

Italian Pavilion at Buchmesse 2021

Discover 34 Italian publishers and their publications
Hall 4.1 - Stand E31



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Ministry of Foreign Affairs
and International Cooperation



ITA – Italian Trade Agency is an Agency for the promotion abroad and the **internationalisation** of Italian enterprises. It is the **Governmental Agency** that provides information, assistance, advice, promotion and training to small and medium-sized Italian enterprises, in order to facilitate their presence and roots in foreign markets. ITA operates thanks to a widespread and consolidated network of foreign offices in over 70 countries worldwide; the headquarters is based in Rome.

The Italian Trade Agency promotes the Italian publishing sector in close collaboration with trade associations such as AIE and Institutions working in the publishing sector.

The value of books and publishing products is crucial: books are an extraordinary vehicle for **cultural promotion and for the Country as a whole**.

The aim of the ITA's promotional activity in favour of the publishing sector is to support small and medium-sized Italian publishers in the process of internationalisation, promoting professional meetings, exchange, knowledge and the interchange of publishing rights and editorial collaborations.

Among the ITA scheduled events: in Italy, incoming missions of professional operators at the Bologna Children's Book Fair, the Turin International Book Fair, Lucca Comics, and Più Libri più Liberi in Rome.

Abroad, the official Italian pavilion at the London Book Fair, at the first edition of the digital US Book Show, at digital Comic-Con, at the Seoul International Book Fair, in close collaboration with AIE at Buchmesse, at the Sharjah Book Fair (UAE- on the EXPO October 2021), at the first edition of the China Children's Book Fair, at the Moscow Non-Fiction Book Fair.



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Founded in 1869, AIE is the oldest Italian trade association. It represents Italian publishers of books, scientific journals and digital content at both the national and international level. The Association is the main data source on reading habits, the publishing market, as well as cultural and educational consumption, essential drivers of national growth. AIE is one of the founders of Confindustria. Publishers represented by AIE make up over 90% of the Italian book market.

AIE is part of Confindustria Cultura Italia. It takes part in several committees and working groups set up by main national institutions, with the aim of enhancing book publishing, promoting books and reading, protecting copyright and triggering innovation and professional growth in the publishing market.

At the European and international level, AIE contributed to the founding of IPA (International Publishers Association) and FEP (Federation of European Publishers), and currently plays an important role in both associations. The president of AIE was elected vice president of FEP in 2020. AIE is also a member of ABPTOE, EDITEUR, EDR-Lab, ISBN International, IDF and Radium Foundation.



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2021 REPORT SUMMARY DATA (2020 DATA) AND THE FIRST 9 MONTHS OF 2021

Despite the losses caused by the first phase of the pandemic, the publishing industry was able to recover and close the year in positive, with **a total turnover of 3,037 billion in 2020 (+0,1%)** in the sector (in terms of sales in Italy, abroad, volumes and rights).

The latter confirmed the idea of the **publishing sector being the 2nd cultural enterprise by turnover in Italy** (comparable to Pay TV, which recorded similar turnover of 3.172 billion), followed by all other cultural enterprises such as (in order of turnover): video games, TV, magazines, newspapers, music, home entertainment, cinema, theatres, exhibitions, concerts.

As regards the sale of rights, 2020 remained stable compared to 2019, with publishing rights by Italian authors to publishers in other countries **up 0,2%** on 2018, and **a total of 8,586 titles sold abroad** (compared to 8,569 in 2018), which accounted for 12% of the total titles published in Italy, i.e. 8,586 (mainly children's books, young adults' books and fiction); of the 73,275 titles published (new works or new editions) there was a strong impulse in 2020 on fiction, non-fiction and manuals.

The number of **active publishing houses decreased slightly (-2,5%), reaching 4,852 in 2020** but remains high, compared to numerous closures in past years. This development is made possible, on the one hand, by the lower barriers to entry in the sector, with reduced costs for scouting, translation, layout and printing (thanks to print on demand, which is increasingly integrated into the distribution chain and allows small stocks to be produced, even for low-turnover titles or to reprint titles requested by bookshops just in time), and, on the other, by the possibility of asserting one's own editorial lines and projects, also using new communication channels such as social media.

From a sales point of view, **the first 9 months of 2021** show a very strong increase, driven by online sales, thus accelerating a trend that had begun before the pandemic. It seems therefore that the book market has regained its **countercyclical effect**, unlike what happened during the 2011-2014 crisis.

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