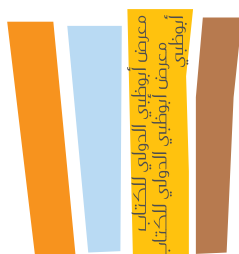


Enter Tomorrow's Markets Today!



Abu Dhabi
International
Book Fair

17 - 22 March 2009

organised by

كتابKitab

supported by

FRANKFURTER
BUCHMESSE



أبوظبي للثقافة والتراث
ABU DHABI CULTURE & HERITAGE

ENTER TOMORROW'S MARKETS TODAY!

Building on the striking success of 2008, a new chapter of the Abu Dhabi International Book Fair (ADIBF) will take place from 17-22 March 2009 at the Abu Dhabi National Exhibition Centre (ADNEC).

The 19th ADIBF provides an abundance of opportunity for you to...

- Get to know the Arab market and identify your opportunities.
- Participate in business development workshops.
- Network with customers and business partners.
- Showcase and sell your products.
- Enjoy the Fair's festivities and the beautiful UAE capital Abu Dhabi!

Presented by KITAB, the joint venture between the Frankfurt Book Fair and the Abu Dhabi Authority for Culture and Heritage (ADACH), the 19th annual ADIBF will build on the past 18 years of success to bring an even greater variety of international business opportunities to 2009 exhibitors.

Exhibitors at the ADIBF enjoy the benefits of doing business in the Arab World, a region with huge growth potential in the book and publishing industry. In addition, exhibiting at ADIBF helps promote literacy at a prominent event in the United Arab Emirates (UAE), a country that puts an extremely high value on education.

For one week, the ADIBF becomes the region's largest bookstore, attracting

crowds of visitors including industry representatives, government agencies, school principals, teachers, librarians, university students, business and community leaders, parents, and children.



"...the day set aside for trade visitors was extremely valuable...It enabled us to.....discuss opportunities with international publishers in a perfect setting for showcasing our own business...and to discuss...working with other publishers on new projects."

(Jonathan Griffiths, General Manager, Motivate Publishing, Dubai)

HIGHLIGHTS FROM THE ADIBF 2008 RECORD-BREAKING GROWTH AND SUCCESS

In 2008, an International Publishers' Conference on translation took place for the first time. Abu Dhabi remains committed to using translation as a bridge between international and Arabic language markets.

Last year the book-selling bar was set high, with revenues of several million US Dollars, greatly stimulated by the generous AED 3 million donation by H.H. General Sheikh Mohammad bin Zayed al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces.

The 482 exhibitors from 42 different countries that participated included famous publishing houses, news media publishers, libraries, bookstores, children's book publishers, printing companies, cultural organisations, ministries of the UAE and several other Arab country ministries.

Many firsts in 2008:

- Collective stands from the UK, US, France, Germany, the Netherlands, India and Pakistan were a new addition to the Fair.
- A professional day, open only to exhibitors and trade visitors, with specialised workshops and trade events.
- Increased number of trade visitors at the Fair.
- New exciting forums like the KITAB Sofa and the Text Box.



What's "In-Store" for 2009?

The 2009 Abu Dhabi International Book Fair will have something for everyone – exhibitors, trade visitors, schools, universities and libraries, families and children, antique book collectors, and avid readers of all ages.



"In the past, we, as pan-Arab publishers, had to follow international book exhibitions across continents, to acquire new international copyrights for books to translate into Arabic, and to get abreast with the latest trends, technologies, and releases, and to showcase our latest Arabic language book releases, hoping to get some of them published on an international scale.

But last year, the winds of change started blowing in the opposite direction, bringing better opportunities for Arabic book readers and publishers, since Abu Dhabi International Book Fair brought international publishers right to our home, focusing on those serious about doing business with the Middle East, thus, making life easier for us. This scenario will repeat this year too but on a much larger scale, also, along with them, international publishers seeking Arabic language titles, will come too. Over and above, we are expecting more professional seminars, matching sessions, and trade conferences to take place in conjunction with this long awaited venue. Myself, I have started counting the days, and I'm sure Arabic book readers, publishers, and distributors, have anxiously marked this important date on their calendars too."

(Bachar Chebaro, Director and General Manager, Arab Scientific Publishers, Secretary General of the Arab Publishers Association)

EXPANDED PROFESSIONAL PROGRAMMES

1. Focus on Educational Publishing and Educational Conference

This year, the Fair will emphasise both English and Arabic education and educational publishing, with more exhibit space dedicated to educational publishers.

In addition, an important conference event focusing on education will be offered, highlighting the UAE's commitment to education and presenting the educational resource needs of state schools, colleges and universities.

More than 500 delegates are expected to attend, including teachers, school principals and representatives of educational institutions.

2. Antiquarian Fair

In 2009, the ADIBF will introduce the first Antiquarian Fair in the Arab World. Showcased by internationally renowned antiquarians, a collection of exquisite and valuable antique books in multiple languages will be sold to interested collectors and librarians. This exciting addition to the Fair will become an annual event and integral part of the ADIBF, attracting a whole new category of customers.

3. Promoting Rights Sales

A new initiative will be introduced at the 2009 ADIBF: rights deals which are being carried out just before, at or right after the ADIBF, and of which both partners participate at the ADIBF, will be subsidised by KITAB and ADACH. The programme will

be announced at the Frankfurt Book Fair and details will be available then.



"I've marked the Abu Dhabi Book Fair 2009 as the most important event in March 2009....."

