



**Message to Germany from the Rt Hon John Key
Prime Minister, New Zealand**

I am delighted New Zealand is the Guest of Honour at the prestigious 2012 Frankfurt Book Fair. This is a once-in-a-lifetime opportunity for New Zealand to showcase our creative industries at the world's biggest marketplace for ideas.

New Zealand strongly values and encourages innovation in all areas of our economy. Our creative industries already have an excellent international reputation. We are at the forefront of producing digital media and post-production facilities. Our education resources, literacy programmes and immersion education programmes are world class. As Guest of Honour, New Zealand is committed to showing we can compete with the best.

Our creative industries draw on our unique heritage of Māori, European, Pacific and Asian cultures. Thanks to the Guest of Honour programme, visitors to the Fair will be able to experience New Zealand's culture firsthand. We have an exciting schedule of events planned to showcase what we have to offer.

New Zealand and Germany enjoy a warm and open relationship, despite the geographical distance between us. We share similar values and perspectives on many international issues. I am confident New Zealand's role at the 2012 Frankfurt Book Fair will strengthen our existing ties, and forge new ties for the future.

Rt Hon John Key,
Prime Minister of New Zealand