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Market Focus



Books opening the mind,
Doors opening the future

korea_market_focus

Now in its 43rd year, The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels and takes place 8-10 April 2014. Korea has been chosen as the London Book Fair Market Focus. The London Book Fair, in partnership with The Publishers Association (PA), and the Korean Publishers Association, is delighted to announce the **Korea Market Focus Professional Programme** for The London Book Fair 2014, providing an insight into the Korean publishing industry for international visitors and exhibitors to The London Book Fair. There are four key Market Focus Professional Programme seminars taking place within The London Book Fair, as part of an extensive programme of meetings and networking opportunities between Korean and international publishing colleagues, including a daily Korean tea on the pavilion. The Korean delegation will comprise 27 companies, including publishers, e-book specialists, digital pioneers and print companies. Market Focus Korea also enjoys a rich Cultural Programme, featuring 10 contemporary writers from Korea, curated by The British Council. **Korea was chosen as The London Book Fair Market Focus for 2014** to reflect the country's status as one of the top ten publishing markets in the world, and its expanding reputation within the international literary community, as exemplified by Kyung-sook Shin winning the Man Asian Literary Prize in 2011. The **London Book Fair Market Focus initiative** has done much to open doors, creating both commercial and cultural partnerships around the world since it was first introduced in 2004. The objective of the Market Focus is to put the spotlight on publishing trade links with the country or region that is showcased, highlighting its publishing industry, and the opportunities for conducting business with the rest of the world.

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