



5-9 OCTOBER 2022

BAKU EXPO CENTER

Şuşa



Organiser



Ministry for Culture
of the Republic of Azerbaijan

Organisational support

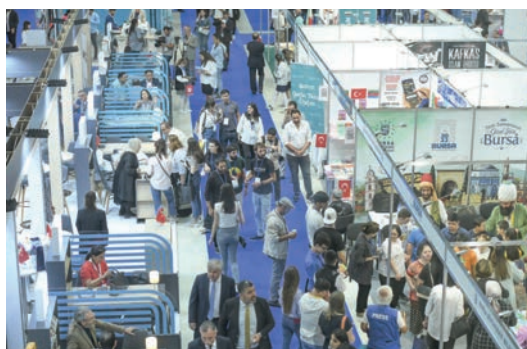
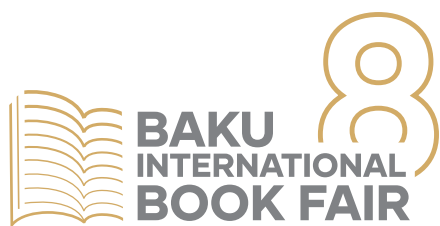


www.bakubookfair.az

 Bakikitabsergi

#Bookfair

EXHIBITION BACKGROUND



The **Baku International Book Fair** is the largest event in Azerbaijan and an ideal customer communication platform, which contributes to increasing interest in reading and improvement of the literacy level of the population.

This is the only area in the region enabling the dialogue between representatives of the book community, government officials and public associations and organisations on the development of the book industry in our country through the lens of the digital era, the exchange of local and international experience and ideas.

The **Baku International Book Fair** has proved to be one of the most visited exhibitions in the region; it attracts the attention of the press, is aimed at promoting and popularising books and reading, introduces book lovers to the printed products of both Azerbaijani and foreign publishing houses, and also creates opportunities for cooperation between publishers and support for publishing. In 2022, the exhibition was dedicated to the cultural capital of Azerbaijan, the city of Shusha.





THE OPENING CEREMONY



On October 5, 2022, the "8th Baku International Book Fair" was officially opened at the Baku Expo Center



PARTICIPANTS OF THE OPENING CEREMONY:

- **Ali Ahmadov** – Deputy Prime Minister of the Republic of Azerbaijan
- **Anar Karimov** – Minister of Culture of the Republic of Azerbaijan
- **Serdar Cham** – Deputy Minister of Culture and Tourism of the Republic of Turkey
- **Anar Rzayev** – Chairman of the Writers' Union of Azerbaijan, People's writer



OFFICIAL GUESTS OF THE EXHIBITION:

- **Ganira Pashayeva** – Chairperson of the Culture Committee of the Milli Majlis (National Assembly)
- **Gunay Efendiyeva** – President of the International Turkish Culture and Heritage Foundation
- **Doç. Dr. Cahit Bağcı** – Turkish Ambassador to Azerbaijan
- **Mikhail Bocharnikov** – Russian Ambassador to Azerbaijan
- **Israfil Kurulay** – Vice President of Istanbul Chamber of Commerce
- **Ilber Ortaylı** – Turkish historian, academician and writer
- **Chingiz Abdullayev** – Xalq yazıçısı
- **Elchin** – People's writer
- **Nariman Hasanzadeh** – People's poet

REVIEWS OF OFFICIAL GUESTS OF THE EXHIBITION

“Organisation of such exhibitions and fairs has already become a tradition in Azerbaijan. Books occupy a great place in the acquisition of knowledge and habits. They associate all human achievements with the book. It is impossible to imagine the development of human society without books. I am sure that the Baku Book Fair will also contribute to book publishing and book distribution. I congratulate all book lovers on this occasion”.

Ali Ahmadov,
Deputy Prime Minister of the Republic of Azerbaijan



“The main objective of the exhibition is to increase the interest of society in books and to promote reading culture, to familiarize readers with digital publishing innovations, to support the development of the book industry sector and modern literary processes in our country. The Baku International Book Fair with its 15-year history is considered one of the leading large-scale festivals among various international events in our country that is keenly accepted by the society”.

Anar Karimov,
Minister of Culture of the Republic of Azerbaijan

“The friendly relationship between Turkey and Azerbaijan is eternal and unbreakable. We constantly exchange partnerships in any field. A large number of books with different titles have been published in Turkey in recent years. I hope that such projects will be more widely presented at the international level.”

Serdar Cham,
Deputy Minister of Culture and Tourism of Turkey



REVIEWS OF OFFICIAL GUESTS OF THE EXHIBITION

“Baku Book Fair is a book festival. This festival is the people’s holiday. Over the centuries, books have been passed down from generation to generation in both manuscript and printed form. I recommend to love, read and live with the book”.

