



Taipei International Book Exhibition – Italy Guest of Honor

I am delighted to welcome you to the 2025 edition of Taipei International Book Exhibition (TIBE) from February 4 to 9, 2025 where Italy will be the guest of honor! We are thrilled at having, such an amazing opportunity for the first time! Italy is known worldwide for its authors, writers, literature, art and culture. We have a multi-millennial history that has provided a huge contribution to our shared civilization. Words that are very meaningful for today's world, like inclusion and resilience originated in Italy thousands of years ago. The Roman Empire, thanks to its civilization, was able to create an inclusive and resilient space that stretched from London to Bagdad and where people, with very different backgrounds, called themselves Romans! I think that this is the Roman Empire's greatest achievement. Our heritage is in this spirit and its success story is an example for us all. During TIBE 2025, Italy will focus on the imagination, something that is very important for Italians. This concept of imagination will be linked to Italo Calvino and Dante masterpieces. Imagination is also very important for "Made in Italy" and is always a key factor in Italian creativity that contributes to making our world a better place. Thanks to our thousands of years of history, we can say everybody can "live the Italian way". That's why, with the "when we are all Italians" message, we will show you how we all share those values of inclusivity and resilience that originated in Italy and are now shared by everyone. Everybody feels Italian when they are eating delicious Italian food, drinking amazing Italian wines, visiting Italian cities, wearing Italian clothes or driving Italian cars. We are all Italians when, all together, we discover our common past through sights, flavors and sounds that, thanks to "living the Italian way", belong to us all! In wishing you a wonderful Taipei International Book exhibition 2025, I invite you all to visit the Italian Pavilion that will have a very important Delegation of Italian authors and scholars that will make this event even richer and unforgettable. I would like to thank all the organizers for their important contributions to an event that will undoubtedly be memorable. I look forward to meeting you all at the Italian Pavillion at TIBE 2025, and hope you enjoy this amazing event that will enrich us all "when we are all Italians"! Viva la fantasia e l'italianità!

Marco Lombardi

Head of the Italian Economic, Trade and Cultural Promotion Office in Taipei

Centro per il libro e la lettura is an autonomous Institute of the Ministry of Culture that is part of Direzione Generale Biblioteche, within the Department for Cultural Activities. Chaired by Adriano Monti Buzzetti and directed by Luciano Lanna, it works to promote reading in Italy and Italian books, culture and authors abroad. It implements, supports and coordinates projects involving the book world and its professions: publishers, booksellers, librarians, translators, authors, teachers, researchers, cultural workers and reading promoters. The Center contributes to the implementation of policies to promote Italian books, culture and authors abroad through a specific call provided for in the Action Plan for the Promotion of Reading established by the 2020 Reading Law. In addition, it participates in fairs, festivals, awards and other international events, ensures a contribution to the realization of the Italian-German Prize for Translation, awarded since 2008, and promotes and finances the organization of stays and training activities aimed at translators.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a modern organization and a widespread network of over 70 overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA actively promotes the Italian publishing sector in close collaboration with trade associations such as the Italian Publishers Association (AIE) and other institutions within the publishing industry. The value of books and



publishing products is vital: books serve as an exceptional vehicle for cultural promotion and contribute to Italy's image worldwide. ITA's promotional activities and support for small and medium-sized Italian publishers in their internationalization efforts focus on organizing professional meetings, fostering exchanges, and facilitating knowledge-sharing, rights trading, and editorial collaborations. Among the events supported by ITA are: in Italy, the incoming missions of international professionals at key fairs such as the Bologna Children's Book Fair, the Turin International Book Fair (Salone Internazionale del Libro di Torino), and the Più Libri Più Liberi fair in Rome. Abroad, in close collaboration with AIE, ITA organizes the official Italian pavilion at major international events, including the London Book Fair, the Guadalajara Book Fair, the Beijing Book Fair, and Frankfurter Buchmesse (where Italy was the Guest of Honour in 2024). This year we are grateful to be the Country of Honor at the Taipei International Book Exhibition. Welcome!

Founded in 1869, the **Italian Publishers' Association** is the oldest trade association in Italy. Chaired by Innocenzo Cipolletta and directed by Fabio Del Giudice, for over 150 years it has represented and protected publishers who publish books, scientific journals and digital content on a national and international level. It constitutes an up-to-date observatory on the panorama of reading, the publishing market, cultural and educational consumption - from school to university – indispensable for the growth of the country. AIE's member publishers represent over 90% of the Italian book market. AIE is one of the founders of Confindustria and Confindustria Cultura Italia. It also participates in various committees, commissions and working groups of the main institutions, with the aim of enhancing book publishing, promoting books and reading, protecting copyright and stimulating publishers' innovation and updating. At European and international level, AIE helped found IPA (International Publishers Association) and FEP (Federation of European Publishers), still playing a key role in both associations. AIE is also a member of ABPTOE, EDItEUR, EDR-Lab, ISBN International, DOI Foundation and Readium Foundation. AIE participates in the most important book fairs in Italy and worldwide. Since 2002 it has organised the National Fair of Small and Medium-sized Publishers Più libri più liberi in Rome. At an international level AIE collaborates with public institutions for the presence of Italian publishers at major foreign book fairs.