



# 2010 : year of trade professionals The Paris Book Fair opens its Rights Centre



The Paris Book Fair \_\_\_\_\_

**A major first: the Paris Book Fair is expanding its offer, focusing on vocational guidance and opening the fair up to the international market with a new feature: the International Rights & Licensing Centre.**

The 2010 Paris Book Fair intends in this way to develop the professional aspects of the fair for years to come and honour the French model of the book economy, the relevance and strength of which have been proven in this period of crisis. Let us not forget either that France is one of the countries fondest of foreign literature, and one of its biggest buyers.

## **A new area for negotiation**

The **International Rights and Licensing** will make it easy for publishers, literary agents, literary scouts, and foreign rights managers to meet with each other in Paris. Located inside the International Club, reserved for book industry professionals only, the centre will be next to both the International Bureau of French Publishing and the brand new Business Centre. Bookings for office space are already being taken at [www.salondulivreparis.com](http://www.salondulivreparis.com), (rubric: "Literary Agents"). It should be noted that agents will benefit from an international reception desk at the entrance to the fair. An international media campaign will be dedicated to publicising the creation of the Rights Centre.

## **The Trade Professionals at the Fair**

**Close to 20,000 book industry professionals attended the fair in 2009 (representing an increase of 14%) attracted by a burgeoning offer:** the International Bureau of French Publishing "Pro Café", the Audiovisual Rights Market of the French Language Publishers Partnership, and the Conference for Book Industry Professionals organised by the National Union of French Publishers, and more...

**Also worth noting, the posting online, since September 2009, of the "the Pro Platform" at [www.salondulivreparis.com](http://www.salondulivreparis.com), offering each type of book industry professional direct access to individualized information.**

**Through this series of new initiatives, the Paris Book Fair intends to maintain its position as Europe's leading cultural consumer exhibition while becoming an effective platform for trade professionals, nationally and internationally.**

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