



INDIA: THE OPPORTUNE MOMENT

This year, Indian publishers confidently took their place in Hall 8 at the Frankfurt Book Fair, asserting their right to be recognised as one of the world's leading English language publishers. With an estimated market size of INR 12,000 crores (USD 2 billion approx) India exceeds the individual output of Australia, South Africa, New Zealand and Canada. India publishes not only in English but in 21 other languages, many of which have markets much larger than the English. Indeed, India is one of the few book markets in the world that is not saturated and where both print and electronic publishing are proceeding apace.

With a view to showcase India publishing business to the world FICCI organised "Indian: the Opportune Moment" at the Frankfurt Book Fair 2012. The business lunch session brought together experts from the Indian publishing industry to talk about the publishing ecosystem and markets in India, to look at the history of joint ventures and fully foreign owned companies, to detail the existence of small and independent publishers, to describe the many different sectors (educational, STM, reference and so on), and to answer questions about the rewards and difficulties of publishing in India.

Other Details of the session

Venue : Halle 4.C, Room "Entente"
Date : October 12, 2012
Time : 1245 – 1400 hrs