

PRESS INFORMATION

**Press conferences and conversations at the Frankfurt Book Fair**

(Exhibitor press events are not listed and can be found in the online event calendar)

**Tuesday, 11 October 2011**

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<b>Opening Press Conference</b> of the Frankfurt Book Fair 2011 With: Juergen Boos, Director of the Frankfurt Book Fair; Prof. Gottfried Honnefelder, President of the German Booksellers and Publishers Association; Peter Schwarzenbauer, Audi board	11.00 a.m. - 12.00 noon	Open Space Level 0 (Agora, the open air area between the halls)
Followed by: <b>Press tour</b> through the Guest of Honour Iceland presentation	approx. 12.30 p.m.	Guest of Honour 2011 Iceland presentation Forum Level 1

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<b>Opening ceremony</b> of the Frankfurt Book Fair 2011 With: Juergen Boos, Director of the Frankfurt Book Fair Prof. Gottfried Honnefelder, President of the German Booksellers and Publishers Association Dr. Petra Roth, Mayor of Frankfurt am Main Jörg-Uwe Hahn, Deputy Prime Minister of the State of Hessen Arnaldur Indriðason and Guðrún Eva Mínervudóttir, Icelandic authors Dr. Guido Westerwelle, Foreign Minister of the Federal Republic of Germany Ólafur Ragnar Grímsson, Icelandic President	5.00 p.m.	Congress Center, Level C2, Room Harmonie  By personal invitation only
Followed by: <b>Opening</b> of the Guest of Honour Iceland presentation	approx. 6.30 p.m.	Guest of Honour 2011 Iceland presentation Forum Level 1

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**Wednesday, 12 October 2011**

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<b>Hot Spot Tour to the Future of Publishing</b> A guided tour of the new Frankfurt Hot Spots and their exhibitors	11.00 a.m. - 12.00 noon	Frankfurt Book Fair Info Stand, Foyer Hall 4.1
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**Thursday, 13 October 2011**

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<b>Press conference</b> to preview the programme of Guest of Honour 2012 New Zealand	10:30 a.m. - 12.00 noon	Hall 4.0, Room Europa 2
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<b>Hot Spot Tour to the Future of Publishing</b> A guided tour of the new Frankfurt Hot Spots and their exhibitors	11.00 a.m. - 12.00 noon	Frankfurt Book Fair Info Stand, Foyer Hall 4.1
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**Friday, 14 October 2011**

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<b>Hot Spot Tour to the Future of Publishing</b> A guided tour of the new Frankfurt Hot Spots and their exhibitors	11.00 a.m. - 12.00 noon	Frankfurt Book Fair Info Stand, Foyer Hall 4.1
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**Saturday, 15 October 2011**

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<b>Closing press conference of Guest of Honour 2011 Iceland</b> With: Halldór Guðmundsson, Director of "Fabulous Iceland" Juergen Boos, Director of the Frankfurt Book Fair Kristín Steinsdóttir, Chairperson of the Icelandic Writers' Union, Kristján B. Jónasson, Chairperson of the Icelandic Publishers Association Rakel Björnsdóttir, "Fabulous Iceland" Kristof Magnusson, Author <b>Simone Bühler, Frankfurt Book Fair</b>	11.00 a.m. - 12.00 noon	Guest of Honour 2011 Iceland presentation Forum Level 1
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Saturday, 15 October 2011



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<b>Award ceremony for the educational ideas prize of the German Federal Ministry of Education and Research (BMBF); prize awarded to the LitCam project “Football meets Culture”</b>	5.00 p.m. – 6.00 p.m.	Football meets Culture Arena Hall 4.0, Room Europa
Laudation: Mayor Jutta Ebeling Followed by the announcement of cooperation between the Bundesliga Foundation and the “Football meets Culture” project. Award presented by CEO of the Bundesliga Foundation, Kurt Gaugler.		

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#### **Sunday, 16 October 2011**

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<b>Ceremonial handover of Guest Scroll</b> Guest of Honour Iceland 2011 – Guest of Honour New Zealand 2012	3:30 p.m.	Guest of Honour 2011 Iceland presentation Forum Level 1
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*Frankfurt, 11 October 2011*