



Invitation

International Book Trade Mission to the 35a. Feria Internacional del Libro de Buenos Aires 2009

Dear Sir or Madam,
Dear Colleagues,

At the Frankfurt Book Fair 2010, Argentina will be the focus of interest as Guest of Honour and as one of the most diverse and interesting book markets in Latin America. Expectations for the appearance in Frankfurt are already very high among Argentinian publishing companies. But in the meantime, the international book industry can be looking to intensify existing contacts or to laying the foundations for longer-term cooperation. Attendance at the next book fair in Buenos Aires (20 April to 10 May 2009) represents an outstanding opportunity to do this.

The Frankfurt Book Fair is organising a trip to this fair for the international book trade. There are plans for several meetings with publishers and publishing professionals, Argentinian associations and organisations, as well as matchmaking sessions and visits to bookshops in Buenos Aires.

Those taking part in the first trip (19–23 April) will also have the option of introducing themselves with their books and information material on an international stand or the German collective stand during the fair's trade visitor days.

The trip will only be possible with the binding registration of at least ten participants. As well as the organisation of the entire book trade programme, our package also includes four overnight stays in a hotel. Participants make their own travel arrangements. The closing date for registration is 21 January 2009.

The cost of the trade mission trip (excl. flight) is 900 euros (19–23 April) or 700 euros (26–30 April).

The Feria Internacional del Libro in Buenos Aires is held every year at the end of April to the beginning of May and is one of the most important book fairs in the Spanish-speaking world. On the four trade visitor days, more than 1,500 exhibitors from almost 50 countries, as well as over 10,000 trade visitors from all over Latin America and increasingly from Europe, the USA and Asia, meet up in the Argentinian capital. More information on the fair and the Argentinian book market is available to you on the Frankfurt Book Fair's website.

Our package

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

- Attendance at the book fair during trade visitor days
- Option to exhibit on the international or German collective stand, organised by the Frankfurt Book Fair
- Introduction to the Argentinian book market
- Meetings with Argentinian publishers and publishing professionals
- Matchmaking session with Argentinian publishing companies
- Meeting with international attendees at 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
- 4 overnights

or

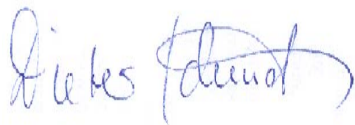
26–30 April 2009 (2nd week of the fair)

- Visit to the book fair on the general public days
- Introduction to the Argentinian book market
- Meetings with Argentinian publishers and publishing professionals
- Matchmaking session with Argentinian publishing companies
- Meetings with Argentinian professional associations, organisations and institutions
- Visits to bookshops
- 4 overnights

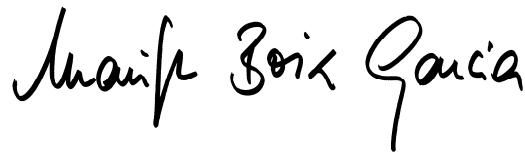
We are happy to help at any time if you need any further information.

Best regards

Dieter Schmidt



Marifé Boix García



Vice President
Southern Europe / Latin America

Contact

Dieter Schmidt

Frankfurt Book Fair

Phone: +49 (0) 69 2102-242

Fax: +49 (0) 69 2102-227

E-mail: schmidt@book-fair.com

Internet: www.book-fair.com



Registration

International Trade Mission to the 35a. Feria Internacional del Libro de Buenos Aires 2009

I wish to register for one of the two international trade mission trips as offered:
Closing date: 21 January 2009

(.....) **Trade trip 19 – 23 April 2009**
 Price (excl. flight): €900.-

or

(.....) **Trade trip 26 – 30 April 2009**
 Price (excl. flight): €700.-

Surname / First name / Publishing company

Address

Phone
E-mail

Place, date

Signature

**Please return your registration by fax by 21 January 2009 to:
Frankfurt Book Fair, Dieter Schmidt, +49 (0)69 2102-227**

Return of the signed registration form stands as a binding reservation.
Prices are subject to Value Added Tax at the applicable official rate.