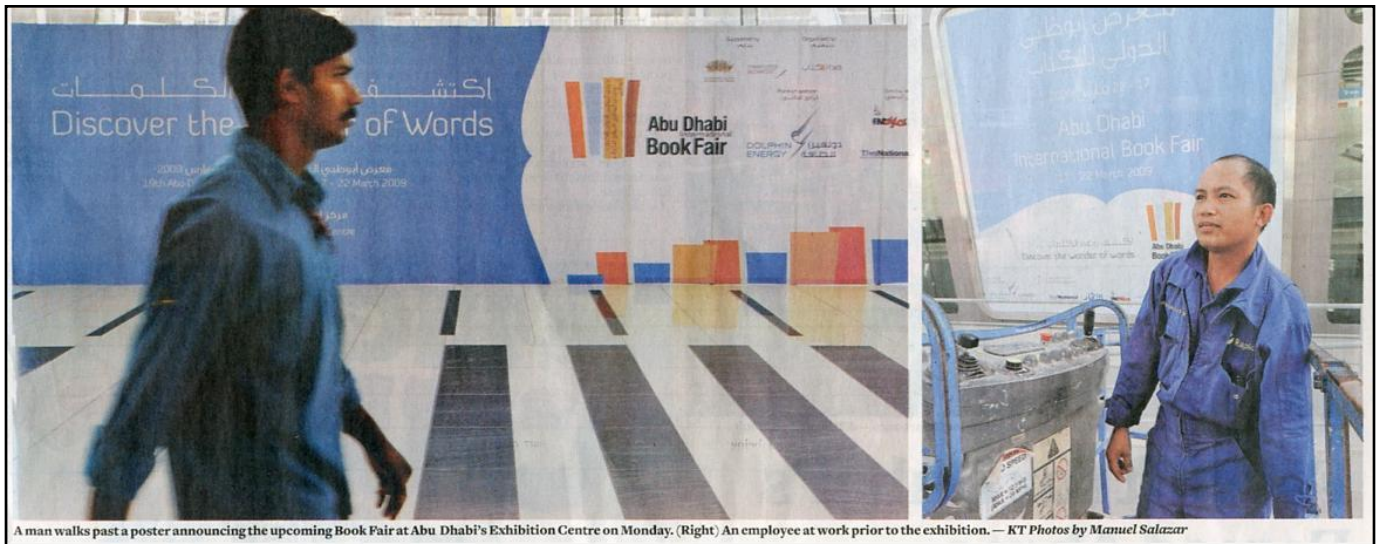


Capital Geared up to Charm Book Lovers

From Arabic poetry whispered from a black box, chef Yvan Cadiou cooking with children to Arab writers signing copies of their latest books, the 19th Abu Dhabi International Book Fair (ADIBF) has something for everyone. Bigger and better than ever, the organisers - Kitab, an initiative run by the Abu Dhabi Authority for Culture and Heritage (ADACH) - managed to attract lots of attention and interest this year, without selling out to commercialism. The Fair, which will be held from today to March 22 at the Abu Dhabi Exhibition Centre, will see 637 publishers from 52 countries - national, regional and international - taking part.

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A man walks past a poster announcing the upcoming Book Fair at Abu Dhabi's Exhibition Centre on Monday. (Right) An employee at work prior to the exhibition. — KT Photos by Manuel Salazar

Capital Geared up to Charm Book Lovers

This year's book fair will celebrate diversity in education, philosophy and culture

Silvia Radan

ARU DHABI — From Arabic poetry whispered from a black box, chef Yvan Cadiou cooking with children to Arab writers signing copies of their latest books, the 19th Abu Dhabi International Book Fair (ADIBF) has something for everyone.

Bigger and better than ever, the organisers — Kitab, an initiative run by the Abu Dhabi Authority for Culture and Heritage (ADACH) — managed to attract lots of attention and interest this year, without selling out to commercialism.

