

# 第二十屆台北國際書展

## Taipei International Book Exhibition 2012

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主辦單位: GIO 行政院新聞局 承辦單位: 財團法人台北國際書展基金會 Taipei Book Fair Foundation

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**2012 TIBE Closes with Record-breaking Attendance of 600,000!!** 發送日期:2012-3-6

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### **2012 Taipei International Book Exhibition Closes with Record-breaking Attendance of 600,000; International Copyright Trade Sees Robust Growth**

The Taipei International Book Exhibition (TIBE) 2012 closed with great success on February 6. With a total of 60 countries and 749 publishers participating this year, the biggest cultural and publishing event in Asia accommodated 2,183 booths across three venues, and saw a record-high attendance of over 600,000, substantially boosting the publishing business sector.

At the closing press conference, Government Information Office (GIO) Deputy Minister Hsu Chiu-Huang commended the book fair for having developed the diverse features of "international exchange", "publishing professionalism", and "reading as living", establishing a unique position for itself among all the major book fairs in Asia. Meanwhile, by integrating book sales that cater to the needs of the public with the international writers' exchange and copyright transactions, the TIBE has truly served the function of promoting reading to the general public. One of the main TIBE features this year was the Book Meets Film Forum, which helped bring together the visual media - along with filmmakers from Japan, China, Hong Kong, and the United States - and the publishing industry, in a bid to carry forward the cross-media development of literary works. The recent Taiwanese blockbuster film *You Are the Apple of My Eye* scored several box office records in Taiwan, Hong Kong, and China, highlighting the tremendous potential of Taiwan's publishing industry and the momentum of collaboration across different publishing platforms. Deputy Minister Hsu also announced Belgium as the theme country for TIBE next year.

Taipei Book Fair Foundation (TBFF) Chairman Wang Jung-Wen noted the progress in the participation of publishers from around the world. One of the highlights this year is undoubtedly the success of the Book Meets Film Forum, which caught the full attention of the media and publishers alike. In the six-day run of the book fair, there were various pitch meetings and over 130 one-on-one matchmaking sessions. Later in March, together with the four forum consultants, Taiwan's publishers will attend the Hong Kong-Asia Film Financing Forum (HAF) in Hong Kong for further exchange and collaboration.

Furthermore, various kinds of TIBE professional forums took place to great critical acclaim this year, with full attendance for virtually all sessions. Overseas guests all expressed their admiration for such success and their willingness to cooperate with the TIBE in the future. Frankfurt Book Fair Director Jüergen Boos especially expects

there to be more interaction between the Frankfurt Academy and the TIBE, thereby making it possible for international publishing professionals to come to Taiwan to give professional forums or lectures.

Publishers Weekly (PW) President George Slowik sees great potential in the role played by the TIBE, as a channel of direct and effective communication with China. Mr. Slowik also looks forward to further cooperation in the future as TIBE is an ideal place for hosting forums.

TBFF Executive Director Huang Bao-Ping said this year's theme "Green Reading" and the exquisite "Green Theme Pavilion" drew considerable crowds during the six-day run of the book fair, with activities held in the Green Salon invariably packed to full capacity. The number of copyright transactions also reached a new high, with over two hundred such meetings taking place inside the venue. There were approximately twenty copyright representatives each from Korea and Japan, showing their great confidence in the Taiwanese market. Worthy of note is that children's books featured most prominently in the copyright transactions this year.

### **2013 Guest of Honor: Belgium**

As the theme country for next year's TIBE will be Belgium, Belgium Office Taipei Director Caroline Vermeulen was present at the closing ceremony to deliver an address. A relatively small country, Belgium brings together different cultures in Europe, making Brussels virtually a capital for all Europe. Boasting a highly innovative cultural environment, Belgium has produced such classic cartoon series as *The Adventures of Tintin* and *The Smurfs*. Director Vermeulen expressed the wish to present an all-around, comprehensive visage of her country for next year's TIBE, covering the whole publishing spectrum of fiction and nonfiction, young people's literature, science, history, design, architecture, music, films and traditional culinary art. She looks forward to a rich feast of exchange with Taiwan's professional editors, publishers and scholars.

There were more than thirty Japanese copyright representatives participating in the TIBE this year, also a record high for the book fair. Taiwan Tohan President Hideyuki Komiya said the TIBE was an ideal platform, not only for copyright transactions but also for cultural exchange.

Director Moon of the Korean Publishers Association (KPA) said having seventeen Korean copyright representatives attending the TIBE this year was also an unprecedented record.

Director Julia Marshall of New Zealand's Gecko Press expressed her pleasant surprise at meeting many iconic figures, such as the Frankfurt Book Fair Director Jüergen Boos and the PW President George Slowik, at the TIBE.


Australian Commerce & Industry Office representative reiterated their continued support of the book fair ever since Australia featured as the theme country in 2008. It should be noted that many distinguished Australian publishers, such as Random House and Harper Collins, were able to see copyright deals reached quickly and efficiently this year, recording significant growth compared with previous years.

Jean-Guy Boin, Director-general of Bureau International de l'Édition Française (BIEF), was impressed with the fine constitution of the TIBE as well as the enthusiasm of the readers in Taiwan.

PW President George Slowik made his first visit to the TIBE this year and was impressed with the enthusiastic response and the many questions from the audience on the first day of the forum.

Furthermore, the Green Theme Pavilion this year attracted many visitors, who all showed great interest in the exhibits provided by various participating countries. Representatives from Germany, Israel, and Italy all expressed the pleasure attending the TIBE and seeing such success engendered by this very special experience of culture exchange.

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主辦單位  **行政院新聞局**  
Government Information Office

承辦單位

 **財團法人台北書展基金會**  
Taipei Book Fair Foundation

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