Participation Guide

TIBF 2012

Language Learning Book Zone

Dates: July 5 (Thur) – 8 (Sun), 2012 Venue: Tokyo Big Sight, Japan

Organised by: TIBF Executive Comittee / Reed Exhibitions Japan Ltd.

Penetrate Japan's booming language learning market!

The new education curriculum guidelines of Japan's Ministry of Education, Culture, Sports, Science and Technology are being implemented. These include adopting English as a compulsory subject in elementary schools from 2011, expanding English classes in junior high schools from 2012, and teaching high school English classes only in English from 2013. As a result, demand in Japan for English learning textbooks and teaching materials is increasing rapidly.

Not only English, but other foreign language learning is creating a huge market, and generating explosive demand. **The total value of the language learning business in Japan is said to have reached 506 billion Yen (approx. 6.7 billion USD) in 2011**.

For example…

- Chinese language schools and related businesses have created a market in Japan worth to 4.1 billion yen*.
- Following a Korean cultural boom (Hanryu) in Japan, annual sales of Korean language textbooks published by NHK have more than tripled in the past decade, producing a market for Korean language schools and related businesses worth 2.7 billion yen*.

These are just some examples that show the momentum of language learning in Japan at present.

Reflecting this fever and huge demand, the Tokyo International Book Fair (TIBF) is launching a new zone called the **"Language Learning Book Zone"** at the coming 2012 show, and invites publishers of all kinds of language learning books and materials to participate. TIBF is Japan's largest book industry trade show, bringing together 90,000 bookstores, distributors/importers, publishers, and other publishing professionals under one roof. If you want to tap into the Japanese market, the TIBF "Language Learning Book Zone" is the right place for you.

Exhibit at the TIBF "Language Learning Book Zone", and take advantage of this fair to expand your business!

Exhibitors/Exhibiting Products:

Foreign Language Learning Books (English, Chinese, Korean, Spanish, French, German, Italian… etc)

Visitors:

- Importers
- Wholesalers
- Distributors
- School buyers
- Publishers
- Bookstores
- Cram Schools
- Schools
- Corporative Users
- Educational Related Professionals etc…

Exhibit at TIBF Language Learning Book Zone to …

- Meet Japanese Importers/Distributors to sell your products directly to the market
- To sell your ESL/Language learning books publication rights
- To find business partners for co-publishing

* Source: 2011 Yano Research Institute Ltd.

To book a booth or for more information, contact:
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