



International Book Trade Trip to the 35.^a Feria Internacional del Libro Buenos Aires 2009

Dear Sir or Madam,
Dear Colleagues,

When Argentina is Guest of Honour at the Frankfurt Book Fair 2010, this will focus attention on one of the most diverse and most interesting book markets in Latin America. The expectations among Argentinian publishing companies for the appearance in Frankfurt are already very high. In the meantime, it is also of interest for the international book industry to reinforce existing contacts or to lay the groundwork for long-term cooperation. A visit to the next book fair in Buenos Aires (20 April – 10 May 2009) is an excellent opportunity for this.

The Frankfurt Book Fair is organising a trade trip for the international book industry to attend this fair. Since the London Book Fair begins at the same time as the book fair in Buenos Aires, we are offering a choice of two alternative sets of dates, either from 19 to 24 April or from 26 April to 1 May 2009. When it comes to finally setting the dates for the trip, we will decide in line with the preferences expressed by the industry. If there is sufficient interest, trips may be possible for both dates. Please let us know by e-mail or fax before 29 October 2009 which of the dates you prefer. Detailed registration papers and the programme will then be sent to you.

As well as attendance at the fair, there are plans for several meetings with publishers and publishing company staff, Argentinian professional associations and organisations, matchmaking sessions and visits to bookshops in Buenos Aires.

For those taking part in the first trip (19 – 24 April), there would also be the opportunity during the fair's trade visitor days for them to introduce themselves with books and information material on an international or the German collective stand. Both collective stands are being organised by the Frankfurt Book Fair. This presentation opportunity is unfortunately unavailable during the second trip (26 April – 1 May 2009), since this visit would coincide with the open days for the general public.

In each case, we would begin on Sunday with dinner together in the evening. The professional programme is scheduled for Monday to Wednesday and the Thursday, departure day, is then free for individual appointments. As well as organisation of the complete professional programme, we also offer four nights of hotel accommodation. Travel to Buenos Aires is booked by the participants themselves.

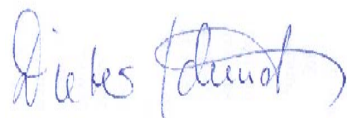
For many years now, the Feria Internacional del Libro in Buenos Aires has been one of the most important book fairs in the Spanish-speaking world. More than 1,500 exhibitors from almost 60 countries as well as trade visitors from all over Latin America and increasingly from Europe too,

meet up every April in the Argentinian city. With 1.2 million visitors and around 1,500 events, the book fair is also Argentina's biggest cultural event.

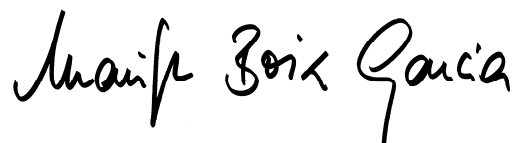
If you need any further information, we are happy to help at any time.

Yours sincerely

Dieter Schmidt



Marifé Boix García



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Contact

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Date 1

19 – 24 April 2009 (trade visitor days 20 – 23 April 2009)

This trip coincides with the London Book Fair (20 – 22 April 2009).

Programme:

- Presentation opportunity on the international or German collective stand, organised by the Frankfurt Book Fair
- Attendance at the book fair during the trade visitor days
- Introduction to the Argentinian book market
- Meetings with Argentinian publishers and publishing company staff
- Matchmaking session with Argentinian publishing companies
- Meetings with international participants in the "Semana de Editores", an information programme for editors of Argentinian literature
- Meetings with Argentinian professional associations, organisations and institutions
- Reception on the German collective stand
- Visits to bookshops
- Opening dinner for the Feria del Libro on 22 April 2009

Date 2

26 April – 1 May 2009 (2nd week of the fair)

Programme:

- Attendance at the book fair on the general public days
- Introduction to the Argentinian book market
- Visits to selected Argentinian publishing companies
- Matchmaking session with Argentinian publishing companies
- Meetings with Argentinian professional associations, organisations and institutions
- Visits to bookshops

I am interested in one of the two dates (please tick)

- Date 1: 19 – 24 April 2009
- Date 2: 26 April – 1 May 2009

and would like to receive further papers.

A minimum of 10 participants will be required for the tour to take place.

Name / Address

Phone / E-mail

Please fax or mail your preferred date to

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