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PRESS INFORMATION

**A new conference to kick off the Frankfurt Book Fair**

**The Markets: Global Publishing Summit Secret champions? Germany’s reference book publishers – global und digital**

Frankfurt, 14 July 2015 – A new conference to kick off the Frankfurt Book Fair, to be held the day before the fair officially opens (14-18 October 2015), will set the theme for the world’s largest industry meeting: “The Markets – Global Publishing Summit” is the name of the one-day event, developed by the team led by Holger Volland, VP Business Development of the Frankfurt Book Fair, in cooperation with the U.S. trade journal Publishing Perspectives. The programme focuses on seven international book markets, which will be introduced by industry experts and analysed from various points of view, with the aim of initiating deals on the spot as well as bringing to light potential areas for business. For each book market, one segment with its specific features and trends will be highlighted:

China – International partnerships and joint ventures

Germany – Academic publishing and specialist information

Indonesia – Trade publishers

Mexico – Trade publishers

South Korea – Education and children’s books

Turkey – The total market

USA – Digital publishing and innovation

**Personal contacts and first-hand market knowledge**

Each of the seven markets will be presented by an analyst from the respective country, who will explain and elucidate the market’s potential and the business opportunities for which it is best suited. The invited experts will provide an overview of trends and overarching market developments. Placing the individual markets in a global context, they will reveal what makes each of these markets unique and where the opportunities for business and growth lie.

Directly initiating contacts will be at the heart of the meetings with the seven respective market representatives, who, in individual or group discussions, will also respond to detailed and individual questions and call attention to opportunities.

The following experts will participate in The Markets among others: Emrah Özpirinçci, Managing Director, Oxford University Press (Turkey); Nermin Mollaoğlu, Kalem Literary Agency, Istanbul (Turkey); Metin Celal, Publisher, Metis Yayincilik (Turkey); Rafli L. Sato, Publisher, BAB Publishing (Indonesia); Thomas Nung Atasana, International Rights Director, Borobudur Agency (Indonesia); José Ignacio Echeverria, President, Cámara Nacional de la Industria Editorial Mexicana (Mexico); Joe Wikert, Director of Strategy & Business Development, Olive Software, Inc. (USA).

**Profile: Germany – specialist information and academic publishing\***

The outlook for Germany’s book sector is positive: Despite a slight decline in sales in 2014, the industry is looking to the future “actively and with confidence”, in the words of the German Publishers & Booksellers Association during a presentation of the economic data. Trade publishers have largely completed the integration of e-books and the related development of digital sales channels. Over 10 per cent of several publishers’ total sales already come from e-books.

Germany’s reference and academic publishers are rather rarely in the public eye. And yet, they have been the undisputed leaders in the sector’s sales rankings for years: With the exception of Penguin Random House, the ten largest German publishing groups comprise exclusively reference and educational publishers. According to an April 2015 buchreport ranking, specialist information accounts for 48 per cent of the total sales of the 100 largest publishers, with the education sector at third place with 16 per cent (after trade publishers, which account for 36 per cent of sales). Not only at the global level, but in Germany as well, reference and academic publishers are considered trailblazers when it comes to topics such as innovation, digitalisation and new business models.

Dr Niels Peter Thomas, Executive Vice President for German Language Science Publishing for Springer, provides a glance behind the scenes of Germany’s number one reference publisher, Springer Science & Media Deutschland. With over 2,900 magazines and 200,000 book titles worldwide, as well as sales of almost 471.6 million euros in Germany (2014; source: buchreport), Springer is one of the leading publishers of content in the field of natural sciences, technology and medicine. The reference publisher’s merger – approved by the antitrust authorities in June 2015 – with the majority of Macmillan Science (formerly Holtzbrinck Publishing Group) has created a publishing giant with some 1.5 billion euros in sales and more than 13,000 employees.

\****Note for the media:*** ***In the coming weeks, the Frankfurt Book Fair will publish profiles of the markets of China, Indonesia, Mexico, South Korea, Turkey and the USA.***

**The Markets: Global Publishing Summit**

Organised by the Frankfurt Book Fair and Publishing Perspectives

Tuesday, 13 October 2015

Further information about the event and how to register is available online at [http://www.TheMarkets2015.com](http://www.themarkets2015.com/) and [http://www.book-fair.com](http://www.book-fair.com/).

An early-bird discount of 20 per cent off regular ticket prices is valid until 15 August 2015.

**About the Frankfurt Book Fair**The Frankfurt Book Fair is the international publishing industry’s biggest trade fair – with 7,100 exhibitors from more than 100 countries, around 270,000 visitors, over 4,000 events and around 9,300 accredited journalists in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Book Fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurt Book Fair organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurt Book Fair offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. The Frankfurt Book Fair is a subsidiary of the German Publishers & Booksellers Association. www.book-fair.com