

# Göteborg



# Book Fair

# Welcome to Göteborg Book Fair

The Göteborg Book Fair is the leading meeting place for people interested in literature from the Nordic countries – the best place to meet established authors and to discover newer names. Unlike most other book fairs, the Göteborg Book Fair is equally important to the book-loving public and the trade. Many international themes and political issues of world importance find a platform here, with some of the world's leading intellectuals discussing, debating and voicing their opinions.



## The largest book exhibition in Scandinavia

The Fair attracts nearly 100 000 visitors every year, making it the largest cultural event in Scandinavia. The exhibition halls bustle with activity as the public attends readings, book-signings, debates and many other interesting programmes. The International Square features exhibitors who focus on international issues and development, while at the Research Square scientists talk about their latest research. The Room for Poetry, with its on-

going readings, is an oasis of calm amidst the commotion of the Fair. Advice on how to increase the wellbeing of both body and soul can be found at the Health and Lifestyle stage. And children and their parents, carers and teachers will enjoy the programmes and activities at the Children's Square, to name just a few of the more than 3 000 events that were available in 2011 on 15 different stages and at the exhibitors' stands.

### 99 827 visits at the Göteborg Book Fair in 2011

#### Trade visits

Education	37 %
Libraries	21 %
Booksellers/ Publishers	11 %
Authors	5 %
Media/photo	5 %
Churches/Religious	
Communities	4 %
Students	2 %
Graphic industry	1 %
Others	14 %

**927 exhibitors from 22 countries in an area of 14 108 m<sup>2</sup> at the 2011 Fair**

## A world class seminar programme

A publisher once said that the Göteborg Book Fair offers the most extensive literary discourse in the Nordic countries. Established and first time writers from all over the world come here to talk about current literature as well as literary trends. The seminar programmes host many of the world's best known intellectuals and debaters, leading to many spirited political debates. Different cultures meet each other in a spirit of positive enquiry. While the literature of the Nordic countries is always a special feature at the Göteborg Book Fair, the rest of the world is also well represented. Over the years the Fair has focused on literature from a variety of countries, such as the UK, the Netherlands and Flanders, Spain, Germany, Austria, Switzerland, Poland, Lithuania, Estonia, Latvia, India, South Korea and Romania.

In 2011, a total of 434 seminars were held, of which almost 60 were offered in non Scandinavian languages. The wide representation of speakers and exhibitors from all over the world makes the Book Fair very attractive for the press, with 1 410 journalists accredited in 2011. Media coverage has increased year on year and now generates more than 4 000 articles annually in the press and numerous radio and TV programmes. In 2011, several Book Fair seminars were broadcast on public TV.

**1 410 accredited journalists in 2011**



*When I'm here at the Book Fair, I feel optimistic! People gather to see real books. It makes me feel hopeful about the book.*

*Mario Vargas Llosa, Peru*

*I think it's fantastic in the Internet age that 25 000 people a day will gather and celebrate the printed word – books. It's a wonderful event.*

*Sebastian Junger, USA*



The seminar programme offers a wide range of subjects every year and hosts writers and intellectuals from all over the world.



PHOTO: ADAM LUNDOQUIST

## The International Rights Centre

The International Rights Centre, IRC, is the ideal place for learning about and doing business in the thriving Scandinavian book market. This centre of selling and buying rights is open exclusively for people

in the rights business, Thursday through Saturday. The IRC is situated in a separate lounge where you can reserve a table and display your books in quiet surroundings. Staff are on hand to assist you and your

customers. The IRC is marketed through direct mail and regular advertising in the Scandinavian countries and the European trade press.

