



Press release



PUBLISHING IN THE EUROPEAN NEIGHBOURHOOD PRESENTATION AND DISCUSSION AT FRANKFURT BOOK FAIR 2013

Date: October 10 (Thursday), 17:30-18:30

Venue: Frankfurt Book Fair, Forum Dialogue, hall 5.1 A122 Exhibition site

Organized by: Next Page Foundation (Bulgaria) in partnership with Publishers Forum-Lviv (Ukraine), Armenian Publishers Association and Georgian Publishers and Booksellers Association

**The Book Platform project of Next Page Foundation presents and discusses
ground-breaking research on the book industries of Armenia, Georgia and Ukraine
at Frankfurt Book Fair 2013**

The globalization of the book trade is discussed mostly with regard to the most powerful, plus some emerging markets like Brazil or China. But obviously, the many smaller countries, and those on the peripheries from the centres of globalization, look at a challenging future as well. Local publishers and booksellers have to struggle with a difficult economic environment; often enough, a strong neighbouring country competes through regional exports for a culturally fragmented local audience.

At FBF this year we present and discuss pioneering data on the book and translation sectors of three countries of the so called European Neighbourhood area: **Armenia, Georgia and Ukraine**

Speakers: Annetta Antonenko, director of Calvaria Publishers (Ukraine); Nerses Ter-Vardanyan, advisor at the Ministry of Culture (Armenia); Rüdiger Wischenbart, consultant, Content&Consulting (Austria); Zaza Shengelia, Diogene Publishers (Georgia)

Moderated by: Yana Genova, Next Page Foundation (Bulgaria)

The event will be followed by a reception. Languages: English and Russian

More follows

THE BOOK PLATFORM is a project of Next Page Foundation in cooperation with National Publishers Association (Armenia), Georgian Book Publishers Association (Georgia), Publishers Forum-Lviv (Ukraine). The project is funded by the European Union and is implemented in frames of the Eastern Partnership Culture programme in support of the role of culture in the region's sustainable development and promotion of regional cooperation among public institutions, civil society, cultural and academic organisations in the Eastern Partnership region and with the European Union.

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The European Commission is the EU's executive body.

“The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders”.