



# Guadalajara Book Fair Show Report



**Executive Summary:** One of the things I love most about this show is the connection to the young people and the public. To me, this is the most “connected to the community” book fairs in the world. *The Guadalajara Book Fair continues to be the gateway to Latin America. The Latin American markets are showing very strong growth rates. New sales, rights, and distribution channels were found and existing relationships were enhanced.*

# Guadalajara Show Report

*The Guadalajara Book Fair's new Rights Center, which offers 125 tables, is sold out, further proof of Mexico's growth as a center for Spanish rights activity. Publishing Perspectives.*

*The number of large scale book deals continues to grow.*



Guadalajara  
International  
Book Fair ©

# Guadalajara Show Report - Libraries

According to David Unger, the International Representative to the [Guadalajara International Book Fair](#): “We are expecting the attendance of 140 American Library Association librarians who will be coming to the Guadalajara Book Fair to buy Spanish- and Portuguese-language books for their libraries.”



Guadalajara  
International  
Book Fair ©



# Guadalajara Show Report

Mexico is very well represented at all the major tradeshow.

We have a number of digital channels that serve the Mexican market.



Guadalajara  
International  
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The UK was the Guest of Honor this year which further supports the connection of English to Latin America.



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The number of books published in Latin America, as tracked by ISBN agencies, is growing incredibly rapidly.



ISBN agencies, for instance, tell us that the production in the region is witnessing an extraordinary flourishing thanks to independent publishers. Evidence: in 2000 there were around 60,000 registered titles and in 2013 this figure reached 194,000 units; this means that 539 titles are registered every day. Publishing Perspectives.



# Guadalajara Show Report

Children's books continue to be a strong genre for the region.

We have a number of children's book rights deals in the making.



Guadalajara  
International  
Book Fair ©

# Guadalajara Show Report

Germany is always present at these shows.



Relationships are what drives the industry! Many of the players are quite young.





# Guadalajara Show Report Conclusion:

This continues to be a great show for our rights and distribution clients.

The business scene here is VERY active and we see Latin America as a growing market.



RIGHTS CENTER AT THE 2015 GUADALAJARA BOOK FAIR (PHOTO© COURTESY FIL GUADALAJARA / MELINDA LLAMAS)