

CAPEXIL PARTICIPATES IN THREE INTERNATIONAL BOOK FAIRS



Organ Pamuk, Noble Laureate, Turkey at India Pavilion along with Sunil Kumar, Executive Officer in Capexil 's stall @ Sharjah International Book Fair



Ramesh K. Mittal, Chairman, addressing to the participants during interaction meet in the India Pavilion at Frankfurt Book fair

Capexil supported and promoted the Guadalajara International Book Fair 2019 (Mexico, Nov 30-Dec 8), Sharjah International Book Fair 2019 (Oct 30-Nov 9) and Frankfurt Book Fair 2019 (Germany, Oct 16-20, 2019) in a big way.



Pratibha Parkar, Consul General of India, Germany; Ruby Jaspreet, IFS, Consul (Commercial & Political); Ramesh K. Mittal, Chairman, Capexil, Books, Panel, Capexil and Sunil Kumar, Executive Officer, Capexil @ Frankfurt Book Fair.

SIBF 2019 WRAPS WITH 2.52 M VISITORS & 1 BILLION BOOK CIRCULATION DEAL

The 38th edition of Sharjah International Book Fair (SIBF)

witnessed a record turnout of 2.52 million visitors through the 11-day event (October 30- November 9, 2019). Organised by Sharjah Book Authority (SBA) under the Sharjah World Book Capital 2019 theme 'Open Books... Open Minds', the event witnessed participation of Nobel laureates, Booker Prize and Oscar winners, along with 2,000 publishers from 81 countries.

Guinness World Record

On November 7, SIBF set a Guinness World Record for successfully hosting the world's largest simultaneous book signing ceremony in one location with 1,502 authors from the UAE and beyond signing their own books. SIBF broke the previous record held by Turkey.

Circulation of 1 billion books in the next 5 years

To further expand the reach of books in the Middle East and African continents, SBA partnered with Big Bad Wolf Ventures Sdn. Bhd. (BBW) – popularly known as the organiser of the World's Biggest Book Sale, to setup a regional branch at Sharjah Publishing City Free Zone – Big Bad Wolf Sharjah. Under this new agreement, 1 billion books will be circulated across MEA countries over the next five years to widely introduce the literary products of individual nations to promote cultural exchange and appreciation.

