

**The Abu Dhabi  
International Book  
Fair turns twenty!**

**Two decades later,  
the ADIBF is bigger  
and more professional  
than ever.**

**Join us at the  
Abu Dhabi National  
Exhibition Centre  
from 2 – 7 March 2010  
to see for yourself.**



## The ADIBF is your chance to:

- Learn about business opportunities in the Arab publishing industry, a rapidly expanding commercial sector serving more than 300 million potential readers.
- Showcase and sell your products. The 2009 Abu Dhabi International Book Fair was attended by exhibitors from more than 50 countries and 200,000 visitors from the UAE community, and we expect these numbers to increase in 2010.
- Network with exhibitors, trade visitors and future customers from all over the world at the book fair's professional events and matchmaking sessions.
- Check out the fair's extensive cultural offerings—author lectures, roundtable discussions, poetry readings and a live cooking show.
- Explore Abu Dhabi, the vibrant, multicultural capital of the United Arab Emirates, famed for its diverse cuisine, world-class shopping, sunny beaches and traditional Arab charm.



Organised by KITAB, the joint venture between the Abu Dhabi Authority for Culture and Heritage and the Frankfurt Book Fair, the Abu Dhabi International Book Fair thrives on a unique pairing of established expertise and new ideas. Each year we take another step forward, with more exhibitors, more professional and cultural programmes and a more significant presence on the international stage.

For one week, the ADIBF becomes the region's largest book store, where publishers, agents, authors, booksellers and other industry professionals mingle in the crowded aisles of Abu Dhabi's state-of-the-art exhibition centre with schoolchildren and parents, teachers and librarians, community leaders and university students. Meanwhile, exhibitors at the ADIBF can take advantage of the many resources offered at the Middle East's most international book fair to develop their own business interests and cultivate contacts and knowledge on a global scale.

The 2010 ADIBF will revisit last year's successes, but it will also make improvements and introduce several innovative programmes and initiatives never seen before at the ADIBF. We hope you will find these new additions as exciting as we do!

On the following pages, you can learn more about the Abu Dhabi International Book Fair: what has already been done, what is happening now and what developments the future holds in store. We hope to see you in Abu Dhabi in March 2010!





# Highlights from the 2009 ADIBF

## New faces, old books and discovering the wonder of words

In 2009, the Abu Dhabi International Book Fair was proud to welcome 637 exhibitors to the halls of the Abu Dhabi National Exhibition Centre—a 32 percent increase from the year before. Even with almost 15 percent more exhibition space available than in 2008, we were fully booked well before the fair. Our exhibitors were a more diverse group than ever before, hailing from 52 countries including 16 Arab states, most major European nations, the United States, and India, China and other parts of Asia, and bringing with them books in a rainbow of languages.

New at the ADIBF in 2009 was the Arab World's first Antiquarian Book Fair, showcasing a collection of valuable historical books curated by a team of renowned antiquarians and complemented by an array of elegant historical artefacts. This fair-within-a-fair saw considerable sales during the six days of the ADIBF.

Other firsts at the 2009 Abu Dhabi book fair were:

- The Education Chapter, which brought together leaders in education for two days of seminars and workshops on how to address the challenges faced by educators in the 21st century.
- The Spotlight on Rights scheme, a joint initiative by ADACH and KITAB offering a subsidy of up to US \$1,000 per title toward licensing rights to and from the Arabic language. With over 200 letters of intent signed during the six days of the 19th ADIBF, the programme's inaugural year was a clear success.
- Live cooking demonstrations at the Show Kitchen by an international line-up of chefs, hosted in cooperation with Gourmand World Cookbook Awards and accompanied by an exhibition of more than 600 awarded cookbooks.
- The Book-Signing Corner, a dedicated area where a rotating line-up of authors were on hand to sign books for their fans.
- Special pavilion areas for educational publishers and service providers to exhibit at the book fair.

In addition to organising the Abu Dhabi International Book Fair, KITAB is also deeply committed to developing readership and literacy in the Arab World. At the 2009 ADIBF, the Children's Corner became a focal point for our reading promotion activities by providing a special area where children could participate in readings, workshops and recreational activities in Arabic and English.

In a generous bid to support reading and education in the Emirate of Abu Dhabi, the Crown Prince of Abu Dhabi H.H. Mohammed bin Zayed Al Nahyan sponsored book-buying coupons at the fair for Abu Dhabi students worth 4 million dirhams (US \$1.1 million), and the turnout of young people at the fairgrounds was astounding.

# Looking ahead

## Programmes at the 2010 Abu Dhabi International Book Fair

### 1. [Focus on rights](#)

Abu Dhabi is proud to be hosting the **IPA Copyright Symposium in 2010** on the two days (28 February - 1 March) immediately prior to the Abu Dhabi International Book Fair. Organised by the International Publishers Association in cooperation with KITAB, the Abu Dhabi Authority for Culture and Heritage and the Arab Publishers Association, the Symposium will be a chance for us to continue our campaign to bring copyright issues to the attention of the local and international community. Thanks to the ongoing commitment of the leadership of the United Arab Emirates to upholding international copyright regulations, today there is a lower rate of piracy in the UAE than in many other parts of the world, including some areas of Europe. Publishing houses guilty of copyright infractions are forbidden from exhibiting at the Abu Dhabi book fair, and we make an effort to identify and confiscate any pirated materials brought to the fairgrounds.

