

HIS HIGHNESS SHEIKH DR. SULTAN AL QASSIMI UNVEILS NEW BRAND IDENTITY FOR SHARJAH INTERNATIONAL BOOK FAIR 2009

FOR IMMEDIATE RELEASE

SHARJAH, U.A.E, WEDNESDAY, 11TH NOVEMBER, 2009—Sharjah International Book Fair 2009 (SIBF), which runs from today until Wednesday, 21st November, is pleased to announce a brand new look, as well as an exciting and diverse programme of seminars that address the key global issues.

Following 27 years of continued success, SIBF has re-branded to promote the theme ‘the love of the written word’ to regional and international audiences. The new theme and associated branding signifies a more focused purpose which will extend beyond the 10-day event itself.

The fair will be opened by **His Highness Sheikh Dr. Sultan Bin Mohamed Al Qassimi** and the concept reflects his vision of ‘reawakening the pursuit of knowledge’ in Sharjah and the U.A.E. *“The crafted Arabic letter ‘sheen’ is a very simple, modern mark. The curved stroke gives a sense of energy and dynamism, while the vertical lines replicate stacked books,”* he states. *“We are very excited to be able to reveal the new identity at SIBF 2009 and look forward to building on our continued success to become one of the most influential trade shows in the global market place.”*

This year, the programme includes training workshops, meetings with authors, symposiums on Middle Eastern and international issues, and open cultural debates. The pre-fair weekend saw a series of publisher’s training workshops at the Sharjah Chamber of Trade and Industry, in association with the Publishers Association, Oxford Brookes University (UK) and the Oxford International Centre for Publishing Studies (UK)

Representing the **Publishers Association, Emma House, Trade & International Director**, says: *“SIBF is an essential hub in the region not only in the showcasing of books, but also in terms of book sales, engagement with consumers across the UAE and also provides a fantastic publisher training resource in association with the UK’s Oxford Brookes university. As a representative of the UK’s publishing industry, I would recommend that publishers from around the world who have books with appeal to Middle Eastern audiences would gain a huge benefit from participating in the fair.”*

Known as the city of culture and heritage, SIBF has long been a supporter of culture across the Emirates. Taking place over 10 days, it showcases more than 750 publishers from nearly 42 nations, averages more than 400,000 visitors and trades approximately U.S \$ 28 million.

A highlight of the 2009 fair will include the award of the Etisalat Prize for Arab Children's Literature, an initiative launched by the Arab Children's Book Publishers Forum to boost the publishing of Arabic children's books. The chosen publisher and author of the winning Arabic children's book will share Dhs 1m (250,000 pounds sterling) prize money.

A campaign of educational spin-off events for young people is planned for 2010. Poetry writing and short story competitions will be closely linked with 'Knowledge without Borders' - an initiative of His Highness Sheikh Dr. Sultan Bin Mohamed Al Qassimi which aims to establish a library in every house in the Emirate of Sharjah, comprising a series of diverse and useful books that meet the interests of all family members. The project concentrates on raising awareness of the importance of reading.

Unlike most western trade shows, SIBF is a consumer facing event and therefore one of the busiest. The emphasis on SIBF's post fair events - coupled with the new branding and first-rate industry workshops - propels it into a new era.

Notes to Editors:

Sharjah International Book Fair

Sharjah International Book Fair runs from 11th - 21st November 2009, and will be inaugurated by His Highness Sheikh Dr. Sultan Al Qassimi at the Expo Centre, Sharjah.

Under the guidance and patronage of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, the UAE Supreme Council Member and Ruler of Sharjah. The Department of Culture & Information of Sharjah Government has been organizing International Book Fair in Sharjah since 1982, a 10 day annual event that bridges cultures in one educational place, showcasing books of more than 750 publishers from nearly 42 nations, with average 400,000 visitors visiting yearly and making trade worth U.S \$ 28 million. Sharjah International Book Fair gained an international honourable reputation and built a fabulous image among many world book fairs. This event is considered the biggest memorable event in Sharjah.

The main aim of Sharjah International Book Fair is to generate reading habit among the people, mainly the younger generation, and to make quality books reachable at affordable prices. Sharjah International Book Fair offers readers with variety of valuable books for children, mothers, adults, teachers, students, and professionals.

To view the 2009 Seminar Programme, please visit: www.swbf.gov.ae/english/

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