

The Beijing International Book Fair's “Special Publisher Program”

Dear Publishers:

The Beijing International Book Fair (BIBF), now held fifteen times since its establishment in 1986, every year attracts more than 90% of domestic publishing houses, as well as 1,500 overseas publishing and copyright companies from more than 50 countries, regions and international organizations, with more than 150,000 book titles on display. Each year the Beijing International Book Fair is attended by nearly 200,000 visitors from all over the world, and on average 600 cultural exchange activities are conducted.



The 15th Beijing International Book Fair was successfully held at the Tianjin International Exhibition Center from September 1 to September 4, 2008. The exhibition area covered 35,000m² with a total of 1,370 stands: 512 overseas stands and 858 domestic. 1,390 exhibitors from 51 participant countries, regions and international organizations attended the fair and displayed more than 150,000 book titles. Nearly 200,000 visitors attended the fair last year, and a total of 11,451 copyright trade transactions were conducted, including 901 copyright import and 923 copyright export contracts signed; 5,765

copyright import and 3,736 copyright export statements of intent reached; and 126 cooperative programs initiated. The ratio of copyright import to copyright export contracts signed (excluding statements of intent) was 1:1.03.

As the largest book fair in Asia, and the fourth largest in the world, the Beijing International Book Fair aims to improve international publishing exchange and cooperation, and to create more business opportunities for both Chinese and overseas publishers. Thus, in 2009, we are unveiling a new program – the “SPECIAL PUBLISHER PROGRAM”! This program is specially designed for small- to medium-sized publishers who want to attend BIBF, but may be hesitant to invest in their own booth. By joining this program, you’ll obtain a great chance to meet Chinese publishers, to learn about the Chinese publishing market in depth, and to be part of BIBF, the grand event of the Chinese publishing industry – all at very little cost.

“*Special Publishers*” will be granted the privilege of attending all the major professional events during BIBF. The BIBF Rights Center will also set up a special Rights Table for each Special Publisher for various official meetings and negotiations, and Special Publishers will enjoy all the excellent services provided by the BIBF Rights Center. Moreover, Special Publishers will have an opportunity to be guest speakers at the first top-level forum of China’s publishing industry – the Beijing International Publishing Forum.

Are you willing to explore the Chinese publishing market more deeply? Do you want your publications to enter this market of more than 14,000,000 potential readers? Are you willing to increase your copyright trade with China, and to meet more Chinese publishers? AND you do want to save on costs? Join our “Special Publisher Program”, and you’ll not only enjoy BIBF’s VIP services, but also broaden the path of your future business development.

Want to learn more about the “Special Publisher Program”? Please turn to the next page.

Q. I: What is the Beijing International Book Fair (BIBF)?

A: The Beijing International Book Fair (BIBF) is held at the China International Exhibition Center at the end of August or the first of September every year.

Sponsors: General Administration of Press and Publication, PRC
(National Copyright Administration of China)

Information Office of the State Council, PRC

Ministry of Education, PRC

Ministry of Science and Technology, PRC

Ministry of Culture, PRC

Beijing Municipal Government

The Publishers Association of China

Organizers: China National Publications Import & Export
(Group) Corporation, CPG

Information for 2009 BIBF:

Duration: September 3 to September 7, 2009

Venue: China International Exhibition Center

Exhibition area: 35,000 square meters

Country of Honor: Spain

Website: <http://www.bibf.net>

The BIBF is not only a five-day exhibition, but also a significant platform for international publishing exchange:

◆ **Beijing International Publishing Forum (BIPF)**, held two days before the opening of BIBF, is the leading forum in China's publishing field. The administrator of the General Administration of Press and Publication, PRC, gives a keynote speech at BIPF each year. Many distinguished industry professionals from home and abroad deliver speeches and converse with the audience at the main forum and branch forums of BIPF.



✦ **The Opening Reception** is held the evening before the opening day. The Country of Honor participates in organizing the reception each year, and important officials and exhibitors are invited to join this grand gathering.

✦ **10+10 Publishing Seminar** is a professional event for publishers. Only industry leaders are invited and the audience is carefully selected.