*IRC is very nice, and well organized. The atmosphere is nice and not so stressing. People are very enthusiastic. It's like we're a big family in here. I'm hoping to find new Scandinavian literary writers. Scandinavian crime literature is very popular, but there are so many good literary writers too.*

*Claudia Winkler, Ullstein, Germany*

*I like IRC very much. We want to explore the Scandinavian market and sell Flemish books here. Since Göteborg Book Fair is the biggest book fair in Scandinavia it was natural to come here.*

*Bieke Van Duppen, WPG Uitgevers België, Belgium*

**Publishers and agents from 16 countries were represented at the IRC 2011**

*I think it's good atmosphere in the IRC, and many interesting people who come here. Some meetings that I used to have in Frankfurt, I have in Göteborg instead. It's nice to be able to do so, because I often lack time when I'm in Frankfurt. I get a lot out of coming to the IRC, otherwise I would not come back.*

*Flemming Moldrup, ABC Forlag, Denmark*



PHOTO: TOMMY ARVIDSSON

*At the International Rights Centre people in the rights business meet in quiet surroundings. Johanna Kinch, Norstedts Agency, and Anne Soyland, Cappelen Damm Fakta, were two of the altogether 81 publishers and literary agents participating at IRC 2011.*

For more information, please contact Ewa Bråthe, International Sales Manager +46 31 708 84 11 eb@goteborg-bookfair.com

## Nordic literature at Göteborg Book Fair 2012

Next year Göteborg Book Fair will be a true Nordic cultural manifestation! In cooperation with the Nordic Council and the Nordic Council of Ministers, as well as different organisations and publishers from the Nordic region, the Book Fair will focus on Nordic literature in 2012. – Interest in Nordic literature is growing and growing. And so is interest in the Nordic way of life. We have many things to share and much to discuss with others. The internationally renowned Göteborg Book Fair is a

wonderful venue for this during 2012, a year of many different anniversaries, commented Halldór Ásgrímsson, General Secretary of the Nordic Council of Min-

isters, and Jan-Erik Enestam, President of the Nordic Council. In 2012 the Nordic Council celebrates its 60th anniversary and the 50th anniversary of the awarding of the first Nordic Council literature prize, while 40 plus one years have gone since the Nordic countries agreed to cooperate at a ministerial level, and founded the Nordic Council of Ministers. Göteborg Book Fair 2012 takes place 27–30 September.



PHOTO: ADAM LUNDOQUIST

*Anna Falck, MD, Göteborg Book Fair, and Bodil Tingsby, Head of Communications at the Nordic Council and Nordic Council of Ministers, presented next year's focal theme: Nordic literature.*

## Wind in sails for the German language literature

The German language theme 'Three Countries – One Language Germany, Austria, Switzerland' permeated both the Book Fair and Göteborg.

– It has been an incredibly rewarding fair, and we've been able to make many new valuable contacts! The response has been really positive, our hope now is that this will have a snowball effect and that the increased interest in the German language and German language literature in Sweden will continue, said Benita Funke, Culture and Information Officer at the Embassy of Switzerland in Stockholm, one of several partners in this year's theme Three Countries – One Language.

20 seminars in the Three Countries – One Language theme took place. All were greatly appreciated, with large attendances. The theme's stand has also had a wide-ranging and well-visited programme, with over 50 events scheduled over

the four days of the Fair. In addition to this, a long list of other events on stages, stands and in the city took place – making a total of over 100 different events with more than 100 participants for this year's theme. Furthermore, no less than 95 German language publishing houses have been present – a new record for a focal theme at the Book Fair. – We have experienced a wonder-

ful literary festival, and interest in contemporary literature from these three countries has been enormous. Now it's important to keep the momentum going, said Heike Friesel, Director, Goethe-Institut Schweden.

– Our authors have been very impressed by the positive reception of their books, said Waltraud Dennhardt-Herzog, Minister at the Austrian Embassy.



PHOTO: CLAES JANSSEN

*The programmes at the stand of Three Countries – One Language were well attended throughout the Fair.*

# Voices from the Göteborg Book Fair 2011

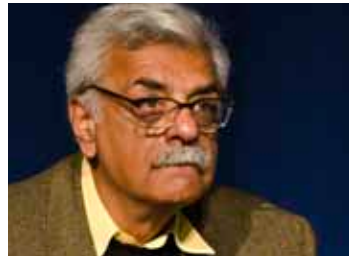


PHOTO: ADAM LUNDOQUIST

*I'm charmed by Göteborg Book Fair and by Sweden. This is my first visit to Sweden and I think it's a very attractive, poetic and mysterious place. I had an excellent discussion with Sigrid Combüchen.*  
**Ioana Pârvulescu, Romania**

