



Dear Friend,

I have always been emphasizing on the need for participating in the international book fairs if we wish our books to cross our national boundaries. We are happy to learn that following the success of the Arab World as the Market Focus in 2008, the Market Focus at the London Book Fair scheduled for 20-22 April 2009 shall be India .

Apart from showcasing books from many countries of the world, the LBF shall host 100 seminars and events covering a wide range of topics from selling and marketing digital product teenage fiction to seminars on children's books and publishing to the Indian market and its literature. A series of seminars shall showcase India 's rich literary culture and offer advice on how to do business with this emerging market where Capexil and Federation of Indian Publishers shall play a significant role.

While we do mail information to the prospective buyers of our books in Europe , the London Book Fair should help us in bringing the contents of our books to the notice of potential buyers of our books which include individuals, institutions and book-trade. Apart from this, the LBF is now the market place for rights negotiation and we should have an opportunity to build-up business relationship with the book trade in Europe in particular and other parts of the world in general.

The exhibitor's profile consists of general publishing, academic/STM/ELT, books on art, architecture and design, children's books, books on religion, travel, current affairs, etc. The participants shall be from Australasia & Pacific, Europe, Africa and USA . The visitors, as is evident from the past, are likely to be authors, booksellers, librarians, literary agents, printers, wholesalers, distributors, students, etc. As such, the LBF should provide us an ideal opportunity in our respective business endeavours.