



GREECE IS ANNOUNCED AS MARKET OF HONOUR, BOLOGNABOOKPLUS 2023

The Hellenic Ministry of Culture and Sports and BolognaBookPlus celebrate the Greek general publishing industry as the inaugural Market of Honour, BolognaBookPlus

Athens, Bologna, London, Monday 14 November 2022: Following an in-person announcement at the Greek Pavilion, FBM22, the supervising bodies of the Greek book ecosystem and the BolognaBookPlus Fair are delighted to introduce **Greece as the Market of Honour in March 2023**, hailing this new series of initiatives for the second edition of the general publishing brand extension to the acclaimed BCBF and founded in partnership with the AIE, the Italian Publishers Association.

The Hellenic Ministry of Culture and Sports, in partnership with the Hellenic Foundation for Culture, the Publishers' Associations and the entire Greek book sector will undertake a diverse and lively programme of professional and cultural events throughout BolognaBookPlus. Greece has **one of the highest book production rates in the world**, its literary tradition spans millennia, with Homer considered one of the greatest and most influential authors of all time, and boasts **two Nobel laureates in Literature, the poets Odysseas Elytis and Giorgos Seferis**. The Ministry of Culture and Sports together with the Hellenic Foundation for Culture has recently launched GreekLit, a translation grant programme to acquaint the world with the richness of Greek contemporary writing.

The Greek publishing industry, worth €1.5bn, is largely based in Athens, enjoys its own annual international book fair in Thessaloniki, and has a strong National Literature Awards Programme. Launched in 1931, it has awarded luminaries including **Giannis Ritsos, Vassilis Vassilikos** and **Antonis Samarakis** among others. Meanwhile, the retail sector is vibrant, comprising 1500 bookshops across the country.

Nicholas Yatromanolakis, Deputy Minister of Culture of the Hellenic Republic, responsible for contemporary culture says, *'Showcasing the vibrant Greek literary market as the inaugural BolognaBookPlus Market of Honour in 2023 is a great opportunity to share with publishing professionals and the world the wealth of Greek letters and the multitude of contemporary Greek literary voices, as well as a broader cultural programme that will highlight both Greece's rich cultural heritage and current scene. Having recently launched GreekLit, a translation grant program, we believe the timing is perfect. We are looking forward to working closely with the BBPlus Guest Director, Jacks Thomas and BCBF's Director, Elena Pasoli to provide a great cultural, business and networking experience.'*

Nikos A. Koukis, President of the Hellenic Foundation for Culture says, *'We are very proud that Greece is to be the inaugural BolognaBookPlus Market of Honour in 2023. This honorable invitation comes after years of creative participation in the Bologna book fair with the Greek National Stand, developed by the Hellenic Cultural Foundation, in collaboration with Greek publishers and book professionals. I want to thank the BBPlus Guest Director Ms. Jacks Thomas for the trust and for the opportunity she offers us to highlight the wealth of contemporary Greek general publishing output on the international stage of Bologna, and Ms Elena Pasoli for the longstanding relationship and collaboration with BCBF.'*

Jacks Thomas, Guest Director, BolognaBookPlus comments: *‘This is an exciting moment in BolognaBookPlus’s development, and I am truly excited to have the opportunity of showcasing the powerhouse that is the Greek book industry. Steeped in the illustrious – and obvious - long tradition of writing, culture and exports to the world, it is timely and significant that, in a year that the GreekLit translation grant was launched, Greece also takes its general publishing industry to the global stage at Bologna 2023. I would like to thank the Ministry and the Hellenic Foundation for Culture for their collaboration in this first of many Markets of Honour at BolognaBookPlus.’*

Fabio Del Giudice Director, Italian Publishers Association says *‘We are proud to be partner of BolognaBookPlus that enters into a new and internationally enhanced phase with the introduction of its first Market of Honour. It is so pleasing for us that the inaugural market is Greece, a country with whom Italy has so much in common. Having focused more recently on the biggest European publishing industries it is excellent to be able to strengthen relations with the Mediterranean areas and in particular Greece. Bologna provides the perfect occasion to achieve this.’*

Greece, Market of Honour BolognaBookPlus will include an **Author Programme**; Participation in the **BolognaBookPlus Bookseller Programme with EIBF**; Professional Matchmaking Programme; **Guest Speakers** at the Translation Forum and the Rights Training; Inclusion in the **Jackets Off** and **Best of the Best illustration and Design Programmes**, in addition to cultural activities with consumer facing partners.

● **Notes to Editors:**

About The Hellenic Foundation for Culture

The Hellenic Foundation for Culture is a cultural and educational organization, based in Athens, which aims to promote Greek language and culture. Among other projects it operates the Thessaloniki International Book Fair. The HFC is a member of the European Union National Institutes for Culture (EUNIC) and the Anna Lindh Foundation Network.

About BolognaBookPlus (BBPlus)

BolognaBookPlus was launched in 2020 by BCBF/BolognaFiere, in collaboration with the Italian Publishers Association (AIE), to reach a general publishing audience via a three-day exhibit, training and conferences - among other opportunities - taking place alongside the acclaimed Bologna Children’s Book Fair **6-9 March 2023**. Working closely with the Bologna team, BolognaBookPlus is led by Jacks Thomas as Guest Director, supported by a UK team.

About Bologna Children’s Book Fair (BCBF)

The Bologna Children’s Book Fair is the world’s leading trade show dedicated to the children’s publishing and content industry, attracting **1,500 exhibitors** and around **30,000 professional visitors** from around **100 countries**. BCBF celebrates its **60th year in 2023**. It brings a unique and diverse global audience, every year to Bologna (Italy) made of publishers, agents, developers, illustrators, authors, booksellers, librarians and all the other professionals involved not only in the book, but also in the multimedia and licensing businesses for children’s content.

About BolognaFiere

BolognaFiere S.p.A. is a leading European exhibition organizer with over 85 events. As a world leader in trade shows across a number of different sectors—including art, children’s publishing, cosmetics, agribusiness, construction and design—BolognaFiere has developed a cutting-edge portfolio of international exhibitions in key markets, including China with eight exhibitions already established.

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About Associazione Italiana Editori

AIE (Associazione Italiana Editori) is the trade association of Italian publishers – and foreign ones operating in Italy – of books, journals, and digital publishing products and contents.

AIE is a member of FEP (Federation of European Publishers), IPA (International Publishers Association) and Confindustria.

AIE represents, on a national and international level companies producing editorial content and it also constitutes an attentive and updated observatory of the reading habits, as well as of cultural and educational consumption necessary for the growth of Italy.