

Participation of Iran in the 68th Frankfurt Book Fair (Oct 19-23, 2016)

Islamic Republic of Iran's national stands, like previous years, were organized and set up by the ICFI, which represents the Cultural Deputy of the Ministry of Culture and Islamic Guidance. Set up on an area of 228 sq. m. (190 sq. m. for the general titles and another 38 sq. m. for the children's and young adults') the two stands showcased 1500 titles from various publishers.

Activities and programmes presented in the collective stands of Iran can be categorized into three types:

1. Showcasing and introducing books from Iran
2. Presenting cultural programmes
3. Holding specialized lectures and forums in the field of book publishing

Enjoying the experiences gained during three previous years, while there was a change in the approach to the whole event, the ICFI's measures turned out to be effective and successful according to the visitors from both the contents viewpoint and maximal collaboration on the part of the publishing guilds and private publishers. Sideline programmes including music and minstrelsy attended by artists from Iran added to the merit of the event.

The main stand of the Islamic Republic of Iran was located in Hal 5, Corridor B136. Eleven publishers (Candle and Fog, Artist House, Negah, Iran Ebook, Safir Ardehal, the magazine Printed in Iran, Sales, Peydayesh, Hermes, Qoqnoos, Asre Gooyesh), five publishing guilds (Tehran Publishers and Booksellers Association, Cultural Association of University Books Publishers, Association of Islamic Revolution Publishers, Holy Defense Publishers Association, Cultural Association of Women publishers), and a literary agency (Pol) as well as the Iranian Cultural attaché in Berlin attended the stand.

Located in Hal 3, Corridor K84, the children's and young adults' stand showcased the newest titles from selected publishers. Publishers

like Khorasan Institute, Vida, Amirkabir, Shahre Ghalam, Boragh, and Entesharat Fanni Iran attended this stand for the first time.

The following sideline programmes were presented in the stands:

- Holding thirty forums and meetings in Persian, English or German languages
- Holding lectures, and book unveiling ceremonies five hours a day
- Many official meetings were hold including the ones with Juergen Boos, director of the Frankfurt Book Fair, Elena Pasoli, director of the Bologna Children's Book Fair, Sébastien Fresneau, director of the Paris Book Fair, and Marisol Schulz director of the Guadalajara Book Fair
- Notices, and giving away promotional items
- Distribution of the brochures introducing the ICFI, TIBF and the publishing industry of Iran