(Dr Gerhard Dust, CEO, Libri GmbH)

4 . Copyright – Committed to Fighting Piracy

At the ADIBF, strict adherence to international property and copyright criteria is required and exhibitors who do not respect the rules and regulations are excluded. A focal point for 2009 will be international standards of intellectual property and copyright.

Other professional programmes include:

- A targeted professional matchmaking programme
- Briefings on current professional topics
- Open discussion forums with famous authors and cultural personalities
- Introductions to effective and efficient distribution channels
- Workshops

5. International Author Recognition

The ADIBF will once again highlight the Sheikh Zayed Book Awards, recognising

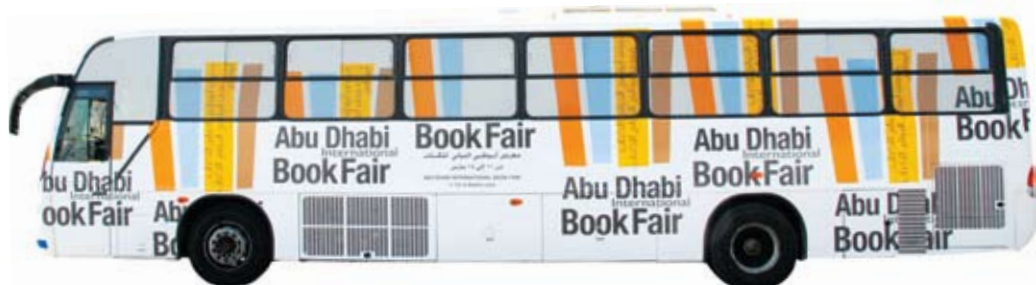
world-renowned authors and intellectuals from the Arab world. Furthermore, the International Prize for Arabic Fiction will be awarded to an author who excels in contemporary Arabic creative writing.

Launched in 2008, the International Prize for Arabic Fiction is a collaborative initiative of the Emirates Foundation and the prestigious Booker Prize Committee.

Best selling Indian Author Amitav Ghosh and popular Saudi Arabian Novelist Rajaa Al Sanea are among the authors who have confirmed their presence for 2009.

6. Cookbooks on Show

The ADIBF will showcase international cookbooks. World-renowned and local chefs will demonstrate their special recipes.



"Meticulously organized....a mission beautifully accomplished."

[Andrew Nurnberg, Literary Agent,
Andrew Nurnberg Associates]

REACHING OUT TO KIDS

With 116 million children under 14 and an ever-growing literacy rate (especially the young generation, comprising of 79 % kids) the Arab World offers a vibrant growth market for publishers. (Literacy rate see UNESCO study "Regional Youth and Adult Literacy Rates and Illiterate Population by Gender for 2000-2004", as of August 2005)

The 2009 Fair will host school visits and family outings. Hands-on activities and story times, organised around the Children's Corner, buzzing with energy, provide an oasis for kids to use their imagination and explore exciting new worlds through the printed word. These activities help further KITAB's mission to promote reading in the UAE and beyond.

New Markets – Burgeoning Opportunities!

Be Part of this World-Renowned Industry Event

- Gain entry into Arab and worldwide markets in the Middle East hub for publishing and printing with the lowest piracy rate in the region.
- Participate in a variety of professional events.
- Join targeted matchmaking sessions.
- Identify potential partners in advance by accessing the only valid online catalogue database established to connect international partners and organisations in the Arab World.
- Share international best practices.
- Meet with "bulk buyers", including the National Library of the UAE, universities, schools and governmental agencies that purchase book supplies for the school year.
- Reach crowds of book buyers in one place at one time.

- Increase exposure and traffic to your booth by bringing authors along for book signings.



Abu Dhabi International Book Fair 2010 and Beyond – A Glimpse into the Future

In the future, the ADIBF will continue its commitment to providing the international publishing community with the premier, multi-cultural, multi-faceted business networking and sales event in the Middle East and North Africa.



"The Fair showed me there are real opportunities in this region...the cultural experience alone was worth the trip."

[Charlene Gaynor, CEO, Association of Educational Publishers, US]

In 2010, the ADIBF will proudly host the 7th International Publishers Association Copyright Symposium, bringing together hundreds of rights holders and policy makers. The world of publishing will be watching as the event takes place on a milestone anniversary – 300 years since the enactment of modern copyright law in 1710.

Find out more by being a part of the 2009 Abu Dhabi International Book Fair, on 17–22 March 2009. As with any epic novel, a world of wonder awaits!

19th Abu Dhabi International Book Fair **17–22 March 2009**

PO Box 2380
Abu Dhabi, UAE
Phone: +971 2 621 2975
Fax: +971 2 621 5772
info@adbookfair.com
www.adbookfair.com



"...A great job...looked fantastic, the programming was excellent, and you were all truly amazing hosts."

(Emma House, London Book Fair)

WHAT is KITAB?

KITAB is the new joint venture company between the Abu Dhabi Authority for Culture and Heritage (ADACH) and the Frankfurt Book Fair. The company was established in November 2007.

What does KITAB do?

KITAB organises the Abu Dhabi International Book Fair and implements measures to make the Fair truly international and professional, it also establishes Abu Dhabi as one of the major publishing hubs in the Arab World through:

- a) Developing the publishing industry in Abu Dhabi, the GCC countries and the MENA region.
- b) Designing a quality distribution system for books in the Arab World.
- c) Carrying out Reading Promotion Campaigns to make reading more attractive.
- d) Establishing long-term networking opportunities between the Arab World and international publishing communities.
- e) Creating opportunities for Foreign Publishers to set up office in Abu Dhabi.

كتاب **Kitab**