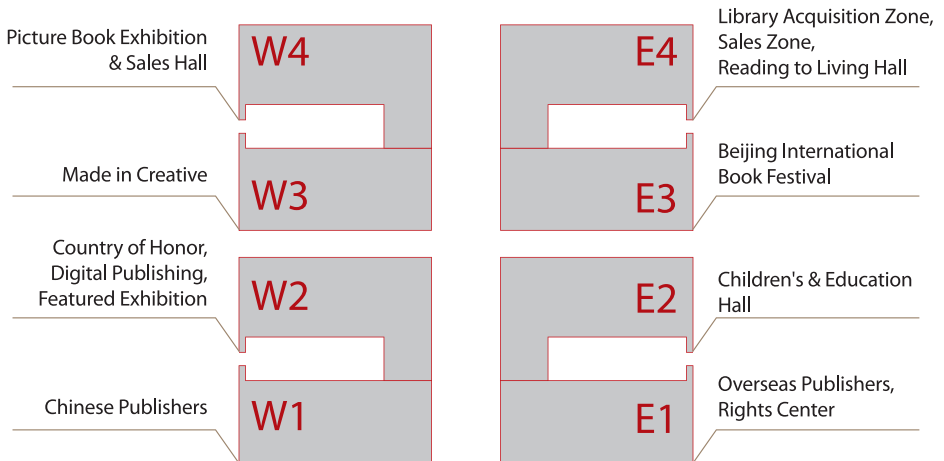


Hall Map

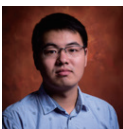


As planned in September, 2017

Contact



Mr. Yuan Jiayang
Director
Sales and Marketing
yuanjiayang@bibf.net



Mr. Ni Hongri
Account Manager
nihongri@bibf.net
Europe and the Middle East

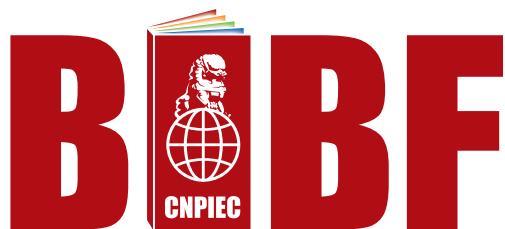


Ms. Xu Ruoqing
Account Manager
xuruoqing@bibf.net
Americas and the UK



Ms. Wen Bo
Account Manager
wenbo@bibf.net
Asia and Africa

For more information, please visit www.bibf.net



BEIJING INTERNATIONAL BOOK FAIR

8.22-26. 2018

China International Exhibition Center
(New Venue)
www.bibf.net

Facts and Figures **2017 BIBF**



300,000
visitors



2,511
exhibitors



92,700
sqm



5,262
contract signed



225
new exhibitors



89
countries & regions



102
new international
exhibitors

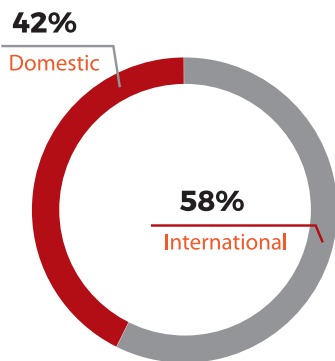


100+
authors

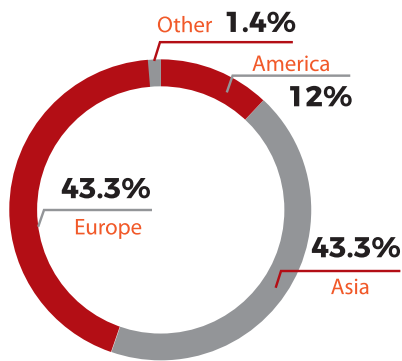


1,300
journalists

Exhibitor Regions

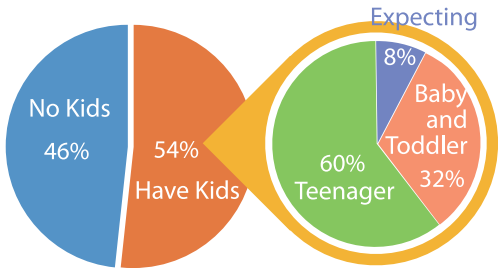
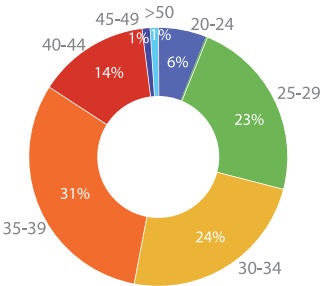


