



19-23 JUNE, 2019

SEOUL
INTERNATIONAL
BOOK FAIR

SIBF2019

SEOUL INTERNATIONAL BOOK FAIR 2019
JUNE 19-23 WWW.SIBF.OR.KR

SIBF FELLOWSHIP PROGRAM 2019 Guidelines

Since its humble beginnings in 1954 as the Seoul Book Fair, this annual event has played a key role in the development of a robust Korean publishing culture. Renamed in 1995 to reflect the ever-expanding scope of the festival, the Seoul International Book Fair will celebrate its 25th anniversary in 2019. The SIBF aims to raise awareness of the importance of reading, improve the capacity of the Korean publishing industry, and facilitate active international book trading.

The SIBF Fellowship Program offers a big opportunity for publishing professionals from all over the world to participate in this Korean biggest book fair. In 2018, we received 70 applications from 28 countries and the 39 chosen participants from 25 countries visited the SIBF.

At the SIBF, you will be able to discover high quality Korean books and also promote your books to Korean publishers as well as readers and establish new business ties with reliable partners. The fellowship program takes place from 19 - 21 June 2019. The fair is open 19 - 23 June 2019.

Who can apply?

Publishing professionals, including publishers, editors, agents and rights managers

- ▶ who have several years' experience in publishing
- ▶ who are interested in publishing and working with Korean publications

Application documents

- ▶ Application form
- ▶ Letter of recommendation from Korean or international business partner (not obligatory)
- ▶ Rights catalogue (not obligatory)

In order to facilitate your attendance to the SIBF 2019, we will offer you:

- ▶ Support for **one person's airfare** from your company (round trip, only for economy class)

Please refer to the maximum support amounts for airfares:

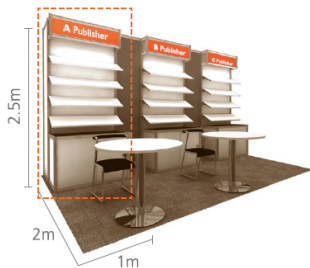
Northeast Asia - 600 USD / Southeast Asia - 800 USD / South Asia - 1,500 USD
North America - 1,900 USD / Latin America - 2,500 USD / Europe - 1,300 EUR

※ Please note that the actual airfare will be reimbursed to you after the SIBF 2019 no larger than the maximum support amount. Participants are responsible for covering their accommodation while staying in Seoul.

▶ **Free access to the Rights Center** throughout the SIBF 2019

Registration for the Rights Center will be available starting May 1, 2019.

▶ **1m width stand in the collective stand**



Requirements

- ▶ Having at least 5 meetings with Korean publishers at the Seoul International Book Fair 2019
- ▶ Submitting the business report after the fair
- ▶ Attending the networking event during the fair

Submitting Your Application

Apply via Email at hjkuh@kpa21.or.kr by 25 January 2019

※ *Note*

- *Evaluation of the applications takes place during February 2019.*
 - *Announcement of the final recipients will be made during March 2019.*
- We will send an Invitation Letter to the selected via e-mail.*

Contact

Hyojin KUH

T. +82 2 733 8402 (#9957) Email. hjkuh@kpa21.or.kr

Korean Publishers Association, 6 Samcheong-ro, Jongno-gu, Seoul 03062, Korea

www.kpa21.or.kr / www.sibf.or.kr