

UPDATES FROM

# ITALY @ SIBF 2021

## SHARJAH INTERNATIONAL BOOK FAIR

TUESDAY 2 NOVEMBER 2021

### ITALY SELECTED 12 PUBLISHERS AT THE 40TH SHARJAH INTERNATIONAL BOOK FAIR

Italy is participating at the 40th Sharjah International Book Fair (SIBF) with **12 publishers** presenting their latest books on November 3-13, 2021 flexing its prowess in publishing and fortifying its cultural significance through print works.

Italy's participation at the SIBF is realised by the Italian Trade Agency (ITA), in cooperation with the Embassy of Italy in the UAE, the Consulate General of Italy in Dubai and the recently-opened Italian Cultural Institute in Abu Dhabi.

ITA has invited foreign delegations coming from Egypt, Iran, Lebanon, Indonesia, Morocco, Uganda, Ethiopia, Tanzania and Kenya to help increase the output of their trade ties in the publishing sector while benefiting from sales of rights.

Italy enjoys a robust publishing sector with **78,279 titles published in 2019**, including **8,569 titles (+ 8.7%) publishing rights sold on foreign markets** as per the publishing association AIE. There are currently over **4,900 active publishing companies**. In addition, the country's **trade publishing grew by 2.4% in 2020 driven by digital reading (ebooks and audiobooks), amounting to 1.54 billion euro**.

12

selected Italian publishers will be at ITA Pavilion at the 40th Sharjah International Book Fair

**Euro 1.54 billion**

trade publishing in Italy driven by digital reading (ebooks and audiobooks) in 2020

#4

Italy's world ranking of publishers in the sale of rights

Prior to the pandemic, the sector's growth with an overall turnover of **EUR3.037 billion** in 2019 went up by **3%** from the previous year, including sales in Italy and abroad, volumes, and rights. This significant growth confirms publishing as the foremost Italian cultural enterprise by turnover in Italy above all others including TV, magazines, newspapers, video games, cinema, exhibitions, theaters, concerts, music, and home entertainment. In consideration of world ranking of publishers in the sale of rights, Italy holds fourth place in Europe after Germany, France, and the United Kingdom.

### VISIT US!

3 - 13 November 2021

Daily 10:00 - 22:00

Fridays 16:00 - 22:00

Hall 6, Stand No. M-11

Expo Centre Sharjah

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exhibitor profiles



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## ITALIAN PARTICIPATION



Literary figures from Italy, both finalists for the prestigious literary prize in Italy - Premio Strega, grace this year's edition of SIBF: **Donatella di Pietrantonio**, who wrote the novel about a mother-son relationship titled *L'Arminuta* which has been translated into 27 countries and now is a film which will be distributed on Netflix; and **Lisa Ginzburg**, who belongs to an outstanding family of writers and literati and the daughter of historian Carlo Ginzburg and wrote a collection of short stories and novels including *Desiderava la bufera* (Desiring the storm, 2002), *Per amore* (For love, 2016) and *Cara pace* (Beloved peace, 2020).

The Italian Cultural Institute will host a roundtable titled 'Leonardo Sciascia (1921-1989) and the Arab world' dedicated to renowned writer **Leonardo Sciascia**, who is among the most translated Italian authors into Arabic. The roundtable will see the participation of Arabic professor Francesca **Maria Corrao**, Tunisian writer **Ezzeddine Anaya**, Islamic studies professor **Wael Farouq**, Arabic publisher in Italy **Khaled Al Nassiry**, and Iraqi journalist, director and film critic **Erfan Rashid**.

## GET TO KNOW THE EXHIBITORS AT THE ITALIAN TRADE AGENCY PAVILION

During the 11-day fair, Italy showcases select titles of books for children, heritage, culture, and general topics. Exhibitors will be hosted at both the Arabic and International sections.

1. D'oro Collection S.R.L.
2. De Agostini Publishing Spa
3. Dw Dreamyourmind Srl
4. Edi Ermes
5. Editrice Bibliografica
6. Guerra Edizioni Edel Srl
7. Il Leone Verde
8. Moon Srl
9. Paesi Edizioni Srl
10. Sassi Editore Srl
11. Silvia Vassena @ Milano Consulting & Scouting
12. White Star Srl

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To request a meeting: [dubai@ice.it](mailto:dubai@ice.it)

## SAVE THE DATE



### *From ancient mosaics to ebooks: restoring the past to create new cultural spaces for the future*

4 November 2021 | 3:00 pm  
Italy Pavilion Expo 2020 Dubai

Italian most updated techniques to digitise more than 2,500 rare Arabic manuscripts.

Exchange of knowledge across boundaries to enhance bilateral and multilateral cooperation.

The 4th European publishing industry and its opportunities arose from the pandemic challenge: Italy's trade publishing grew by 2.4%, in 2020, driven by digital reading (ebooks and audiobooks), racking up 1.54 billion euro.

Cooperation among Italy and UAE Books' Fairs for a wider range of publishers, authors and titles to be offered to the public, by reorganising the Books Fairs' processes.

The Innovation Talk intends to offer a focus on bilateral cooperation on: digital technologies, moving from antiquity to encounter the present, bonding virtual, peripheral and physical practices in the post pandemic cultural frame. To find new spaces for encounters in the present.

The talk will be followed by a networking cocktail with the Italian publishing companies exhibiting at Sharjah International Book Fair 2021 [www.sibf.com](http://www.sibf.com)

Scan the QR code to get the catalogue



and **book your seat** to the event. Email to: [p.maggiori.contr@ice.it](mailto:p.maggiori.contr@ice.it)

One more chapter of