Overall Exhibitors

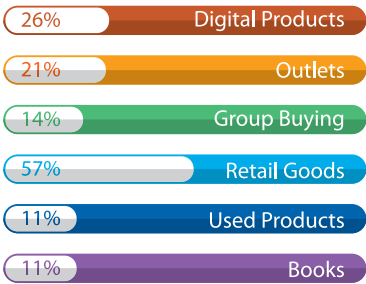


International Exhibitors

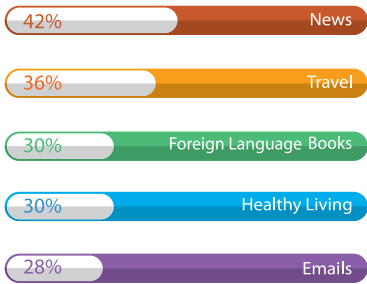
Visitors' Profile



Purchasing Habits



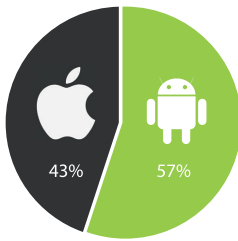
Reading Habits



Most Popular App



Mobile Usage



Top 5 Android Brand



HIGHLIGHTS

New Professional Events :

First Step into the Chinese Market Participants learned about the publishing industry, met with Chinese rights managers, visited publishers and bookstores. **The Fairground Tour** was led by BIBF experts, visiting the top Chinese publishers on the fairground every day. **Translator's Café** aimed to promote translators and translation funding programs. Representatives from 11 embassies or cultural institutes were guest speakers.

Gold Buyers Program:

BIBF invited important rights buyers to visit BIBF with the special badge.

More Exhibiting Options:

Independent Publishers Mini Stand offered a cost efficient way to exhibit at the BIBF.

VIP Club:

BIBF offered new VIP passes that grant fast entrance, VIP lounges, and personalized business match-making services.

Who is exhibiting?

Chinese publishers, International publishers, Import companies, Printing companies, Distributors, Online retailer, Digital solutions, Education institutions, Literary agency, Stationery and Related products.

Who can you meet?

- Editors
- Librarians
- Media and Press
- Rights buyers and sellers
- Translators
- Service Providers
- Writers
- Booksellers
- Reading Promoters

New Digital System Stand:

Exhibitors with digital publications took advantage of the new Digital System Stand with a screen and everything needed for demonstration. It was a new focus on e+ publishing and new technologies for publishers.

POD Service:

Besides buying all the books that exhibitors don't want to ship back, BIBF offers a new Print-on-Demand service. Exhibitors can print exhibit books and promotional material with CNPIEC's newest POD production center.

BIBF International Digital Publishing Forum:

A special opportunity for 16 guest speakers to present information on the different developments of digital and online publishing in Asia, Europe, and the United States.

Notable Exhibitors :



What do the exhibitors say:



"The U.S. Pavilion saw an increase in new publisher participation at the 2016 BIBF, as well as returning publishers who reported that this was the best BIBF in three years for them! Publishers were pleased with their fully-booked appointment schedule and the results that they achieved from those meetings, as well as emphasizing that attending BIBF is essential to fully realize business potential in China."

Janet Fritsch

President, American Collective Stand



"Cambridge University Press's appearance on BIBF is crucial not only for the China Market, but for the other Asian regions too."

Eric Na

Head of Academic Sales, Asia, Cambridge University Press



"The whole experience, from meeting with publishers and bookstores to listening to the Children's publishing forum to participating in the fair itself, was remarkably insightful and humbling."

Debbie Nieto

*Project Development Officer, National Book Development Board,
Philippines*

"In the Chinese market, there is so much untapped potential. The types of products, formats and subject areas (that can be sold into China) are all expanding."

Ros Webber,

Director of Foreign Rights, Octopus





"Cambridge University Press's appearance on BIBF is crucial not only for the China Market, but for the other Asian regions too."

Eric Na

Head of Academic Sales, Asia, Cambridge University Press

"Beijing International Book Fair was remarkably productive for Nosy Crow, exposing us to a wide range of new customers and helping us to better understand the complex, huge, fascinating and rapidly evolving Chinese market."

Kate Wilson

Founder and Managing Director, Nosy Crow Ltd.



"Excellent work with overseas publishers! Excellent professional events!"

