media, and booktubers. The Book Fair of Madrid unconditionally supports all plans for reading development, such as **the project Lectureando** and the one just started by the Ministry of Education, Culture and Sport of Spain. It also opens a digital tent with digital libraries and technological companies to develop content trans-media, to bring the visitor the offer of digital content (electronic books and audiobooks) of Spanish bookstores. The Fair is especially sensitive to show the new ecosystem of the book and to integrate all the formats in the enclosure.

The Book Fair of Madrid is **the largest cultural event in the city by the number of visitors** (2.4 million people) throughout its 17 days, it's a book and reading festival, with a very special dedication to the Activities with children and young readers. The volume of cultural activities, with presentations and signatures of authors is close to four thousand.

KEY FIGURES & FACTS	
Professional or generalist?	Generalist
Promoters	Asociacion de Empresarios de Comercio del Libro de Madrid
Square metres	35,000
Number of exhibitors	480
Number of visitors	2,400,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	No
Is there a professional programme of meetings and conferences?	No
Is there a a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Feira del Libro de Madrid





# 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	80+ (10 internationals)
Number of visitors	16,800 (including 800 trade visitors)
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a 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
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No
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. 2017 will mark the 16th edition of the fair and this year, for the first time, the fair moves to the New Congress Center in Rome, La Nuvola, designed by the famous architect Massimiliano Fuksas: the exhibition space is bigger and the location renews the fair to meet the needs of publishers and visitors.

Più Libri Più Liberi throughout the years has established itself as one of the most beloved 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 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 fair also devotes a space to young people: a literary competition was created for children and teenagers in schools, while for university students it is expected - in two days - to enter the event free of charge.

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 and **Più Libri Più Idee**, a collaborations with 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
Number of exhibitors	409
Number of visitors	50,000+
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there Professional programme of meetings and conferences?	Yes
Is there a a Rights Centre?	Yes
Is there a Licensing Centre?	No
Is there a fellowship programme?	Yes

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 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 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, International Visegrad Fund.

KEY FIGURES & FACTS	
Professional or generalist?	Generalist
Promoters	Bulgarian Book Association
Square metres	1,300
Number of exhibitors	200 (10+ internationals)
Number of visitors	50,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there professional programme of meetings and conferences?	No
Is there a a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	Yes, open admission
Source: Bulgarian Book Association	







# Tempo di Libri - Milan Book Fair

Tempo di Libri is the Italian Publishing Fair based in Milan and designed and created by La Fabbrica del Libro, a joint venture set up by AIE – Associazione Italiana Editori and Fiera Milano. Tempo di Libri is an immersive event, designed to suggest content that can be aggregated starting from any interest and curiosity, based on the relations between publishers, authors and readers.

The fair was born with the **objective of becoming a big party for the entire world of books and for the city of Milan as “book city”**. It represents a unique opportunity for Italian publishers, allowing them to exploit modern and fully equipped exhibition space, in order to promote reading and books. Readers are able to explore the world of books and they are given the chance to explore the breadth and richness of Italian publishing, in a spirit of community and communication. The Fair is attended by many very different publishers: both the most famous brands in the Italian publishing world and the smaller publishing houses, each with its proposal and specialisation. The list includes publishing houses, magazines, associations, libraries, book shops, startup. This is a Trade Fair in which publishers, cultural institutions, literary festivals, magazines and newspapers have been invited to participate as event publishers.

The general programme involves great names of contemporary international literature and the most representative Italian ones. Also the **professional programme** is rich of appointments, from the translator profession to market surveys, from focus on internationalisation to analyses of the new frontiers of innovation. Tempo di Libri has also a **marked international core** and offers operators the chance to explore new business opportunities, especially in the space reserved at the Milan International Rights Center, the meeting square for Italian and foreign publishing groups, literary agents and small publishers.

## KEY FIGURES & FACTS

Professional or generalist?	Both
Promoters	AIE – Italian Publishers Association and Fiera Milano
Square metres	38,000 (of which 3,000 for Milan International Rights Center)
Number of exhibitors	552 (9 internationals)
Number of visitors	70,000+
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there a professional programme of meetings and conferences?	Yes, professional programme is integral part of the Fair and it is free with fair ticket
Is there a Rights Centre?	Yes, the MIRC - Milan International Rights Center
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Tempo di Libri





