

NEWS & EVENTS > Australian literary delegation visits Indian writers' festivals

POSTED ON
19 JAN 2017

Australian literary delegation visits Indian writers' festivals



 the-hindulitforlife

The **Australia Council for the Arts** is leading a delegation of Australian publishers and writers' festival programmers on a 12-day program to India in January 2017. The Indian literature program is designed to forge strong links between Australian and Indian publishers, develop audiences and build markets for literature.

The delegation led by Dr Wendy Were, Executive Director Strategic Development and Advocacy for the Australia Council for the Arts will visit

the [Hindu Lit for Life Festival](#) in Chennai, the [Apeejay Kolkata Literary Festival](#), [Zee Jaipur Literature Festival](#) and [Jaipur Bookmark](#), and meet with publishers in New Delhi, as well as participating in industry meetings and networking events.

Dr Were said the [India Literature Exploratory](#) delegation was in its third year, with the first delegation of publishers visiting India in January 2015. The program was expanded in 2016 to incorporate festival directors.

“The Australia Council for the Arts recognises the important continuum between publishers and festival directors when building market and audience development for books and writing,” Dr Were said.

“Australia has such a rich and diverse literary festival culture which has been going from strength to strength over the last 20 years and this plays a vital role in shaping audiences for books, as well as enabling discoverability for new titles and authors.

“This delegation builds upon opportunities not just in India for Australian publishers but also in Australia itself. It also provides opportunities for Indian publishers to sell rights to Australian publishers and the delegation has been deliberately structured to include both buyers and sellers in the true spirit of reciprocity.

“During the 12 days, these delegates will explore the Indian market where there has been an increase in the number of titles coming out of that region and significant large scale investment in retail and marketing.

[Read more](#)

SIMILAR CONTENT

FROM - TO
19 FEB 2021 - 28 FEB 2021

European literature in the spotlight at the Jaipur Literature Festival

PRODUCED BY



JAIPUR LITERATURE FESTIVAL 2017

FROM - TO
19 JAN 2017 - 23 JAN 2017

Jaipur Literature Festival 2017 | celebrating 10 years
of JLF



EVENTS

INDIA INTERNATIONAL

BY DAVID FERNÁNDEZ
13 AUG 2024

Jaipur Literature Festival in Spain: the first in a non-
English-speaking country



FEATURES

INDIA SPAIN

FROM - TO
02 SEP 2020 - 23 SEP 2020



EU Prize for Literature Authors at Jaipur Literature Festival

EVENTS
EUROPE INDIA

FROM - TO
21 JAN 2015 - 25 JAN 2015



EVENTS
INDIA INTERNATIONAL

FROM - TO
31 OCT 2012 - 21 NOV 2012

India - Australia | The Bookwallah tour



EVENTS

COUNTRIES

AUSTRALIA INDIA

THEMES

CREATIVE INDUSTRIES CULTURAL POLICY

DISCIPLINES

FESTIVALS LITERATURE

ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

MORE ABOUT ASEF CULTURE360 | [FAQ](#) | [f](#) [X](#) [@](#)

This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of the Asia-Europe Foundation (ASEF) and do not necessarily reflect the views of the European Union.



About us
Team
Partners
FAQ
Brand guidelines
How to partner with us
Contact us

#ASEFCulture

ASIA-EUROPE FOUNDATION (ASEF) 2017 | [TERMS OF SERVICE & PRIVACY POLICY](#) | [CREATIVE COMMONS ATTRIBUTION - NON COMMERCIAL SHARE](#)