Margarita Danilova

Rights manager, Flamingo Publishing House



"I'm excited to go to this year's BIBF as the market has grown incredibly since I was last there, in 2013. We did twice as many deals in 2015 with Chinese publishers than we did in 2013 and the value of these deals have grown fivefold."

Alex Elam

Head of Rights for UK, East Asia, Brazil and Italy, Penguin



"The BIBF team was very professional and helpful."

John Quattrocchi

President, Albert Whitman & Company



SPOTLIGHTS

Reading to Living

2016 BIBF set up a new area, "Reading to Living" Hall with the concept of "Read it and Live it". The exhibition gave visitors an interactive experience with lifestyle books and its related products. Highlights includes: Chef's Kitchen with live demonstration, Wine Theatre with wine book promotion, and Gourmet Salon with gastronomy seminars.



BIBF Picture Book Exhibition

The special area focuses on Children's picture books, displaying over 10,000 titles in 14 languages. The special exhibition draws thousands of parents, children, and children's book publishers every year.



BIBF Ananas International Illustration Exhibition

The exhibition aims to showcase works of illustrators, both Chinese and foreign, to connect them with the publishers and satisfy the increase demand for quality illustrations for the publishing industry.



Professional Forum



Book Reading



Book Launch



Seminar&Workshop



Literary Salon



BIBF EVENTS 1000+

Authors



Networking Session



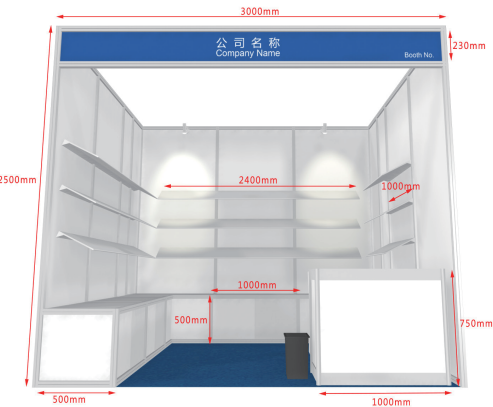
EXHIBIT OPTIONS

Raw Space

15,200RMB (≈ \$2,300 US dollars)/3m×3m space

System Stand

19,190RMB (≈ \$2,950 US dollars)/3m×3m space



Furniture	Quantity
Stackable Chair	2
Information Counter	1
2.4 meter Shelf	6
1 meter Shelf	3
Long-arm Spot Light	2
Socket	1
Waste Paper Basket	1
1 meter Cupboard	6

System Stand Plus

20,690RMB (≈ \$3,180 US dollars)/3m×3m space



Furniture	Quantity
Stackable Chair	5
Information Counter	1
2.4 meter Shelf	6
1 meter Shelf	3
Long-arm Spot Light	4
Socket	1
Waste Paper Basket	1
Cupboard (1M*0.5M)	3
Glass Round Table	1

Premium Package

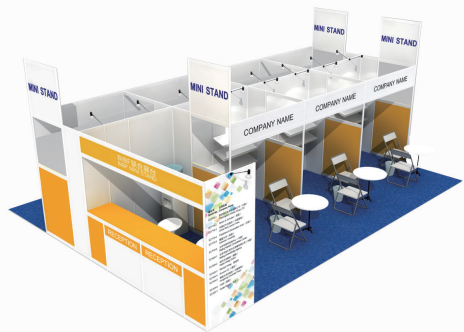
45,990RMB (≈ \$7,075 US dollars)/3m×6m space



Furniture	Quantity
White Stackable Chair	10
Information Counter	1
1 meter Shelf	24
Long-arm Spot Light	11
Socket	2
1 meter Lockable Cupboard	8
Half meter Lockable Cupboard	1
Wooden Round Table	2
Waste Paper Basket	2

Mini Stand

5,000RMB (≈ \$770 US dollars)/1.5m×2m space



Furniture	Quantity
White Stackable Chair	2
1 meter Shelf	4
Long-arm Spot Light	2
Socket	1
Wooden Round Table	1
Waste Paper Basket	1

Rights Center

3,500RMB (≈ \$540 US dollars)/Rights Table

4,900RMB (≈ \$750 US dollars)/Private Office

Country Collective Stands Organized by Agents

UK, France, Germany, Russia, Romania, Serbia, Poland, Turkey,
Indonesia, Malaysia, Singapore, Japan, South Korea, US



scan to register for 2018BIBF