Complementing our broader emphasis on rights and copyright, the **Spotlight on Rights** initiative will return in 2010 after a successful launch in 2009. The scheme will once again be open to all stand-holders and officially registered trade visitors attending the ADIBF on an application basis. Subsidies are awarded in the amount of up to US \$1,000 per title to help publishers license rights to and from the Arabic language, or in some cases, from one Arab country to another.

The **Business and Rights Centre** allows publishers to undertake business negotiations and sign contracts in a dedicated all-business environment. Here you can find the Spotlight on Rights desk, as well as all the e-services and facilities necessary to make business deals run as smoothly as possible.

New at the 2010 ADIBF, **'KITAB's Rights Showcase for Arabic Literature'** creates a unique way for Arab publishers to advertise the sale of rights for their fiction titles to an international audience, while providing international publishers with a comprehensive sampling of the best Arabic literature currently available.

### 2. [A gateway to the digital world](#)

At the 2009 ADIBF, the Service Providers Area housed an international collection of distributors, packagers and other companies that facilitate business in the publishing industry. Newly renamed as the **Service Providers Area and eZone**, in 2010 this pavilion will also be the go-to point for companies that offer electronic services and devices. For them it is a venue to exhibit their products and services to an international audience; for those looking to expand into the digital marketplace, it offers informative seminars and a chance to meet future business partners in the digital world.

3.

#### [Targeted matchmaking sessions](#)

Whether you are looking for contacts in the MENA region or seeking to expand your network beyond the Arab World, the events in our **Professional Programme** are designed to make your experience in Abu Dhabi as successful and rewarding as possible. Facilitated matchmakings between Arab and non-Arab publishers, and between publishers from the region and leading international agents will ensure a productive business environment. Other sessions in the Professional Programme will cover topics including the role of the literary agent, market overviews, usage of the ISBN system and capitalising on digital publishing.

4.

#### [Bringing literature to life](#)

Take a break between business deals and stop by the **Discussion Forum**, the **Book-Signing Corner**, the **KITAB Sofa** and the brand-new **Poetry Forum** to sample the diverse array of events in the Abu Dhabi International Book Fair's Cultural Programme. Authors from more than 10 countries are already confirmed for the 2010 ADIBF. Among them are several notable female voices from the Arab World, including Ahlam Mosteghanemi (Algeria) and Sahar Khalifeh (Palestine); acclaimed Indian authors Tarun Tejpal and Pankaj Mishra; Holland's National Poet; and the prize-winning Pakistani novelist Bapsi Sidhwa. Other highlights of the Cultural Programme include the **Antiquarian Book Fair** and a live **Cooking Show** accompanied by a cookbook exhibition.

5.

#### [Best practices in education](#)

Returning to the Abu Dhabi book fair for a second year, the **Education Chapter: Chapter 2** is a two-day interactive collection of workshops and sessions for professionals in the field of education. We welcome teachers, librarians and school administrators to take advantage of this opportunity for professional development. As part of the ADIBF, the Education Chapter also offers delegates a chance to learn more about the latest products and services in the field of education, as well as to discuss best practices in teaching, attend area-specific workshops tailored to their professional needs and sample new materials available from top educational publishers.

6.

#### [Welcome to India!](#)

For the first time in 2010, the ADIBF will follow the lead of other major international book fairs in hosting a country spotlight programme. On Saturday, March 6, join us for 'A Day in India', with talks and book signings by renowned Indian authors and cultural events including cooking demonstrations by Indian chefs.

The publishing achievements of one country in the Arab World will also be highlighted.

# KITAB: More than just a book fair

Here at KITAB, we are committed to spreading our love of books to the larger population of the UAE and the Arab World. As the readers of tomorrow, youth are naturally a key target for our ongoing reading promotion activities, which in 2009–2010 include read-aloud competitions, participation in the international book-exchange programme BookCrossing and the KITAB Bus, a fully outfitted mobile library that carries books and authors to schools throughout the Emirate of Abu Dhabi.

October 2009 saw the inauguration of 'Al Ain Reads', a book show held in the tranquil oasis town of Al Ain an hour-and-a-half down the road from bustling Abu Dhabi. Over the course of a week, more than 25 local publishers and distributors exhibited and sold their merchandise in the atrium of Al Ain's largest shopping mall, while storytelling events and illustration workshops held nearby offered youngsters a chance to engage with literature on a more hands-on level.

In 2009 KITAB launched a Publishers Training programme, in partnership with the Goethe-Institut Gulf Region and funded by the German Federal Foreign Office and the Abu Dhabi Authority for Culture and Heritage. International lecturers, mainly from the Academy for the German Book Trade, helped publishers in the Arab World become familiar with international publishing practices and develop a repertoire of practical business skills to enhance the commercial success of their publishing houses.

Come be a part of the success story at the Abu Dhabi International Book Fair 2010!