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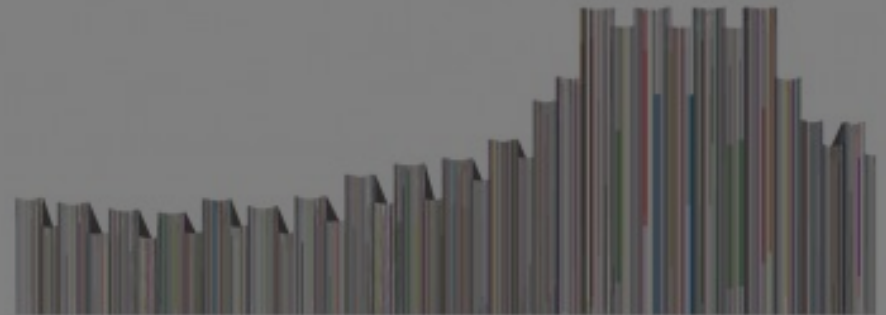
relations programme



Country of Honour: The Netherlands
China International Exhibition Center
(New Venue)
www.bibf.net

31 August — 4 September 2011

2011 BEIJING INTERNATIONAL BOOK FAIR



China's publishing industry needs the world;
The world's publishing industry needs China.



Why China? Why now?

China

The Focus of the world's publishing industry in the "post-financial crisis era"
The Most exciting publishing market in the world

No.1 Book Market in the World

The largest book market in the world by volume
The second largest in terms of purchasing power parity (*The New York Times*)

Incredible Development

The Chinese publishing industry grew 20% in 2009
To a value of 150 billion USD
7 billion books are expected to be published in China in 2010

Great Opportunities to Grow Your Business in the "Post-Financial Crisis Era"

Almost all major international publishing groups have established offices in China
During the financial crisis, the UK's book sales in China rose 44%
Compared to end 2005, China's publication imports have risen 94.67%

Don't Delay in Entering China's Enormous Market

With the acceleration of urbanization, demand for publications is surging
An enormous market: 800 million potential consumers



Why BIBF? Why Now?

BIBF One of Top 4 Book Fairs in the World
The Most Important Book Fair in Asia

BIBF Key to the Chinese & Asia Publishing Market
Meet the Global Publishing Industry in Beijing

For some years, the Netherlands has invested in strengthening cultural relations with China. The 2011 programme includes literature, visual arts and a new digital platform for Cultural Exchange.

[SICA](#) - the Dutch portal for culture professionals - aligns ambitions and possibilities of programmes that combine several cultural disciplines.

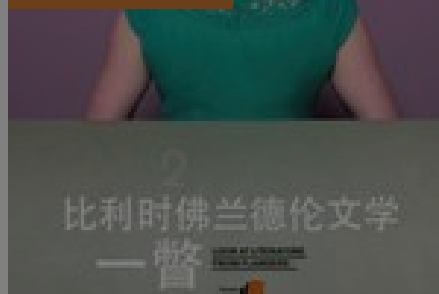
In 2011, SICA will develop the following activities:

- In collaboration with the [Dutch Foundation for Literature](#), SICA will organise a fringe programme at the [Beijing International Book Fair](#). The Netherlands will be focus country at the 2011 edition of this Fair, which will be held from 31 August – 4 September.
- SICA supports a project by OCT (Chinese real estate developments), the [Netherlands Foundation for Visual Arts, Design and Architecture \(Fonds BKVB\)](#), and the [Mondriaan Foundation](#), which will the visibility of Dutch visual arts in China. This project originated at the [Dutch Culture Centre](#) at the World Expo 2010 in Shanghai.
- SICA is developing the digital platform Cultural Exchange China – the Netherlands, which will made available online in the spring of 2011.

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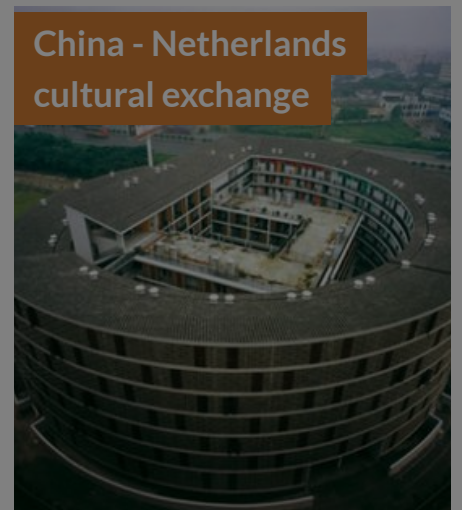
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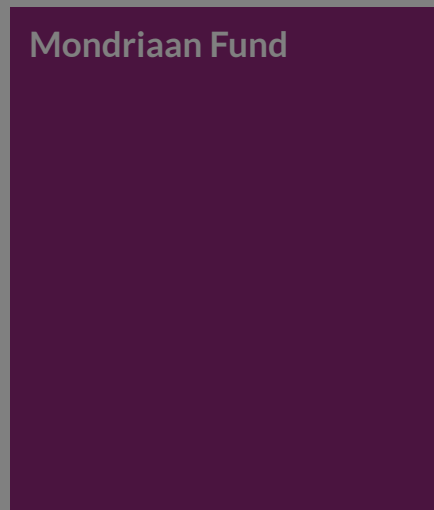
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