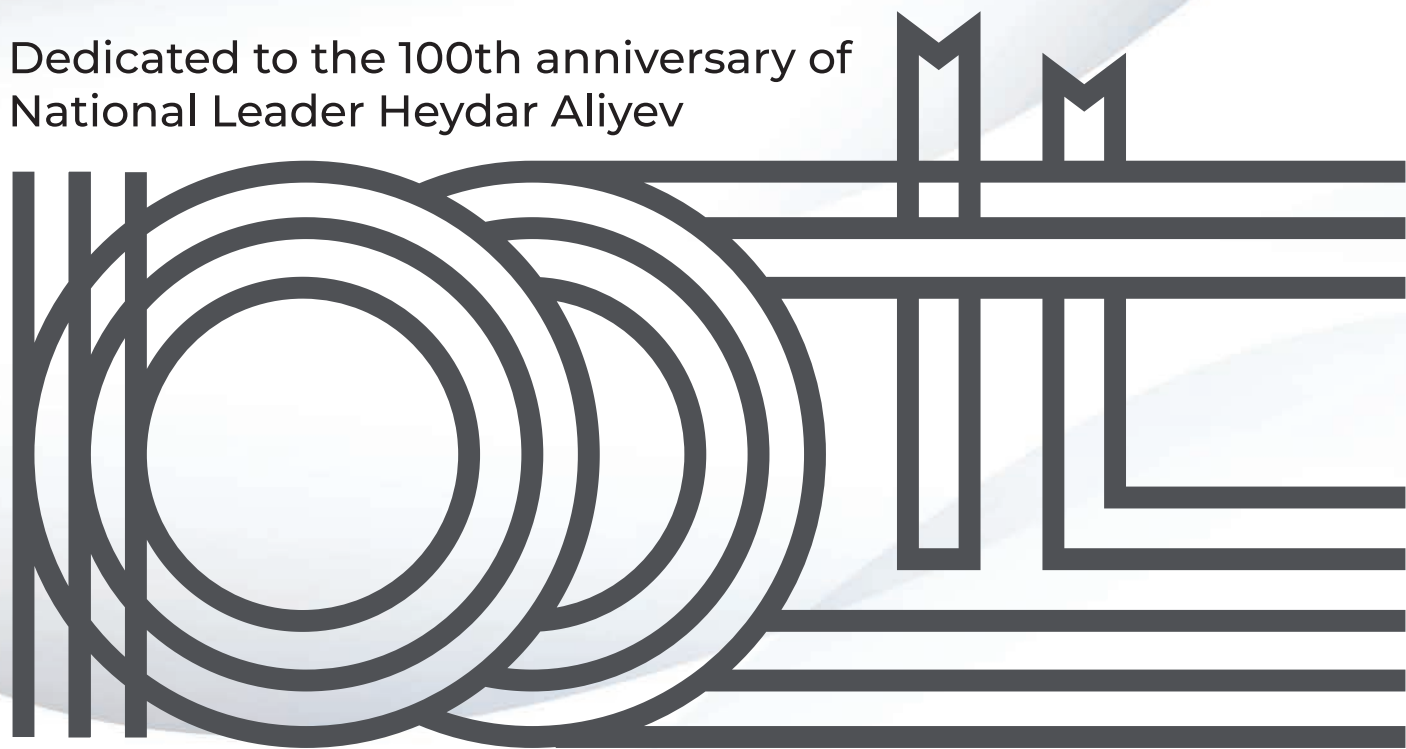




9th BAKU INTERNATIONAL BOOK FAIR

11-15 NOVEMBER 2023
BAKU EXPO CENTER

Dedicated to the 100th anniversary of
National Leader Heydar Aliyev



POST-SHOW REPORT

www.bakubookfair.az

 bakikitabsergi  baku_book_fair #bakubookfair

Organizer



Ministry of Culture
of the Republic of Azerbaijan

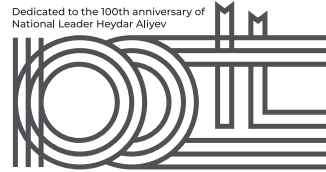
Organizational support



Tel: +994 12 404 1000
+994 55 224 1000
Email: bookfair@ceo.az

BRIEF HISTORY OF THE EXHIBITION

THE 2023 FAIR IS DEDICATED TO THE CENTENARY OF AZERBAIJAN'S NATIONAL LEADER, HEYDAR ALIYEV.



THE LARGEST PROFILE EVENT IN AZERBAIJAN, THE BAKU INTERNATIONAL BOOK FAIR IS A GREAT PLATFORM THAT BOTH PROMOTES THE DIALOG WITH BOOK BUYERS AND HELPS INCREASE THE INTEREST IN READING AND OVERALL LITERACY OF THE PEOPLE.

