

თბილისის  
წიგნის  
საერთაშორისო  
ფესტივალი

Tbilisi 22  
International  
Book Fair

MAY 28

MAY 31



ფოკუს ქვეყანა

Focus country

თურქეთი

TURKEY



GEORGIAN PUBLISHERS AND  
BOOKSELLERS ASSOCIATION

2020

## ABOUT GEORGIAN PUBLISHING MARKET

Considering its size and relatively short history, the independent Georgian book industry is comparatively well developed, meeting international standards and keeping pace with current trends in the sector. Over the past decades, Georgian publishing and literary community has overcome a long way, and now Georgian publishers have been established and developed business relationships with colleagues across the world, taking challenges in their stride. They also encouraged and assisted the development of the Georgian Translation School, which has a long history and proud traditions. Today we have up to 100 publishing houses of different scale and direction.



# Achievements of the decade

## 2018 Georgia – Guest of Honour at Frankfurter Buchmesse

Georgia introduced all its cultural and intellectual treasure to the international audience with the concept: Georgia Made By Characters. The story of Georgia was told through the beautiful characters of the Georgian alphabet. Cultural events of 72 Georgian writers and German translations of about 200 Georgian literary works was presented at the biggest book fair in the world. Publishing Program of the Guest of Honor presentation was organized by the team of Georgian Publishers and Booksellers Association. After being greatly successful honorary guest of Frankfurter Buchmesse, Georgian literature and Publishing sector continuous to travel around the world with the concept – Follow the Journey of Georgian Characters.



## 2021 Tbilisi – World Book Capital

In 2021 according to UNESCO's decision, Tbilisi will be the World Book Capital. The program, a significant part of which will be organized by Georgian Publishers and Booksellers Association is comprised of several important, large-scale and sustainable activities, such as setting up libraries and a book festival for children, and the rebuilding of the first Georgian publishing house. The program, driven by innovation, focuses on the use of modern technologies as powerful tools for promoting reading among the youth and readers who have limited access to books.



United Nations  
Educational, Scientific and  
Cultural Organization

Tbilisi  
World Book Capital 2021



## **ABOUT GPBA**

**Georgian Publishers and Booksellers Association (GPBA) was founded in 1997.**

**GPBA has been a member of the International Publishers Association (IPA) since 2007.**

**The association defines and protects interests of the book sector, copyright and freedom of publishing in Georgia. Today, approximately 90% of all the active book publishers and booksellers in Georgia are members of GPBA.**

**GPBA regularly carries out and manages projects and events of highest significance to the book market, such as Tbilisi International Book Fair, Tbilisi New Year Book Fair, Regional Book fairs in different cities of Georgia, World Book and Copyright Day, World Read Aloud Day in Georgia, book tokens project of public libraries all over the country, Georgian National Stand at Frankfurter Buchmesse, London Book Fair, Salon du livre Paris, Sharjah Book Fair, etc.**

**Apart from this GPBA also organizes diverse professional seminars and workshops for Georgian publishers and booksellers. The association regularly participates in various international festivals and conferences. Overall, the association plays a key role in the development of Book Sector in Georgia and promotion of reading all over the country.**

# TBILISI INTERNATIONAL BOOK FAIR 2020

## ABOUT TIBF



Tbilisi International Book Fair, organized by Georgian Publishers and Booksellers Association, is held since 1997, 2018 being its 20th anniversary. Traditionally held at Expo Georgia It is one of the most popular cultural events in Georgia, gaining a growing interest from a society year by year. The main goals of TIBF are popularizing reading in Georgia, assisting the development of the publishing sector and enhancing international relations and processes. Over the years, it has contributed significantly to its cause, which can be proved by the constantly growing number of festival attendees, media outlets, and new participants, including the annually growing number of international guests. Georgian and foreign publishers, booksellers, embassies of various countries, state museums and institutes, international organizations and foundations are traditionally represented at TIBF with presentations of new books, meetings with authors, discussions, conferences, award ceremonies and much more. It makes TIBF much more than just a trade fair, but both a vibrant business hub and a creative workshop space. Throughout its history, TIBF has grown rapidly in size and scope to become the largest and most dynamic festival of its kind in South Caucasus region.

