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Press Release

Next New Delhi World Book Fair from 9 to 17 January 2016, China Guest of Honour Country

“Guest of Honour country next year will be China”, announced Shri A Sethumadhavan, Chairman, NBT at the closing ceremony of the New Delhi World Book Fair 2015 held at Events Corner, Pragati Maidan, New Delhi. He added, “We are very excited about China’s participation next year. I’m sure in the next edition, China will be putting much bigger show.”

Talking about this year’s book fair, Shri Sethumadhavan said, “All is not lost in the book front. This year the response has been excellent. We want to make World Book Fair a part of global event.”

“This announcement is an honour for us,” said Mr Yo Jing, Minister and Deputy Chief of the Mission, Republic of China. He said that, “With co-efforts of both sides, we are confident next year New Delhi World Book Fair will be successful.”

“The next edition of New Delhi World Book Fair will be held at Pragati Maidan from 9th to 17th January 2016,” announced Shri J S Deepak, Chairman & Managing Director, India Trade Promotion Organisation. He said that, “The footfall this year increased and the ticket sale was more than two lakh.” He also observed that, “New Delhi World Book Fair is beginning to be recognized as an international brand which stands for excellence.”

This year, the concept of ‘Best Display Award’ in four categories has been introduced. The winner for the best display in foreign pavilion has been accorded to Korea. Hachette Books won the award for best display in English books category, Radha Swami Satsang, Beas won the award for best display in Hindi & Indian Languages category while Bharti Bhavan won the award for best display in children’s books category.

The scrolls of Guest of Honour country and Focus Country for this year were presented to Singapore and Korea.

The NBT book titled *My Umma’s Sari*, authored by Ms Geeta Dharamrajan was also released on the occasion. The book was developed in an illustration workshop with Korean children. The workshop was conducted by Ms Geeta Dharamrajan and Shri Shri Suddhasattwa Basu, noted illustrator.

Earlier, Dr M A Sikandar, Director, NBT welcomed the guests. He said that, "I found young people visiting the book fair. It has become fashion among youngsters to visit the fair. It is a good sign as youngsters bring in more and more people. This year, World Book Fair attracted many publishers and provided platform for business opportunities." He also thanked Singapore and Korea for participating in the New Delhi World Book Fair.

Mr Zhang Zhihong, Counsellor (Cultural), Embassy of People's Republic of China, New Delhi; Mr R Ramachandran, Executive Director, National Book Development Council of Singapore; Mr Kim Kum Pyoung, Director, Korean Cultural Center; Ms Meenakshi Singh, Officer-on-Special Duty, ITPO among others were present on the occasion.

The last day of New Delhi World Book Fair saw a large number of booklovers visiting the Fair which shows that the books are here to stay and is the biggest source of knowledge.