Press Release

August 30, 2012

19th Tokyo International Book Fair

16th e-Book Expo Tokyo

POST SHOW REPORT

TIBF: July 5 (Thur) – 8 (Sun), 2012 (TIBF)
eBooks: July 4 (Wed) – 6 (Fri), 2012 (eBooks)
Venue: Tokyo Big Sight, Japan
Organised by: TIBF Executive Committee / Reed Exhibitions Japan Ltd.

Concurrent Sows: Dates: July 4 (Wed) – 6 (Fri), 2012
2nd LICENSING JAPAN
1st Creators' Expo Tokyo

Tokyo, Japan – Asia's leading publishing trade show, 19th Tokyo International Book Fair (TIBF2012) was held from July 5 (Thur) – 8 (Sun), 2012 at Tokyo Big Sight, Japan. The show opened its door with 39 spectacular dignitaries - international publishing industry leaders, ambassadors and Imperial Highnesses Prince and Princess Akishino - attending the opening ribbon-cutting ceremony. Along with TIBF2012, 16th e-Book Expo Tokyo (eBooks2012) was held from July 4 (Wed) – 6 (Fri), 2012 showcasing the latest eBook devices, technologies, solutions, contents, etc.

■ A Great Number of Productive Business Meetings were Taken Place at TIBF

Many exhibitors from overseas seek huge business opportunities in Japanese and Asian publishing markets and come to Tokyo once a year for showcasing their latest titles at TIBF. Creative, colorful and unique titles caught Japanese publishers' attention from the day 1 to day 4 and many business meetings regarding publication rights were taken place at the booths. Here are some comments Show Management have collected from exhibitors and visitors this year.

From Exhibitors …

"We were very pleased to be part of the TIBF 2012. We had 65 meetings during the show. The meetings were of high quality, discussing licensing our content to book publishers and digital publishers, talking about distribution of our English language books and discussing co-editions. Contacts came of course from Japan, but also from other Asian countries as China, South Korea, Vietnam, Thailand and Taiwan. The first sales have already been realised since then. It seems that taking part at TIBF became an essential tool for our international strategy for marketing and sales. So we plan to do even better next year, improve our list, our visibility and the number of meetings." – ***CLAVIS PUBLISHING BVBA (Belgium)***

"We exhibited at TIBF to sell publication rights. We had 47 business meetings mainly with Japanese publishers and 29 of them were very intensive talks. We are also extremely satisfied that 25 of them were new clients to our company and that was the biggest achievement for us. We are currently negotiating about 50 titles mainly on children's books and art books. TIBF is the best trade show for finding new clients therefore we have already decided to exhibit at the next year show." – ***ATLANTLYCA ENTERTAIMENT (Italy)***

"We had about 40 business meetings during the show and currently 30 titles have been negotiated with mainly Japanese publishers. 6 titles were already sold to Japanese publisher who publish Japanese/English bilingual books. It was such a great opportunity to meet with Japanese publishers and make connections with them. We are very satisfied with the results, therefore we have decided to exhibit next year during the show." – ***CALLIS EDITORA LTD. (Brazil)***

From Visitors…

"I visited TIBF to buy publication rights from overseas exhibitors. We conducted 5 business meetings during the show and are currently negotiating with 2 companies. If the talks become successful, we will be able to publish books online with a client this fall and also start to make a plan to publish a traveling book with another client. We would like to come back to the show to have active business meetings especially with Asian publishers." – ***Sales Manager, Sairyusha (Japan)***

"With the help of Show Management and rights agent, I visited 7 publishers and had business meetings with them. I have found 11 titles on picture books to consider for publication. TIBF, I believe, is a very valuable place to have face-to-face business meetings with international publishers without traveling abroad." – ***Editor in Chief, Suzuki Publishing Co., Ltd. (Japan)***