It is the only platform in the region that boosts the nationwide book-publishing dialog between the readers' community, government agencies, and public associations in response to challenges of the digital era and in consideration of exchange of experience and ideas, both locally and internationally.



The Book Fair happened to be one of the most visited events of the kind in the whole region; it is widely covered by media, helps popularize books and reading, introduces printing materials of Azerbaijani and foreign publishing houses to book fans, makes it possible for the former to collaborate, and backs the publishing business as whole.

OPENING CEREMONY



The official opening ceremony of the 9th Baku International Book Fair took place on 11 November 2023 in the Baku Expo Center.



THE CEREMONY WAS ATTENDED BY:

- **Adil Karimli,**
Minister of Culture of the Republic of Azerbaijan
- **Sabina Aliyeva,**
Human Rights Defender (Ombudsman)
of the Republic of Azerbaijan
- **Isa Khabibbayli,**
President of the Academy of Science of
the Republic of Azerbaijan
- **Nizami Jafarov,**
Deputy of the Milli Majlis of the Republic of Azerbaijan
- **Mikhail Yevdokimov,**
Ambassador of the Russian Federation
to the Republic of Azerbaijan
- **Rashad Majid,**
Chairman of Azerbaijan Press Union, deputy
chairman of the Union of Azerbaijani, Writers
- **Khikmat Mammadov,**
Deputy of the Milli Majlis of the Republic of Azerbaijan
- **Farid Mammadov,**
General Director, Caspian Event Organisers

HONORARY GUESTS:

- **Joha Al-Harthi -**
Omani writer, winner of 2019
Man Booker Prize for Fiction.
- **Nana Ektimishvili -**
Georgian writer.
- **Mikhail Gusman -**
Russian journalist, translator,
TV and radio anchor.
- **Anne Thomson -**
British writer.
- **Iskender Pala -**
Turkish professor, scholar
and writer.
- **Afag Masud -**
People's Writer of the
Republic of Azerbaijan.
- **Ramiz Rovshan -**
People's Poet of the Republic
of Azerbaijan.

OFFICIAL GUESTS' FEEDBACKS



The Great Leader always set a lot of store by books and cared about the development of the book industry. He made a point of keeping track of the publishing industry. In his turn, President Ilham Aliyev heavily backs literature as well as the book and publishing industries. This translates into imported and manufactured paper being exempted from the value added tax; besides, steps are taken to promote Azerbaijan's book culture across many nations.

Adil Karimli,
Minister of Culture
of the Republic of Azerbaijan



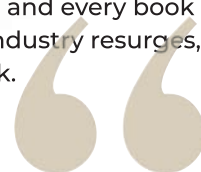
The 9th Baku International Book Fair is a truly outstanding event. I think such undertakings are critical for the Azerbaijani state, as they bring together many a citizen. It is especially reassuring to see schoolchildren and students in attendance. It was our great hope to see them love books and book-reading, so we are but happy that there are so many book fans in the country.

Sabina Aliyeva,
Human Rights Defender (Ombudsman)
of the Republic of Azerbaijan



Book fairs taking place in different locations represent by far the most significant cultural undertakings of the last years. Held by the Ministry of Culture and publishing houses, they have helped boost the interest in books nationwide; we can sense this buoyancy in the regions as well. We have spent a few pleasant yet busy days at the Book Fair in the Baku Expo Center: we purchased many books, presented our own book, and took part in various presentations. An especially important detail: the Minister of Culture himself came up and talked to each and every book sector. As the ranks of booklovers grow and the book industry resurges, we can safely say the country is developing as we speak.

Fazil Mustafa,
Deputy of the Milli Majlis of the Republic of Azerbaijan



This is the first time we have participated in the Fair as guests of honor. We extend our profound gratitude to Azerbaijan's Ministry of Culture in this respect. Boasting an area of some 100 square meters, the Russian stand has displayed on its shelves both classical and modern works of literature. 30 Russian publishing houses are represented here. I am positive that the Baku International Book Fair will contribute significantly to cultural ties between Russia and Azerbaijan.

Mikhail Yevdokimov,
Ambassador of the Russian Federation
to the Republic of Azerbaijan



OFFICIAL GUESTS' FEEDBACKS



We already have the experience of previous exhibitions both readers and writers were longing to see. Over five days, book fans have a lot of ground to cover. The book fair is among the most successful projects of such magnitude Azerbaijan has ever implemented in the humanitarian field. Let this great tradition continue.