# TBILISI INTERNATIONAL BOOK FAIR IN FIGURES (2019)



**40**  
INTERNATIONAL  
PARTICIPANTS



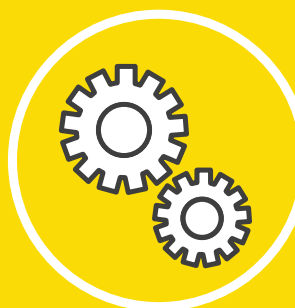
UP TO  
**100 000**  
VISITORS



**40**  
ACCREDITED  
MEDIA REPRESENTATIVES



**150**  
GEORGIAN  
PARTICIPANTS



**200**  
IMPLEMENTED  
ACTIVITIES

TBILISI INTERNATIONAL BOOK FAIR -  
A MEETING SPACE FOR ALL READERS

TBILISI  
INTERNATIONAL  
BOOK FAIR  
2020

**TBILISI INTERNATIONAL BOOK FAIR  
WILL BE HELD FOR THE 22<sup>ND</sup> TIME:**

**MAY 28-31, 2020**

## **KEY ELEMENTS**

**BOOK FAIR**

**FOCUS COUNTRY**

**MAIN STAGE**

**PUBLISHERS INTERNATIONAL CONFERENCE**

**SPECIAL GUESTS**

**ACTORS FOR LITERATURE**

**CHILDREN'S PAVILION**

**EXHIBITION SPACE**

## FOCUS COUNTRY

Focus Country status is designed to provide the Fair with special, rich and distinctive cultural content, starting or strengthening business relations between the book industries of the host and focus country. During these years, dozens of translations have been initiated during the fairs, also distinctive partnerships have been established between Georgian and focus country publishers.

### 2017 NORWAY

The very first focus country of the festival was Norway, successfully presented by authors Roskva Koritzinsky, Nils Henrik Smith, Simen Ekern and representatives of the foundation Norla – Norwegian Literature Abroad.

### 2018 GERMANY

TIBF hosted president of Frankfurter Buchmesse - Jurgen Boos. Frankfurter Buchmesse stand was presented at the pavilion for the first time in festival's history. As well as German publishers and contemporary authors – Ulla Lenze, Olga Grjaznova and Katja Petrowsakaja became TIBF special guests.

### 2019 FINLAND

The program of the Focus Country was organized by FILI (Finnish Literature Exchange), one of the most successful literature organizations all over the world. Finish writers Henrik Meinander, Rosa Liksom, Linda Bondestam visited TIBF and presented the variety of contemporary Finnish literature.

### 2020 TURKEY

Focus country of this year offers a varied program with 40 cultural events. More than 20 Turkish authors including well-known Betul Sayin, Ahmet Umit, Mario Levi, Iskander Pala will visit TIBF. As part of the Fair, Turkish authors will hold meetings and panel discussions with Georgian writers.

### 2021 ARE YOU NEXT?



# TBILISI INTERNATIONAL BOOK FAIR 2020



## PROGRAM – MAIN STAGE

During the 4-day large-scale program of Tbilisi International Book Fair the association and the participants hold multiple events and presentations. The Fair brings together all the book, literature, and literary / publishing business-related activities; The Association and Publishers plan the presentations of recently published books, public readings, meetings and discussions with the authors, a guest of honor presentation, literary awards and many other activities at the main stage of the Tbilisi International Books Fair.



TBILISI  
INTERNATIONAL  
BOOK FAIR  
2020

## PUBLISHERS INTERNATIONAL CONFERENCE

In 2019 GPBA organized one-day conference in partnership with International Publishing Association (IPA). President of IPA Hugo Setzer chaired the conference. Publishers discussed the most pressing issues in the Georgian and world publishing - freedom of speech and publishing, copyright and school textbooks. Based on a huge interest from participants, the publishers conference will become a traditional part of the Fair and will focus on the most urgent and important issues and points of the International and Georgian book sector.

# TBILISI INTERNATIONAL BOOK FAIR 2020



## SPECIAL GUESTS

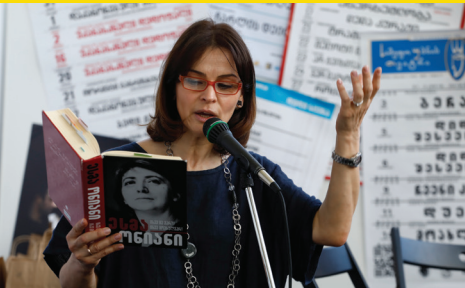
For years, writers from various countries have visited TIBF as special guests. This is an important part of the festival, as the readers are able to meet their favorite foreign authors personally, ask questions and be involved in discussions with them. During last years, we hosted a number of big names in modern literature – Holly Smale, Dmitri Gloukhovski, Erlend Loe, Robert Menasse, Nino Kharatishvili, Yasmina Mikhailovich, Bernhard L. Mohr, Vladimir Sorokin.

# TBILISI INTERNATIONAL BOOK FAIR 2020

## EXHIBITION SPACE

TIBF holds an exhibition space, specially created for different arts activities. In 2019 exhibition space hosted shared exhibition of Georgian and Lithuanian illustrators. This exhibition offered a glimpse into the world of the two nations' contemporary children's books and their illustrations. The viewers had the opportunity to see how the images made by artists are eventually integrated into books, and how these images interact with the text.