↑ *It's nice to see so many people buying books and listening to seminars. And they ask very good questions. I've been here before, in 2006. I was very pleased and that's why I returned this year.*  
**Tariq Ali, UK/Pakistan**



PHOTO: CLAES JANSSON

↑ *I think it's a really friendly and welcoming book fair, very nice! Everything has been so well taken care of and the seminars have all been well prepared. I will come back next year.*  
**Silke Scheuermann, Germany**



PHOTO: CLAES JANSSON

↑ *I am impressed with the broad selection of interesting lectures, seminars and debates, and by the many occasions for unique encounters. It is vital to once more highlight the horrible position that Dawit Isaak is in.*  
**Herta Müller, Romania/Germany**

*This is really one of the best book fairs I have ever been to. There are so many people buying books here and that is fantastic, not the least because we are in an age when the printed book is in trouble.*  
**Peter Temple, Australia**



PHOTO: CLAES JANSSON

↑ *I'm delighted to be here! It's great to see so many people queuing for books and literature, especially to see so many young people.*  
**Ildefonso Falcones, Spain**



PHOTO: ADAM LUNDOQUIST

↑ *I have enjoyed my stay at the Göteborg Book Fair very much. It is really a pity that I can't read Swedish because there are so many interesting books. I'm really a book person and it's hard to walk by all these stands without being able to read and buy some books!*  
**Dorothee Elmiger, Switzerland**



PHOTO: CLAES JANSSON

↑ *I have very sweet impressions of the Göteborg Book Fair! I was impressed by seeing so many old folks. That makes me feel optimistic, because I want to grow old too. Old like a tree.*  
**Nina Hagen, Germany**



PHOTO: TOMMY ARVIDSON

↑ *I like the great variety in the programme and I'm dreaming of coming here one year as a visitor only – to be able to sit down and listen to all the interesting discussions.*  
**Sofi Oksanen, Finland**

*I think it's a wonderful book fair. The readers are great and it's all very professional.*  
**Ferdinand von Schirach, Germany**



PHOTO: TOMMY ARVIDSON

↑ *It's an impressively large book fair. I like the idea of combining a writers' festival and a book fair.*  
**Jonathan Franzen, USA**

## Some Prominent Guests over the years ...

Chris Abani  
Douglas Adams  
Adonis  
Ama Ata Aidoo  
Isabel Allende  
Pramoedya Ananta Toer  
John Ashbery  
Hanan Ashrawi  
Sefi Atta  
David Attenborough  
Margaret Atwood  
Bernardo Atxaga  
Paul Auster  
Julian Barnes  
Antony Beevor  
Tabar Ben Jelloun  
Wolf Biermann  
Maeva Binchy  
André Brink  
Anthony Burgess  
Ernesto Cardenal  
Mircea Cărtărescu  
Noam Chomsky  
Hugo Claus  
Paulo Coelho  
Jackie Collins  
Mia Couto

Kitty Crowther  
Robert Crumb  
Michael Cunningham  
Roald Dahl  
Bei Dao  
Robertson Davies  
Mahashweta Devi  
Assia Djebar  
Dimitré Dinev  
E. L. Doctorow  
Roddy Doyle  
Margaret Drabble  
Umberto Eco  
Barbara Ehrenreich  
Dorothee Elmiger  
Péter Esterházy  
Oriana Fallaci  
Susan Faludi  
Nuruddin Farah  
Ken Follett  
Jonathan Franzen  
Marilyn French  
Cornelia Funke  
John Kenneth Galbraith  
Petina Gappah  
Elisabeth George  
Germaine Greer

