

ABU DHABI BOOK FAIR CONCLUDES WITH STUNNING SUCCESS

The 17th Abu Dhabi International Book Fair was closed down yesterday, Saturday, with a beyond-expectation success.

The event had been inaugurated on 31st March by General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces, patron of the book fair, who emphasized the global position the event has reached, and noted that the success of the book fair is another indication of the UAE capability of organizing exhibitions and conferences at high quality standards.



Mohammed Khalaf Al Mazrouie, Director General, Abu Dhabi Authority for Culture and Heritage, underscored that this session of the book fair, organized by the Authority in collaboration with Frankfurt Book Fair at the Abu Dhabi National Exhibition Centre, was amazingly successful, as more than 400 publishers from almost 50 countries took part in it, and it managed to attract thousands of leading personalities in the world of literature and culture, who presented through the discussion forum remarkable symposiums addressed to publishers, agents, distributors, librarians, translators and the general public; in addition to professional debates on important topics in literature, such as the 'Authors and Translators' and 'Religious tolerance at our time' sessions, and many important subjects, such as 'Reaching your Readers' and 'Audio Books'.

Al Mazrouie revealed that the 17th session of the book fair drew more than 400 thousand visitors, and 76 thousand of them came to the show on one day (last Thursday). The event had extensive coverage of local, Arab and international media and news agencies, in addition to the 'Show Daily' issued by the Authority which covered all activities and press conferences held during the book fair.

He also revealed that the fair's total sales of paper and audio books and electronic publications exceeded 30 million Dirhams, including more than 23 million Dirhams of book sales. A larger exhibition area has been booked for the 2008 event (14,000 sq. m.) as most exhibitors booked larger areas for next year, and some of them booked areas 10 times larger than the areas they booked at the 2007 session. The organizing committee of the book fair will choose the best publishers according to precise standards, and will study the possibility of expanding the exhibition area again to contain all publishers willing to take part in the event.

Al Mazrouie finally stated that the next book fair will separate between displaying and selling publishers by providing special stands for each, in order to facilitate concluding deals and the meetings of Arab and foreign publishers. He also stressed that Abu Dhabi Authority for Culture and Heritage is seeking to make Abu Dhabi International Book Fair the No. 1 among all book fairs in the Arab world, and to make it gain a high position among international book fairs worldwide. "The organizing committee of the event will work to provide better services for exhibitors in the next sessions, and publishers should abide by certain conditions, particularly for shipping books." He concluded.

Source : DUBAI TIMES

ARAB MEDIA FORUM TO FOCUS ON INDUSTRY CASE STUDIES FOR THE FIRST TIME

Dubai Press Club Announces Agenda for Arab Media Forum



Dubai-UAE- 9 April, 2007- The fifth annual Arab Media Forum (AMF 2007) will introduce case studies for the first time to identify strengths and weaknesses of the Arab media industry, announced Dubai Press Club, organizers of the Forum.

The high profile event, to be held at the Madinat Jumeirah in Dubai on 24-25 April, will be built around the theme of 'Developing People, Developing Organizations'.

Mona Al Marri, Chairperson of Dubai Press Club, said: "This year's agenda has been carefully crafted to identify various factors that can accelerate the growth of the Arab media, besides shedding light on its strengths and weaknesses. The discussions will be substantiated with case studies and models to develop the regional media industry.

"Developing the Arab Media is one of the main objectives of Dubai Press Club. Leveraging the developments taking place in the global media arena and driven by the region's unique requirements, we aim to guide the Arab media chart to a new path for growth."

The AMF Organizing Committee has been conducting comprehensive research for the past year on media organizations in key Arab countries to identify the current status and future trends and to

formulate a strategy.

The Arab Media Forum will explore the potential of the industry for developing professionals and media entities through detailed case studies.

Al Marri said the Organizing Committee of the forum was leaving no stone unturned to attract leading Arab and international media personalities to share their ideas and provide a transparent and accurate overview of the Arab media.

The agenda would include several other crucial issues related to the media in the Arab countries and the status of Arab journalists.

Contemporary issues confronting the regional media industry will be discussed in the light of a Western media speaking the language of the Arab citizen and the emergence of an Arab media with a global voice.

The plenary session on day one will discuss factors such as the size and growth of media entities, the emergence of new media and its convergence in the industry, and ways to develop the right people for the Arab media industry.

‘Content versus Profit: The Impact of Advertising on Programme Content’ will debate on the issue of meeting the bottom line while maintaining the value of editorial content.

The segment on ‘The Effect of Technology Innovation on Today’s Media Landscape’ will highlight the dynamism of innovative technology to enhance the quality and accuracy of media content, provide real time reporting and reach wider audiences.

On the second day of the Arab Media Forum, Dubai Press Club in association with PricewaterhouseCoopers (PwC), will present the ‘Arab Media Outlook,’ a comprehensive report outlining the current status and future prospects of Arab media industry. The report will be published annually.

The second day will also include a session on ‘The Rights and Privileges of Media Professionals’ to explore the importance of protecting the privileges of all professional journalists in the region. AMF 2007 will also initiate discussion on ‘Converting Journalists from Print to Television’.

The concluding session on ‘Ranking Training and Education in the Rung of Priorities’ will debate the value of media education and its status in the Arab world.

The Arab Media Forum has successfully established itself as one of the most important media events in the region. The high significance of the issues discussed has gained the forum extensive regional and international media visibility.

Source: Dubai Press Club

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