## ACTORS FOR LITERATURE

A very special project of TIBF is Actors for Literature. Over the course of 3 days GPBA arranges a separate space to host famous Georgian film and theatre actors, who present books and lead artistic readings. The program usually gains lot of spectators and contributes a lot to the aim of promoting reading in Georgia.



# TBILISI INTERNATIONAL BOOK FAIR 2020

## CHILDREN'S PAVILLION

Publishing for children carries an imposing part of the market. Due to a growing industry and high demand, TIBF is offering Children's Section. It's a special pavilion with a separate stage and entertaining, educational program, lotteries, theatrical performances, animators and public readings, organized for children of different age categories.



# INTERESTED? WHAT DO WE OFFER

PACKAGE FOR THE PARTICIPANTS INCLUDES 2 OPTIONS: EMPTY FLOOR SPACE AND SYSTEM STAND

- EMPTY FLOOR SPACE INCLUDES ELECTRICITY CONNECTION, INTERNET AND CLEANING SERVICE, THE CUSTOM-BUILT STAND IS CONSTRUCTED BY THE EXHIBITOR.
- SYSTEM BUILT STAND INCLUDES:



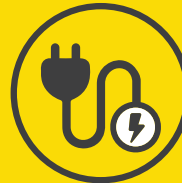
STAND FURNITURE  
(TABLES, CHAIRS,  
SHELVES)



INTERNET



LIGHTNING



ELECTRICITY  
SUPPLY



CLEANING



FREE PARKING AND SECURITY ARE PROVIDED  
FOR ALL PARTICIPANTS

## REGISTRATION PROCESS

COMPLETE AND SUBMIT ELECTRONIC REGISTRATION FORM TO REGISTER AND RENT THE FLOOR SPACE OF YOUR CHOICE.

MINIMUM SIZE OF SYSTEM STAND: **4 M<sup>2</sup>**

MINIMUM SIZE OF EMPTY FLOOR SPACE: **12 M<sup>2</sup>**

PRICE FOR 1 M<sup>2</sup> OF SYSTEM STAND FULLY EQUIPPED FOR EXHIBITION: **145 EUR**

PRICE FOR 1 M<sup>2</sup> OF EMPTY FLOOR SPACE: **95 EUR**

## CONTACT PERSONS

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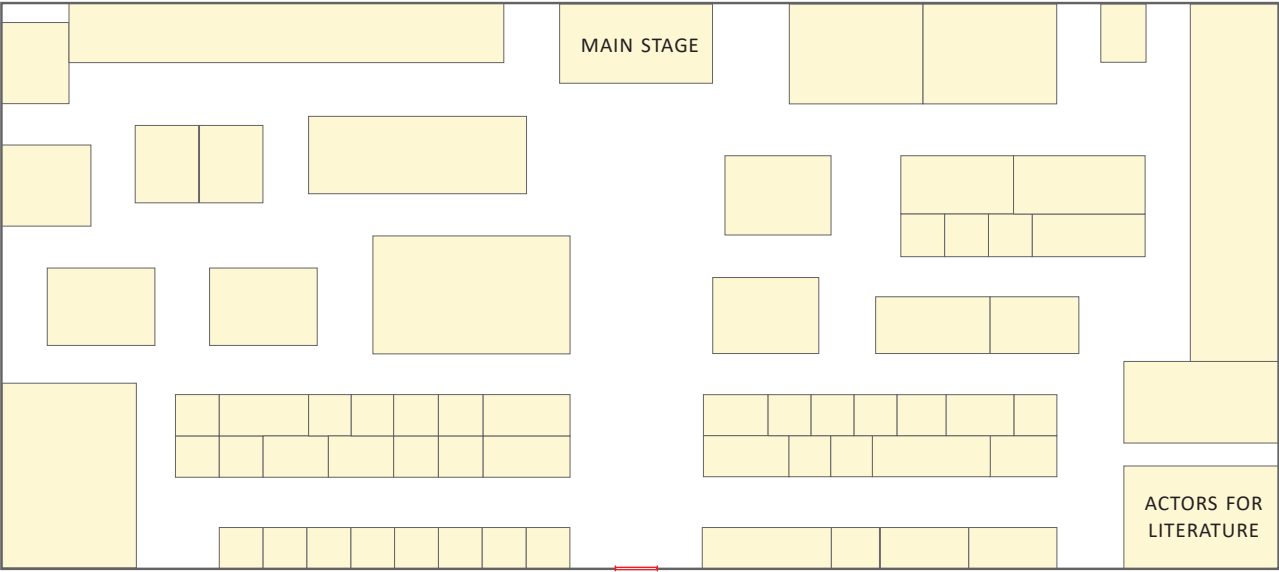
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11<sup>TH</sup> PAVILLION



3<sup>D</sup> PAVILLION  
Opening Ceremony / Conference



6<sup>TH</sup> PAVILLION  
Children's Space