Nina Hagen  
Arthur Hailey  
Jack Higgins  
Oscar Hijuelos  
Reginald Hill  
Ayaan Hirsi Ali  
Nick Hornby  
P D James  
Tove Jansson  
Erica Jong  
Ryszard Kapuściński  
Yasar Kemal  
Jamaica Kincaid  
Ivan Klima  
Jaen Kross  
Hari Kunzru  
Hanif Kureishi  
Donna Leon  
Elmore Leonard  
Bernard-Henri Lévy  
António Lobo Antunes  
Alan Lomax  
Robert Ludlum  
Astrid Lindgren  
Alain Mabankou  
Claudio Magris  
Norman Mailer

Alberto Manguel  
Javiér Mariás  
Ed McBain  
Alexander McCall Smith  
Frank McCourt  
Colleen McCullough  
Val McDermid  
Iris Murdoch  
Les Murray  
Taslima Nasrin  
Cees Nooteboom  
Joyce Carol Oates  
Richard Obermayr  
Ben Okri  
Michael Ondaatje  
Amos Oz  
Sara Paretsky  
Jayne Anne Phillips  
John Pilger  
Terry Pratchett  
Philip Pullman  
Yann Queffelec  
Ian Rankin  
Ruth Rendell  
Alain Robbe-Grillet  
Peter Robinson  
Salman Rushdie

Nawal El Saadawi  
Edward W. Said  
Ferdinand von Schirach  
Maurice Sendak  
Alan Sillitoe  
Art Spiegelman  
Val McDermid  
Peter Stamm  
Ngugi wa Thiong'o  
Tomas Tranströmer  
Desmond Tutu  
Ko Un  
John Updike  
Gore Vidal  
Mort Walker  
Günter Wallraff  
Minette Walters  
Sarah Waters  
Fay Weldon  
Arnold Wesker  
Simon Wiesenthal  
Jeanette Winterson  
Georg Henrik von Wright  
Yevgeny Yevtushenko  
Margaret Yorke  
Helen Zahavi  
Adam Zagajewski

## ... and the Nobel Prize Laureates at the Göteborg Book Fair



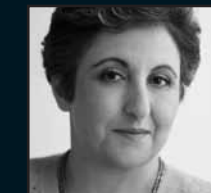
Willy Brandt



Joseph Brodsky



Arvid Carlsson



Shirin Ebadi



Dario Fo



Nadine Gordimer



Günter Grass



Seamus Heaney



Imre Kertész



Doris Lessing



Herta Müller



Kenzaburo Oe



Orhan Pamuk



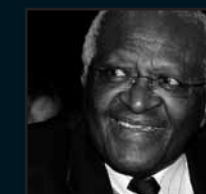
José Saramago



Isaac B. Singer



Wole Soyinka



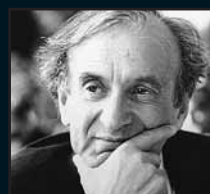
Desmond Tutu



Derek Walcott



Mario Vargas Llosa



Elie Wiesel



*The Göteborg Opera was inaugurated in October 1994 and is situated in the harbour.*

## Göteborg – a vibrant city by the sea

As the second biggest city located on the west coast of Sweden, Göteborg has a special character. Nature and places of interest are never far away. Despite its cosmopolitan stamp though, it still has a typical small-town charm. Göteborg Book Fair takes place in the heart of the city centre.

The Swedish Exhibition & Congress Centre is located in the middle of a line of venues, museums and other attractions that cuts through town, from Ullevi Stadium, a 43 000 seat arena hosting concerts and sports events, to the Museum of World Culture.

A short stroll away you'll find Göteborg's main street, popularly known as The Avenue, surrounded by museums, theatres, a concert hall, shops, restaurants and nightclubs.

Göteborg is the largest university city in Scandinavia with 60 000 students, and as a result, the local music scene

is considered to be one of the most progressive and dynamic in Europe. Outside influences are nothing new for this port city, where the shipping industry remained the largest employer until the 1970s.

Close ties with Britain gave rise to the sobriquet 'Little London', as well as the city's English name of Gothenburg. The maritime character of the city still

remains today, with daily ferries to Denmark and Germany, although many of the docks and shipyards are being converted to seaside residential areas.

This proximity to the sea is also reflected in the number of top quality seafood restaurants. No fewer than five restaurants have been awarded stars in Guide Michelin.

