

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** during

PUBLISHING IN THE EUROPEAN NEIGHBOURHOOD

Presentation and discussion at Frankfurt Book Fair 2013

October 10 (Thursday), 17:30-18:30 at Forum Dialogue, hall 5.1 A122 Exhibition site

in partnership with Publishers Forum-Lviv (Ukraine), Armenian Publishers Association and Georgian Publishers and Booksellers Association

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

BOOK PLATFORM is a project of Next Page Foundation in cooperation with National Publishers Association (Armenia), Georgian Publishers and Booksellers 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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