The Fair, which will be held from today to March 22 at the Abu Dhabi Exhibition Centre, will see 637 publishers from 52 countries — national, regional and international — taking part.

"For the book industry in the region to truly flourish, it needs to change the way it does business. That means better distribution of books. That means more accurate industry data to enable informed decision making. It means a better access to the market in the Middle East and North Africa region, more licensing, less copyright infringement and more translation," said Claudia Kaiser, general manager of Kitab.

As the only trade book fair in the region, a professional programme packed with lectures and workshops with a spotlight on copyrights was at the core of ADIBF.

Educational, cultural and even entertaining events are held to attract readers from all sections — from youngsters



Juma Al Qubaisi and Claudia Kaiser. — KT Photos by Iftikhar Shaheed

to adults, from erudites to those aspiring to become writers themselves.

Several events and activities will stand out at ADIBF. Rights — ADIBF's focus this year — are in the spotlight with a new rights subsidy of up to \$1,000 being offered to exhibitors and registered trade visitors of the Fair.

The Professional Programme, is a conference designed to bring the top experts in book publishing industry to discuss the needs of publishers and distributors today. Following the feedback for ADIBF 2008, this year's topics are education, educational publishing and rights.

The Cultural Programme will bring back some of the favourites from last year, including the Kitab Sofa, where live interviews with authors will be conducted daily and the Discussion Forum, where Arab writers, including the winners of Shaikh Zayed Book Award and the International Prize for Arabic Fiction, will be presented to the public.

Eight Arab writers will also sign copies of their books brought in by readers in the Book Signing Corner. The Text-box is also back, this time focusing on Arabic poetry, where poets will recite their verses confined in a glassed black box, while visitors can listen to them through a set of headphones.

New not only at ADIBF, but in the Arab world, is the Antiquarian Book

A RARE BOOK

◆ **THIS** Swiss antique bookshop will bring to ADIBF the wonderful "Book of Amber perfumes concerning the description of the sandals of the best of man", written in Cairo by the Algerian historian Ahmed ibn Mohammed Al Maqqari (ca. 1591 - 1631)

◆ **THIS** original illustrated manuscript in Arabic language prose and poetry, written in red and black ink, with eight full page drawings of the slippers in different colours and gold, refers to the sandals of Prophet Muhammad (peace be upon him). It is priced at \$60,000

Fair, a section of which will bring together a range of leading and internationally renowned antiquarians, showcasing a collection of rare and valuable antique books, manuscripts and artefacts in multiple languages.

Theatre, design and various workshops will be the three areas covered in the Children's Corner, where young readers will be entertained by authors, actors and even chefs!

Show Kitchen is where adults will meet the chefs, another novelty at ADIBF 2009. Several chefs from Malaysia, Morocco, France, India, Argentina and UAE will demonstrate not only their cooking skills, but also reveal recipes from a cultural, traditional and even historic points of view.

Last but not least, the Educational Chapter is ADIBF's latest effort to draw teenagers to the world of books. This interactive conference (March 18-19), tackling the subject of "How to bring thinking out of the box into 21st century classroom" organised in partnership with Taleem, a Dubai-based school management company, features A-list speakers who have won many awards.

"On the first day of the Book Fair we are also going to announce the launch of the online encyclopaedia of Arabic poetry, containing over three million verses, from the pre-Islamic era up to the 20th century," revealed Juma Al Qubaisi, director of ADIBF. As Al Qubaisi described ADIBF, from rare manuscripts to cooking books, from educational conferences to cultural events, "the book fair this year celebrates diversity in education, philosophy and culture".

The following are the countries attending the Book Fair: Algeria, Australia, Austria, Bahrain, Belgium, Bulgaria, China, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Hungary, Iceland, India, Iran, Iraq, Italy, Jordan, Korea, Kuwait, Latvia, Lebanon, Lithuania, Malta, Morocco, Netherlands, Oman, Palestine, Poland, Portugal, Qatar, Romania, Saudi Arabia, Singapore, Slovakia, Slovenia, Spain, Sudan, Sweden, Switzerland, Syria, Taiwan, Tunisia, Turkey, UAE and US.

