This programme has a total financing of over 110,000 Euros yearly and has been in existence for the last 50 years.

For publishing companies from these regions, globalisation is a two-edged sword. Access to the world market seems easier thanks to all-pervasive communications. At the same time, the advance of new conglomerates makes it harder to break into the market. The main goal of the Frankfurter Buchmesse Invitation Programme is to guarantee the presence of a select group of around 20 publishing houses at the industry's biggest get-together.

The first experience is for most of publishers a real milestone in their careers. Not only they usually succeed in selling rights and having important meetings with important publishers but they also create an enduring networking basis. Despite the economic and political difficulties, many publishers succeed to come to Frankfurt again, sometimes even with an own booth.

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Gustavo Faraon, Dublinense, Brazil

“The Invitation Programme opened a door into a world of publishers all grappling with similar challenges, it encouraged me to believe in the value of my work. Every year when I go to Frankfurt now I reconnect with friends and it feels like my small publishing company has a home.”
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