✦ **Business Meals** held every day provide a platform for the promotion of new titles and discussion on various topics.

✦ **Seminars and events** covering a wide range of topics are held by participating publishers and the Country of Honor every day during the fair.

Q.II: Why should I participate in the “Special Publisher Program”?

A: The Special Publisher Program is an alternative to the regular publisher's booth package, which provides many of the same advantages at a lower cost. As a Special Publisher, you'll enjoy the following perquisites:

*A BIBF directory, a cultural events handbook and a special publisher badge.

*Using the special publisher badge, you can reserve a rights table in the BIBF Rights Center and enjoy all the services it provides. A special refreshment room in the Rights Center offers food and beverages. With the special publisher badge, you can also bring friends and colleagues into the Rights Center.

The BIBF Rights Center is located in Section E, third level, Hall 1 of the China International Exhibition Center. Secluded from the noise of the fair, it's a perfect place for working and meeting with your clients. The Rights Center not only guarantees your privacy, but provides you with office facilities such as telephone, fax, internet access, and a copy machine. What's more, a locking mailbox is specially prepared for you, meaning you'll never miss a client!

*BIBF will provide you with three nights of lodging free of charge.

*With the special publisher badge, you'll be admitted to the BIBF Opening Reception,



Special Publisher Program

10+10 Publishers Seminar, the business meal which is held daily for the duration of BIBF, and the Beijing International Publishing Forum.

*Every year, the BIBF committee will select one of the special publishers to speak at the following year's Beijing International Publishing Forum.

*You'll receive occasional newsletters concerning BIBF and the Chinese publishing industry by e-mail from us.

Q. III: How do costs for the “Special Publisher Program” compare to the standard booth package?

A.: The cost for a standard booth at BIBF is RMB 19,190; however, this does not include entrance to the Rights Centre or participation in the Beijing International Publishing Forum, 10 + 10 Publishing Seminar, etc. Joining the “Special Publisher Program” only costs RMB 10,600, and participants are treated as distinguished guests at BIBF. If two or more people from the same company join the program concurrently, the participants will receive a 10% discount. Participants who join the BIBF “Special Publisher Program” for two years running will get a 10% discount for the third year and every year after.

Q.IV: So how do I join?

A.: It's very simple. Please follow the application procedure below.

- Fill in the application form and fax it to +86 10 6508 9188 or e-mail to bibffo@bibf.net.
- The BIBF Management Office (BIBFMO) will process your application within two weeks and inform you of our decision. If you are accepted, BIBFMO will send you the Contract for Special Publishers. Please sign the contract and indicate the dates you require BIBFMO to arrange for lodging, then send the contract back to BIBFMO.
- Upon receipt of your payment, BIBFMO will send you the application form for a letter of invitation.
- Please fill in the form and send it back, and we will provide the letter of invitation for you to use in your visa application.

Application Form for Special Publisher Program

Dear Sir/Madame,

Welcome to apply to participate in BIBF "Special Publisher Programme"!

Please fill out the form below and fax it to 86 10 65089188. Within two weeks, we'll confirm to you in writing whether or not you are admitted in the program.

Name: _____

Gender: Male Female

Position: _____

Telephone: _____ Fax: _____

E-mail: _____

Address: _____

Post code: _____

Signature:

Notes:

1. The deadline for application is **May 31, 2009**.
2. **Beijing International Book Fair reserves the right to interpret this program.**
3. **For any assistance, please contact at 86 10 65866995(tel.) or bibffo@bibf.net.**

Company Name: _____

Publication categories: _____

Main areas or countries your publications are sold: _____

How much you know about Chinese market? a lot some nothing at all
Do copyright trade with China? yes, many trades some no

Do you sell in China? Yes No Tried to sell in China, but didn't sell well we have agent in China, our agent(s) is (are) _____

Do your publications sell well in China? very well good so so not good

Company scale: less than 3 personnel 3-5 personnel 5-10 personnel
10-30 personnel over 30 personnel

Yearly turnout: less than 5 titles 5-10 titles 10-25 titles over 25 titles