Ilgar Fahmi,
writer



Following the Karabakh War, Azerbaijan must be introduce the entire world to our culture and literature. Book fairs are a terrific way to do so. Such events are a living embodiment of the nation's cultural wealth and an indicator of its development. This exhibition gives great hope for the future; I hope it grows year after year, and we should all strive to achieve it. Azerbaijani book must secure the place it is truly worthy of, and the book fair contributes heavily to this process.



Sharif Aghayar,
writer



During a feast, we revel in food and drinks; here, we revel in books. I am more than happy today that youth come back to literature and books as whole. Held the ninth time, the book fair is significant in that it brings young people together and attracts them to book-reading.

Zahid Khalil,
children's writer





EXHIBITION TOPICS

- PUBLISHING HOUSES AND PRINTING PLANTS
- BOOKSTORES
- CHILDREN'S AND YOUTH LITERATURE (CHILDREN'S WORLD)
- E-BOOKS AND AUDIOBOOKS
- LIBRARIES
- EDUCATION INSTITUTIONS
- GOVERNMENT AGENCIES
- MUSEUMS
- CULTURAL CENTERS
- STATIONERY
- ITEMS OF DECORATIVE AND APPLIED ARTS



PRESS CONFERENCE



On 7 November 2023, a press conference dedicated to the opening of the 9th Baku International Book Fair was held at Hilton Baku.

During the press conference, media representatives were provided detail on the exhibition, including its tight program of events that would take place over 5 days, as well as on famous writers and celebrities who will be taking part in the exhibition.

SPEAKING IN FRONT OF THE MEDIA



Akif Marifli

Head of Book Industry and
Publishing House Affairs Division of the
Ministry of Culture of Azerbaijan



Bahruz Hidayatzada

Executive Director of
Caspian Event Organisers

The conference was attended by the local media that represented leading TV channels, web-portals, newspapers, magazines etc.

WEBSITES

1News.az, Oxu.az, Vesti.az, Ona.az, Apa.az, Lent.az, Azertag.az

ADVERTISING CAMPAIGN



- Banners
- Advertising panels
- Billboards
- Monitors
- Posters
- Portable banners
- Ads on webpages
- Ads in subway
- Ads in social media
- TV ads
- Radio ads
- Flashmobs
- E-posters in universities
- BTL
- Ads in web sites
- Emailing promotion materials directly to potential customers
- Distribution of advertising flyers in malls
- Ads in the central streets

DIRECT MAIL



Email distribution by using a special database

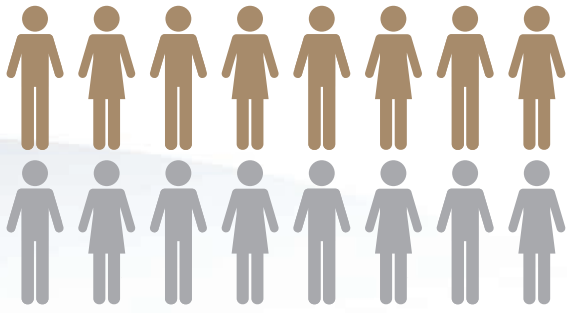


Distribution of invitations via partners, government agencies, and private entities



Publications in specialized magazines, on specialized websites, and in social media

EXHIBITION VISITORS



59 000

TOTAL COUNT

VISITORS' FEEDBACKS

The growth in the number of readers is evident compared to previous years. It is critical to hold such exhibitions and create quality conditions in the process.

@islam_asgarov

During a feast, we revel in food and drinks; here, we revel in books. I am more than happy today that youth come back to literature and books as whole. Held the ninth time, the book fair is significant in that it brings young people together and attracts them to book-reading.

@arzu_abilova

Here you can find books in different languages and in different genres, from classical to modern. It is great that more and more young people are coming over.

@fariz_mammadov



BAKU BOOK FAIR 2023 PARTICIPANTS

167

COMPANIES

11

COUNTRIES

1729_{M²}

TOTAL
FOOTPRINT

PARTICIPATING COUNTRIES



AZERBAIJAN



KYRGYZSTAN



TÜRKIYE



COLOMBIA



QATAR



UKRAINE



IRAN



MEXICO



UZBEKISTAN



ITALY

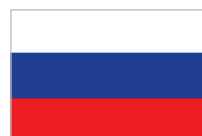


RUSSIA

HONORARY GUEST COUNTRY

of the 9th Baku International Book Fair

Russian Federation



PARTICIPANTS' FEEDBACKS



Organized by the Ministry of Culture, the Baku International Book Fair has been held in our capital since 2009. Participating in this prestigious event are local and foreign publishing houses, printing plants, and bookstores. The exhibition attracts everyone, young and old alike. A book fair is a huge step into the future for our youth. We are hopeful the next such event will be held in the regions.