"I visited the show for finding publication rights for children's books and comics. We had about 10 business meetings during the show and bought publication rights from big Japanese publishing companies. We found the show very effective and satisfied with the results." – ***Editor, Nation Edutainment Co. Ltd. (Thailand)***

■ A Wave of e-Books Industry

Renowned as the world's largest e-Book industry trade show, leading industry companies such as DAI NIPPON PRINTING, TOPPAN PRINTING, VOYAGER JAPAN, YAHOO JAPAN, MORISAWA, and also companies from Korea, Taiwan, the U.S., Canada, Greece, Ireland, India and China showcased their latest technologies, solutions, devices, contents, etc. Among them, brand new e-Book devices which were introduced by RAKUTEN and TOPPAN caught tremendous amount of attention from the industry professionals as well as press worldwide. Upon arrival of affordable e-Book readers, many experts expect that the year 2012 will be the booming era for e-Book industry in Japan.

Not only Japanese companies but also international companies attracted visitors' attention. Taipei Computer Association was one of them. They presented 42 models of educational apps of 18 Taipei-based companies addressing the theme of "digital education and strategic program for e-Book industry." One of the Taiwanese exhibitors stated that various types of Japanese companies as well as international companies from Asia, Europe and Americas visited their booth and actively had business meetings on their latest apps. The show serves as a future beacon of the e-Book industry worldwide.

■ Industry Leaders Shared the Future of e-Book Publishing Industry

During the show period, two significant conferences for e-Book publishing industry were held together. "International Session" presented by industry's important figures, Mr. Yoshinobu Noma**,** CEO of Kodansha Ltd., Mr. Hiroshi Mikitani**,** CEO of Rakuten Inc., Mr.Bill McCoy, Executive Director of IDPF and Mr.Takehiko Ogi**,** CEO, MARUZEN CHI Holdings, caught huge attention of the industry professionals and press worldwide recording more than 2,000 attendees. These key industry leaders talked about the topic on "EPUB 3 and book publishing for now and future – initiative of industry leaders."

Also "IDPF Conference" hosted by IDPF (International Digital Publishing Forum), the global trade and standards organization dedicated to the development and promotion of electronic publishing and content consumption, attracted big crowd of audience.

■ Concurrent Shows

Alongside TIBF/eBook2012, two specialised exhibitions were held together under one roof. Among all, a trade show for discovering gifted creators and their creative works, 1st Creator's Expo Tokyo received great amount of attention from a wide range of professionals around the world. 363 creators consisting of illustrators, manga artists, writers and photographers presented their unique and creative works, and attracted many professionals from various types of media such as books, e-Books, magazines, comics, movies, videos and games. Tremendous amount of business meetings were conducted every single day at each booth and many reported Show Management after the show that exhibitors are still busy receiving inquiries from customers they met at the show. Most of the exhibitors have already decided to come back the show as exhibitors. In spite of the fact that it was a very first year show, it achieved remarkable reputation among exhibitors and visitors. We cannot wait to see the venue filled with talents next year.

Last but not least, 2nd LICENSING JAPAN, an important business trade show for those who engage in licensing business, was also crowded with professionals seeking new characters and brands that facilitate their sales. At the show, all categories of properties and contents such as characters, brands, entertainment, publishing, arts, etc. were showcased and many professionals stopped by the booths for business meetings. Since Japan is the world's 2nd largest market for merchandising licensed products, Show Management expects that the show will expand its scale year after year.

■ Outline of 2013 show

July 3 (Wed) – 6 (Sat), 2013

- **20th Tokyo International Book Fair (TIBF) http://www.bookfair.jp/en/**

July 3 (Wed) – 5 (Fri), 2013

- **17th e-Book Expo Tokyo (eBooks) http://www.ebooks-expo.jp/en/**
- **3rd LICENSING JAPAN http://www.licensing-japan.jp/en/**
- **2nd Creator's Expo Tokyo http://www.creator-expo.jp/ (available only in Japanese)**

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