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PROFESSIONAL PROGRAMME

- ◆ **TUESDAY, MARCH 17:** Time: 12 pm-1pm. News from the Arab Book Market - Facts, Figures, Trends. Speaker: Bachar Chebaro (Secretary General of the Arab Publishers Association). Venue: Discussion Forum. Time: 1 pm - 5 pm
- ◆ **BUSINESS LUNCH:** Meet New Business Partners: Targeted Matchmaking for Arab and Non-Arab Publishers (Distributors, Booksellers, and Service Providers Welcome). Venue: Capital Suite 7. Time: 5-6 pm
- ◆ **GLOBAL TRENDS IN COOKBOOKS:** Speaker: Edouard Cointreau (President and Founder of the GOURMAND World Cookbook Awards). Venue: Capital Suite 7. Wednesday, March 18. Time: 8am-4.30pm. (All events with simultaneous Arabic-English translation)
- ◆ **THE EDUCATION CHAPTER:** An Interactive Conference by Exceptional Educators including Sir John Jones, Ian Gilbert and Dr Samia Al Farra. How to Bring Thinking out of the Box into 21st Century Classrooms? Venue: ADNEC. Time: 1pm-4 pm
- ◆ **BUSINESS LUNCH:** Spotlight on Rights — Buying and Selling: A Practical Workshop on Effective Rights Negotiations. Host: Khaled Bilbasi (Dar Al Manhal, Jordan). Speakers: Lynette Owen (Pearson Education, UK), Alexandra Buechler (Literature across Frontiers, UK). Venue: Capital Suite 7. Thursday, March 19. Time: 8-4.30 pm
- ◆ **AN INTERACTIVE CONFERENCE BY EXCEPTIONAL EDUCATORS INCLUDING SIR JOHN JONES, IAN GILBERT AND DR SAMIA AL FARRA:** How to Bring Thinking out of the Box into 21st Century Classrooms? Venue: ADNEC. Time: 1pm-4 pm
- ◆ **FRENCH — GERMAN — ARAB BUSINESS LUNCH: BUSINESS POTENTIALS OF DIGITAL PUBLISHING.** Host: Ramy Habeeb. Speakers: Jérôme Denoy (Director Business Development, Hachette, France), Ronald Schild (Marketing- und Verlagsservice des Buchhandels GmbH, Germany). Venue: Capital Suite 7. Saturday, March 21. Time: 11am-1 pm
- ◆ **BUSINESS BREAKFAST:** IPA Copyright Symposium 2010.
- ◆ **THE STATE OF PIRACY IN THE UAE — CHALLENGES AND ACHIEVEMENTS:** Panelists: Jens Bammel (Secretary General of the International Publishers Association), Peter Holly (Managing Director, Cambridge University Press, Gulf). Venue: Discussion Forum. Time: 1pm-3 pm
- ◆ **BUSINESS LUNCH FOR WOMEN IN PUBLISHING:** How Did You Do It? Ways to Market besides the Mainstream: Two Case Studies. Host: Iris Klose (Kitab, UAE). Speakers: Urvashi Butalia (Zubaan Books, India), Rana Idriss (Dar al Adab, Lebanon). Venue: Capital Suite 7. Time: 3pm-5 pm
- ◆ **HOW TO FOUND AND RUN A PUBLISHERS ASSOCIATION SUCCESSFULLY.** Speaker: Jens Bammel (Secretary General of the International Publishers Association). Venue: Capital Suite 7



A man rolls boxes with antiquarian books past a shelf. The Antiquarian Book Fair at the ADIBF will bring together a range of leading and internationally renowned antiquarians, showcasing a collection of rare and valuable antique books, manuscripts and artefacts in multiple languages. — AFP file photo

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