Tamilla Asgarova,

Azerbaijan State University Of Culture And Arts,
Head of the library and information department



Participating in the 9th Baku International Book Fair, which was held between 11 and 15 November in the Baku Expo Center, was also Khazar University. Dedicated to the centenary of National Leader Heydar Aliyev, the event was organized at an elevated level; it translated into its focus on both children and adults, as well as numerous events such as book presentations, autograph sessions, conferences, symposiums, reading and music hours, etc. That people's writers and poets of Azerbaijan, famous young writers, together with guests from other countries presented book art and literary and cultural heritage was quite a beneficial experience for the participants and had a strong positive impression on us. We wish success in all endeavors to the organizers of the exhibition - the Ministry of Culture and Caspian Event Organizers (CEO), as well as everyone who contributed to it, and you personally!

Samira Orujova,

Khazar University, Head of "Information Services"



Organized by the Ministry of Culture of the Republic of Azerbaijan in partnership with Caspian Event Organizers in the Baku Expo Center on 11-15 November and dedicated to the centenary of Great Leader Heydar Aliyev, the exhibition turned out to be a truly national festivity. Love for books is a special trait, inner potential, spiritual hunger; and each book is like a feast to sate it.

Alovzat Aghalarov,

Azerneshr,
Editor-in-chief



For our publishing house, the event was a success both in terms of sales and promotion of our products. An elevated level of organization deserves special mention.

Chinara Kochariyeva,

Ting Publishing House,
Director

SPECIAL CERTIFICATES

Best book dedicated to
"Year of Heydar Aliyev": **Heydar Aliyev-100**

Best-selling author: **Karamat Boyukchol,**
Rovshan Abdullaoghlu

Best reader: **Khazar Suleyman**

Most active publishing house: **«Qanun»**

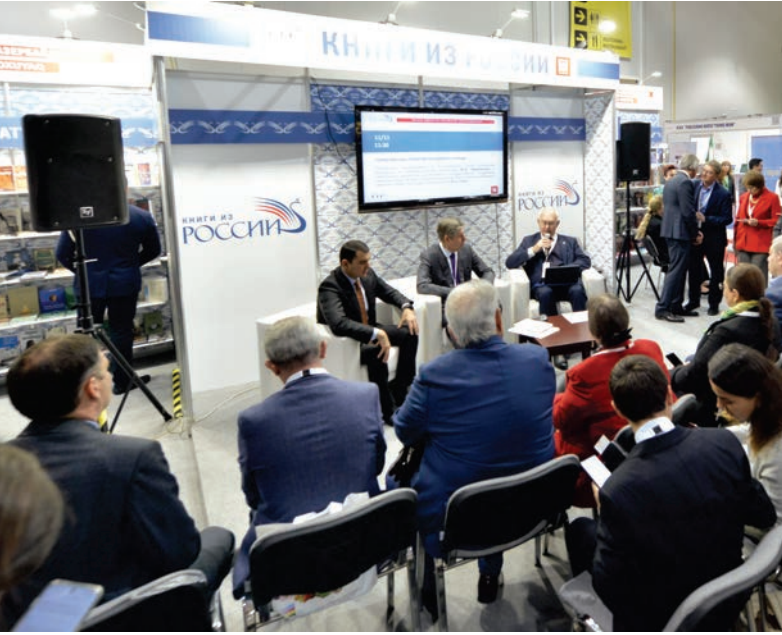
Most creative stand design: **«Everest», «Çinar»**



ADDITIONAL EVENTS

OVER 120 EVENTS TOOK PLACE IN KHOODAFARIN, SHUSHA, AND ZAFAR PRESENTATION ZONES AS PART OF THE EXHIBITION, SPARKING HUGE INTEREST WITH THE VISITORS.

AMONG THEM WERE MEETINGS WITH FAMOUS AZERBAIJANI AND FOREIGN WRITERS, POETS, AND AUTHORS OF MODERN BESTSELLERS; AUTOGRAPH SESSIONS; BOOK PRESENTATIONS; POETRY LESSONS; MINI PERFORMANCES, ETC.





10th ANNIVERSARY BAKU INTERNATIONAL BOOK FAIR

**2•3•4•5•6•7•8
OCTOBER 2024**
BAKU EXPO CENTER

www.bakubookfair.az

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Organizer



Ministry of Culture
of the Republic of Azerbaijan

Organizational support



Tel: +994 12 404 1000
+994 55 224 1000
Email: bookfair@ceo.az