Anar Rzayev,
Chairman of the Azerbaijan Writers’ Union, People’s writer



“Organisation of the Baku Book Fair with the participation of numerous local and foreign publishing houses, printing companies and bookstores was a success”.

Ganira Pashayeva,
Chairperson of the Culture Committee of the Milli Majlis (National Assembly)

“The Baku International Book Fair is a real book festival both for authors and readers. The creation of such a platform is extremely important in the formation of personality, in the intellectual development of society, and as well as in the understanding of the national identity of peoples and nations”.

Gunay Efendiyeva,
President of the International Turkish Culture and Heritage Foundation



“Book festival means a great holiday for readers. Reader’s Holiday is a people’s holiday of a kind. Therefore, this book fair presents the books published by more than 100 publishing houses. At the same time, this is a great promotion of independent culture of Azerbaijan”.

Elchin,
People’s writer

EXHIBITION THEME



- Publishing and printing enterprises
- Bookstores
- Literature for children and adolescents (Children's World)
- E-books and audio books
- Libraries
- Educational institutions
- Government institutions
- Museums
- Cultural centers
- Stationery
- Handicrafts





EXHIBITION FIGURES

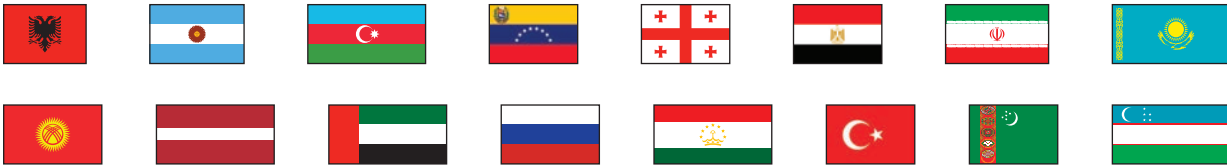


PARTICIPANTS OF THE 2022 BOOK FAIR

	Companies:	186
	Countries:	16
	Exhibition area:	2000 m²



BOOK FAIR 2022 - PARTICIPATING COUNTRIES



Albania, Argentina, Azerbaijan, Venezuela, Georgia, Egypt, Iran, Kazakhstan, Kyrgyzstan, Latvia, UAE, Russia, Tajikistan, Türkiye, Turkmenistan, Uzbekistan

Country-Honorary Guest of the "8th Baku International Book Exhibition" – Türkiye.

REVIEWS OF EXHIBITORS



“We are very pleased to be a guest of honor of Turkey at the 8th Baku International Book Fair in

friendly and ally country Azerbaijan. We will be happy to participate in Baku Book Fair again in the coming years, with respect to our common culture and language.

We would like to thank the Ministry for Culture, fair organisers and their valuable team for their efforts”.

Best Regards and Greetings,

Israfil Kurulay,
*Vice President of
Istanbul Chamber of Commerce*

“We were very pleased to receive an invitation to the Baku Book Fair. We participated for the first time, and our expectations were justified. The fair was wonderful, bright and with a large-scale international component. Many thanks to it’s organisers, who approach their tasks responsibly and creatively”.



Yevgeniy Reznichenko,
*Director of Institute for
Literature Translation*



“We were very pleased to participate in the 8th Baku International Book Fair at the Baku Expo Center on October 5–9, 2022. Representation of Firidun Bey Kocherli Republican Children’s Library among more than 60 foreign organizations from 16 countries, 130 local publishing houses and enterprises engaged in book art will always be at the forefront of our library’s successes.

The participation of state structures, people`s writers, young writers, and art representatives shows the great interest in the exhibition. Master-classes, book presentations, signing days, conferences, symposia, reading and music hours, cooperation platforms between subjects of the book industry sector, held within the framework of the exhibition, indicate the high level of organisation of the exhibition. We are confident that such exhibitions contribute to the development of Azerbaijani culture, bring closer author-reader contacts, and increase interest in books.

As the Republican Children’s Library named after Firidun bey Kocherli, we are happy to cooperate with the organisers and declare our intention to participate in all exhibitions that are suitable for our activity in the future”.

Shahla Gambarova,
*Director of the Republican Children’s Library
named after Firidun bey Kocherli*



EXHIBITION VISITORS

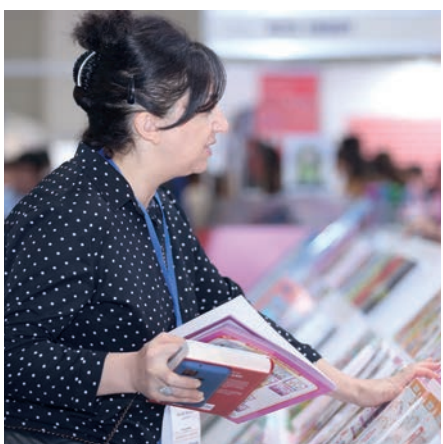


Number of visits:

39 347



VISITOR REVIEWS



“It was a very nice exhibition. Everything was so perfect. I am grateful to everyone who worked hard in the organization.”