# 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	
Professional or generalist?	Both professional and generalist
Promoters	Hellenic Foundation for Culture, TIF Helexpo, City of Thessaloniki, Greek Publishers
Square metres	15,000
Number of exhibitors	640 exhibitors (94 internationals)
Number of visitors	85,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there professional programme of meetings and conferences?	Yes (for free)
Is there a Rights Centre?	Yes
Is there a Licensing Centre?	No
Is there a fellowship programme?	No (not yet)
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	8,000
Number of exhibitors	350 (200 internationals)
Number of visitors	40,000
Is there a B2B area (an area where to have B2B meetings and gatherings)?	No
Is there Professional programme of meetings and conferences?	Yes, limited to professionals and with paid admission
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Buch Wien







# Vilnius Book Fair

The International Vilnius Book Fair is the main annual meeting place for publishers, authors and readers, it is a well-known cultural activity in Lithuania – **the biggest and most important book fair in the Baltic countries**. The Vilnius Book Fair is exclusively focused on the reader, literature and cultural events. At the same time, this is the right place to get acquainted with publishing market of the Baltic region.

The biggest book fair in the Baltic countries: each year over 300 publishers, book traders, etc. take part in the Vilnius Book Fair, the event is attended by more than 60,000 visitors. The total area of the Fair is over 12,000 square metres.

Another thing that makes the Vilnius Book Fair so famous is usually **long and impressive list of its foreign guests, and broad cultural programme**. The Fair has been visited by such stars of the literary and culture world as Alessandro Baricco, John Irving, Andrei Makine, Jostein Gaardner, Joanne Harris, Melvin Burgess, Sofi Oksanen, Yuri Slezkine, Mike Gayle, Etgar Keret, David Foenkinos, Tahir Shah, Alberto Angela, Colleen McCullough and many others.

This year, organizers arranged separate Children's Stage, creative studio "Book Land Creative Workshop" and Library Space. These three spaces consisted of a very rich programme – making notebooks, camera obscura models, painting illustrations, traveling through literature history using Virtual Reality (VR) technology, meetings with famous writers, attending theatrical plays and public readings. In collaboration with international partners Lithuanian Publishers Association implemented programme for specialists as a part of ALDUS and PUBCOOP projects. Different innovative formats for events such as P2P, discussions, public readings were adapted. Activities were evaluated positively not only by professionals but by the book fair visitors as well.



## KEY FIGURES & FACTS

Professional or generalist?	Generalist
Promoters	LITEXPO, Lithuanian Publishers Association, Lithuanian Culture Institute
Square metres	12,000
Number of exhibitors	303 (29 internationals)
Number of visitors	62,840
Is there a B2B area (an area where to have B2B meetings and gatherings)?	Yes
Is there Professional programme of meetings and conferences?	Yes, free with the fair ticket and open to all
Is there a Rights Centre?	No
Is there a Licensing Centre?	No
Is there a fellowship programme?	No

Source: Vilnius Book Fair



KEY FIGURES & FACTS - SUMMARY									
Book Fair	Professional or generalist?	Square metres	Number of exhibitors	Number of visitors	Is there a B2B area?	Is there Professional programme?	Is there a Rights Centre?	Is there a Licensing Centre?	Is there a fellowship programme?
Antwerp Book Fair	Generalist	20,000	110	150,000	Yes	Yes	No	No	No
Bologna Children's Book Fair	Professional	24,000	1,280	27,000	Yes	Yes	Yes	Yes	Yes
Bookfest (Romania)	Both	15,400	200	100,000	No	No	No	No	No
Frankfurter Buchmesse	Both	NA	7,150	278,000	Yes	Yes	Yes	Yes	Yes
Göteborg Book Fair	Both	11,863	836	96,293	Yes	Yes	Yes	No	Yes
Liber International Book Fair (Spain)	Professional	3,100	407	9,786	Yes	Yes	No	No	Yes
Lisbon Book Fair	Generalist	25,000	125	537,000	Yes	No	No	No	No
The London Book Fair	Professional	NA	2,282	25,000	Yes	Yes	Yes	Yes	No
Madrid Book Fair	Generalist	35,000	480	2,400,000	No	No	No	No	No
Riga Book Fair	Generalist	5,700	80	16,800	Yes	Yes	No	No	No
Rome Book Fair	Generalist	11,910	409	50,000	Yes	Yes	Yes	No	Yes
Sofia International Book Fair	Generalist	1,300	200	50,000	Yes	No	No	No	Yes
Tempo di Libri - Milan Book Fair	Both	38,000	552	70,000	Yes	Yes	Yes	No	No
Thessaloniki Book Fair	Both	15,000	640	85,000	Yes	Yes	Yes	No	No
Vienna International Book Fair	Generalist	8,000	350	40,000	No	Yes	No	No	No
Vilnius Book Fair	Generalist	12,000	303	62,840	Yes	Yes	No	No	No



# 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.**



Creative  
Europe  
Programme