

INDIA national stand inaugurated at Frankfurt Book Fair 2023

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As a step towards presenting India's knowledge, technology and soft power at the world stage, the Indian publishing industry came together under the banner of INDIA National Stand at the world's largest and most popular book fair – the Frankfurt Book Fair 2023.

First-of-its-kind, the 75th edition of Frankfurter Buchmesse saw the showcasing of Indian Publishers as one unit of India, projecting the collective might of Indian Publishing Industry at the global stage. The stand projects the Multilingualism of India as the Living Tradition with the slogan 'Bringing Stories from New India'.

The INDIA National Stand



was inaugurated on Wednesday morning Germany time 11 am in the presence of officials of Frankfurt Book Fair, CGI Frankfurt, Indian publishers and participants, and many foreign publishers,

trade visitors, buyers, literary and rights exchange agents, distributors, translators, foreign rights managers, and others related with this biggest B2B (business to business) Book Fair.

The INDIA National Stand is an initiative of National Book Trust India, the nodal body of Government of India for promotion of Indian book abroad, in collaboration with CAPEXIL (Ministry of Commerce & Trade, Govt of India) and it provides networking and business opportunity for Indian Publishers participating at the Frankfurt Book Fair.

The stand designed by National Institute of Design, Ahmedabad is spread across 300 sq metres at Hall 6.0, Stand A35-B15-B35 and is represented by more than 35 Indian Exhibitors in-person and more than 50 publishers through the collective exhibit of books showcased in the Rights zone of the.

In addition, there is participation from various government bodies like NBT-

India, and AICTE under Ministry of Education, GOI; Sahitya Akademi and IGNCIA under Ministry of Culture, GOI, and Publications Division under the Ministry of Information & Broadcasting, Government of India.

The participation of the public and private publishers under one umbrella of India National Stand emphasises the Government of India's approach in ease of doing Business as well projection of Indian publications and Knowledge system at global platforms. A series of discussions planned as 'Bringing Stories from New India', includes Publishing dialogue of India with Philippines, Malaysia, Slovenia and discussion on Publications in Ayurveda, Indian ethos and Indian publishing landscape.