@nicat__isayev

“I, in turn, thank you very much. It was a great exhibition. I came and attended today. God bless everyone who contributed. We wish it to continue.”

@zekiyye_heybetova

“We were there on the opening day. Thanks for a very interesting planning and excellent organization”.

@_sevda_alekberova



ADDITIONAL ACTIVITIES

Over 250 additional events were held at the presentation zones “**Khurshidbanu Natavan**”, “**Uzeyir Hajibeyli**” and “**Bul-Bul**” within the framework of the exhibition, which sparked great interest among visitors. Among them: **meetings with famous Azerbaijani and foreign writers, poets and authors of modern bestsellers, autograph sessions, book presentations, poetry hours, mini-performances and other events.**



ADDITIONAL ACTIVITIES



ADDITIONAL ACTIVITIES

Meetings of publishing houses with the Minister of Culture of the Republic of Azerbaijan Anar Kerimov were held within the framework of the exhibition, and honorary medals were awarded for contribution to the development of the book industry.



SPECIAL CERTIFICATES



Best Country Presentation

Türkiye

The best book about Shusha

IRS Publishing House

The most popular author

Ramiz Rovshan

The best Audio App

Audiokitab

The most active publishing "Şərq-Qərb" Publishing House

The best booth design

"Təhsil" Publishing House



PRESS-CONFERENCE



A press conference dedicated to the opening of the **“8th Baku International Book Exhibition”** was held on October 4, 2022 at the **Hilton Baku Hotel**. **Akif Marifli**, **Head of the Department for Book Circulation and Work with Publishing Houses of the Ministry of Culture of Azerbaijan**, and **Farid Mammadov**, **Director of Caspian Event Organisers** attended the press conference. In the course of press-conference the media representatives were provided with detailed information about the exhibition, including a busy program of events that will take place over 5 days and famous writers and cultural figures who will take part in the exhibition. Representatives of local media, including leading TV channels, electronic portals, newspapers, magazines attended the conference.



ADVERTISING CAMPAIGN

Banners

Signs

Billboards

Monitors

Posters

Roll up stands

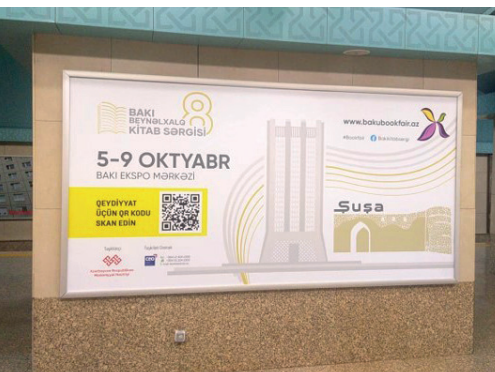
Advertising on websites

Advertising in the subway

Advertising in social networks

TV advertising

Radio advertising



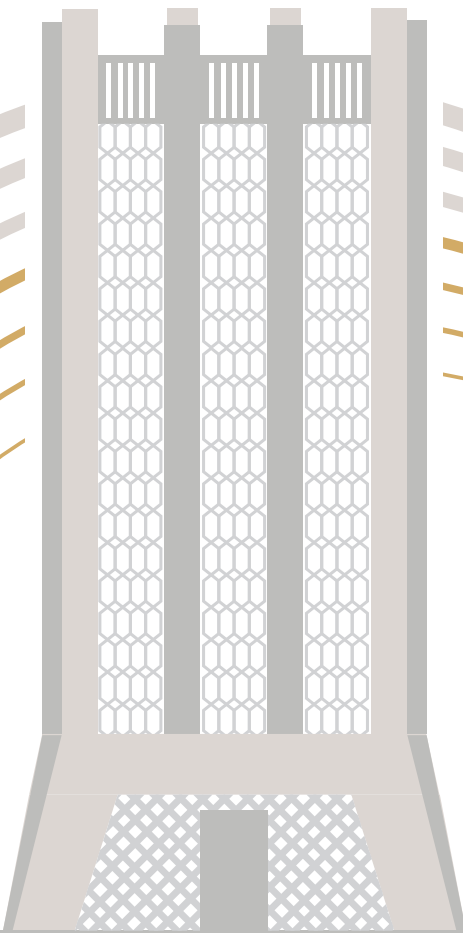
- Direct mail
- Email distribution using a specialised database
- Distribution of invitations through partners, government agencies and private companies
- Publication of information in specialised magazines, as well as on relevant websites and social networks



11-15 NOVEMBER 2023

BAKU EXPO CENTER

See you next year!



Şuşa



Organiser



Azərbaycan Respublikası
Mədəniyyət Nazirliyi

Organisational support



Tel: +994 12 404 1000
+994 55 224 1000
E-mail: bookfair@ceo.az

www.bakubookfair.az



Bakikitabsergi

#Bookfair