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**NEWS & EVENTS** > China - The Netherlands | cultural relations  
programme

POSTED ON  
07 APR 2011

## China - The Netherlands | cultural relations programme

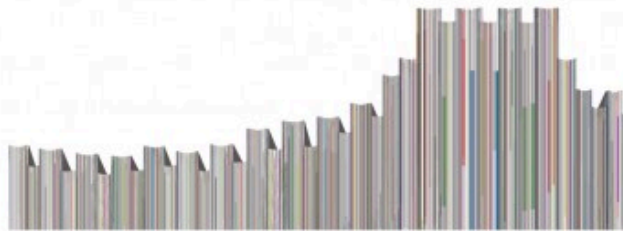
Aug.31–Sept.4,2011



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



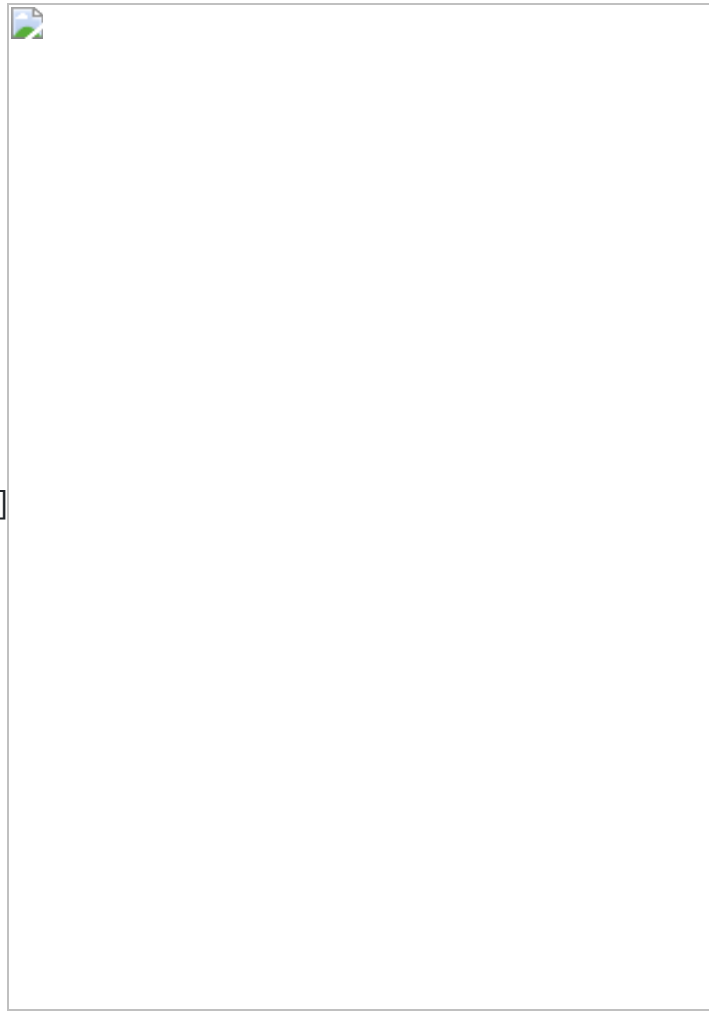
## Why BIBF? Why Now?

**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

[caption id="attachment\_8604" align="alignright" width="356"  
caption="Beijing International Book Fair 2011 - The Netherlands is guest

of honour"]



[/caption]

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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POSTED ON  
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Beijing Book Fair | Look at Literature from Flanders  
and Cafe Amsterdam

NEWS

BELGIUM CHINA NETHERLANDS

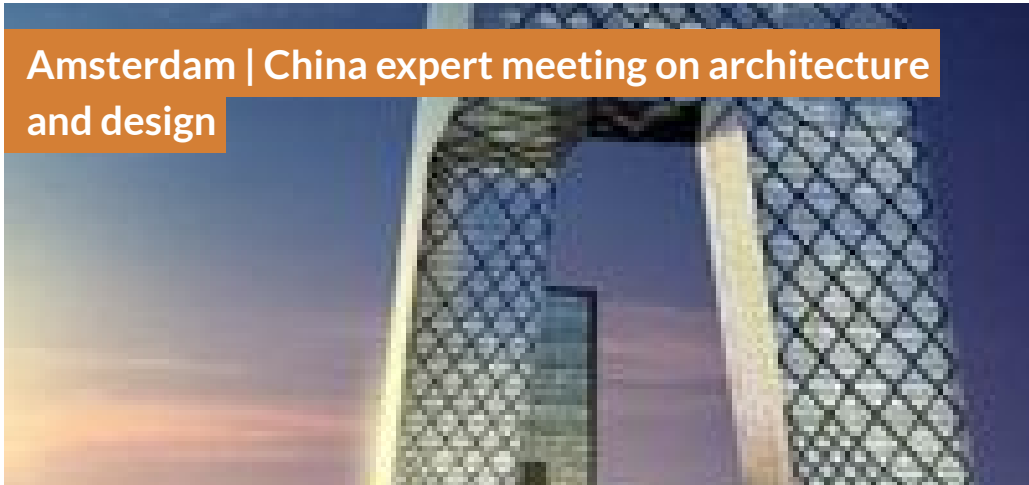
FROM - TO  
29 SEP 2012 - 22 NOV 2012

## Shenzhen | Dutch fashion and design exhibition



FROM - TO  
18 APR 2012 - 18 APR 2012

## Amsterdam | China expert meeting on architecture and design



**EVENTS**  
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POSTED ON  
10 OCT 2011

## China - Netherlands cultural exchange

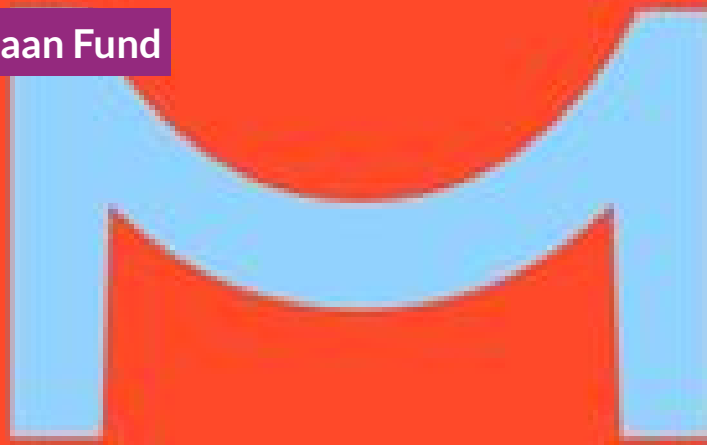


**NEWS**  
CHINA NETHERLANDS

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## Mondriaan Fund



**ORGANISATIONS DIRECTORY**  
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## Dutch Cultural Centre Shanghai wins award



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