

The 23rd Beijing International Book Fair was held in Aug. 24-28, 2016.

2016 BIBF covered an exhibition area of 78,600 square meters and arranged 2,512 stands. 2,407 publishing houses from the mainland of China and 86 countries and regions attended the fair. Approximately 300,000 titles were on display, over 1,000 cultural events and seminars were held, and nearly 300,000 visitors were present during the fair.

This year BIBF, for the first time, organized the Hall of Reading to Living (over 12,600 square meters) for publishers from home and abroad.

This year BIBF continued to organize brand activities such as 2016 Beijing International Publishing Forum, BIBF Advanced Seminar on International Rights Trade, International Children's Publishing Forum, and [IDPF@BIBF](#) International Digital Publishing Forum. Moreover, BIBF launched the "First Step into the Chinese Publishing Market" Training Program and BIBF Fairground Tour. These activities contributed to enhancing communications between publishers from home and abroad.

Like the past years, the ICFI attended the event in a stand with an area of 18 sq. m. following a stand exchange form of collaboration.

Among the main events of the 2016 BIBF was a glorious ceremony "Day of Iran" attended by 70 Chinese professors and students who study the Persian Language. In that ceremony, assisted by the Cultural Attaché of the Islamic Republic of Iran in Beijing, Dr. Najmeh Dorri an associate professor from Tarbiat Modares University (Faculty of Literature), Dr. Adel Khani, the Attaché's Assistant, and Dr. Gholamreza Nuei, the Director of ICFI International Department gave lectures. The ceremony was continued by recitation of a collection of contemporary Persian poets such as Sohrab Sepehri, Mehdi Akhavan Sales, etc. by Chinese students. This cultural ceremony ended with a live music playing and refreshments.

Among other outstanding features of this year was presentation of a selected collection of the Iranian illustrators' artworks, and an illustration workshop held by two Iranian illustrators sent to the book fair for this very purpose.

Introducing the publishing industry of Iran in the form of a pamphlet titled "A glance through the publishing industry of Iran" and some brochures describing the

“Translation and Publication Grant Programme of the Islamic republic of Iran” and “Book Publishing in Iran” was among other activities.

In addition, 60 titles of the Iranian Children’s books whose rights were sold and published internationally were showcased together with 366 titles selected by domestic and/or international book awards and festivals. Also, another 51 titles with English translation were presented in case interested publishers can negotiate the rights.

In view of a warm acceptance by the Chinese visitors, especially the Muslims, and since many were interested in learning Persian Language, 40 titles in this field (audio and printed) were being presented in the book fair. Some works of the contemporary Iranian poets and writers translated into Chinese and English, though not too many, were also presented. The ICFI had the opportunity to negotiate with other book fairs’ representatives.