

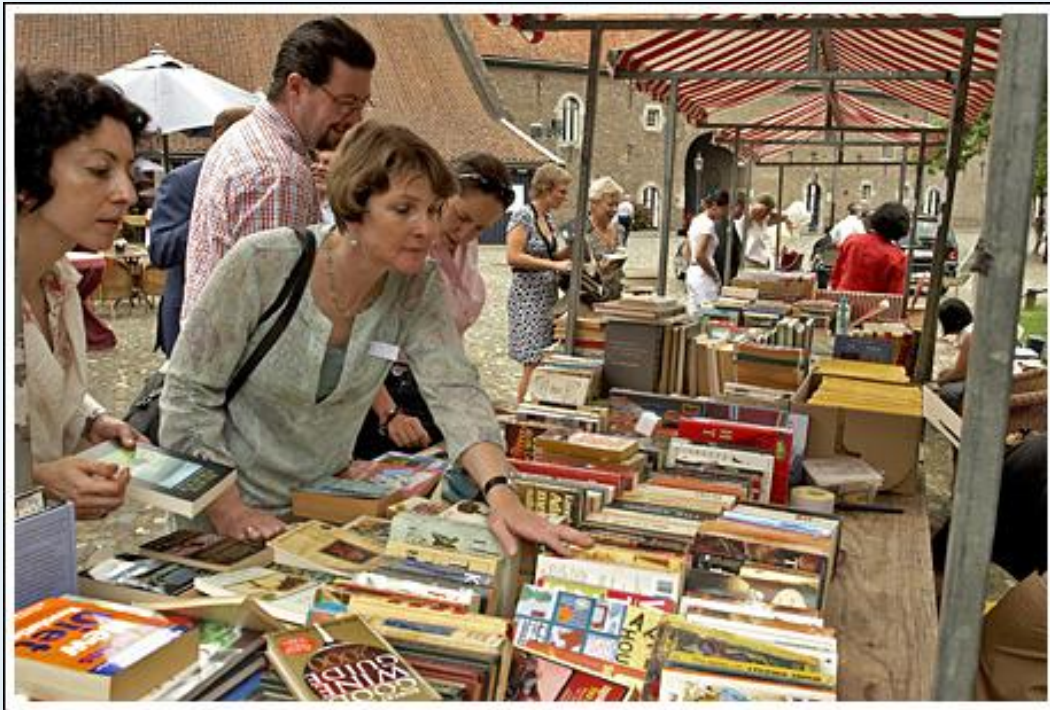


**Leading international book
exhibitions AS
COMPREHENSIVE CHANNEL
PROFESSIONAL
COMMUNICATIONS**



Exhibition activity is one of the most dynamic areas of contemporary world economy because it's playing an important role in strengthening international relations, improving the international image of the state of domestic and foreign trade, attracting investments and loans, the promotion of new technologies, new products and services, promoting and consolidating the positive structural changes in the economy, promoting scientific and technical and technological renewal of production, development of business tourism and so on. International exhibition activity is one of the communication channels of modern enterprises in the global economic system, which provides interconnection with the economies of many countries.

In modern conditions of exhibition activity belongs to the essential factors that stimulate the development of all sectors of the economy. An important and oldest industrial exhibitions sector at information sphere it's a book exhibition.

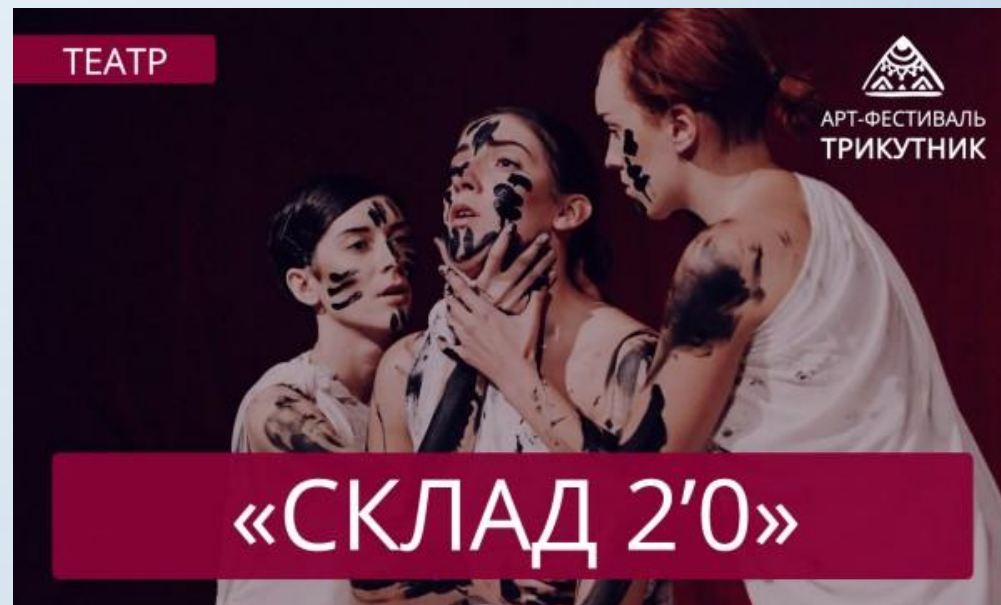


Today in Ukraine annually performed nearly a dozen book exhibitions, diverse by the number of different exhibition area, the kind of events and so on. And it's quite popular among exhibitors and visitors.



In terms of commitment to successfully promote its products on world markets acute competition for experts of information sphere Ukraine explore the possibilities of leading international book fairs as an integrated communication channel is of particular relevance.

Representative activities at book exhibitions in last years is diverse by modern art actions, performances, by mixing different cultural areas such as literature, music, theater, art, movies, fashion and even cooking.



Special attention should be paid for a practice the invitation of the honorific guest, which may be as a separate country so a particular person. As a honorific guest may be famous writers, stars of show business, television and others.



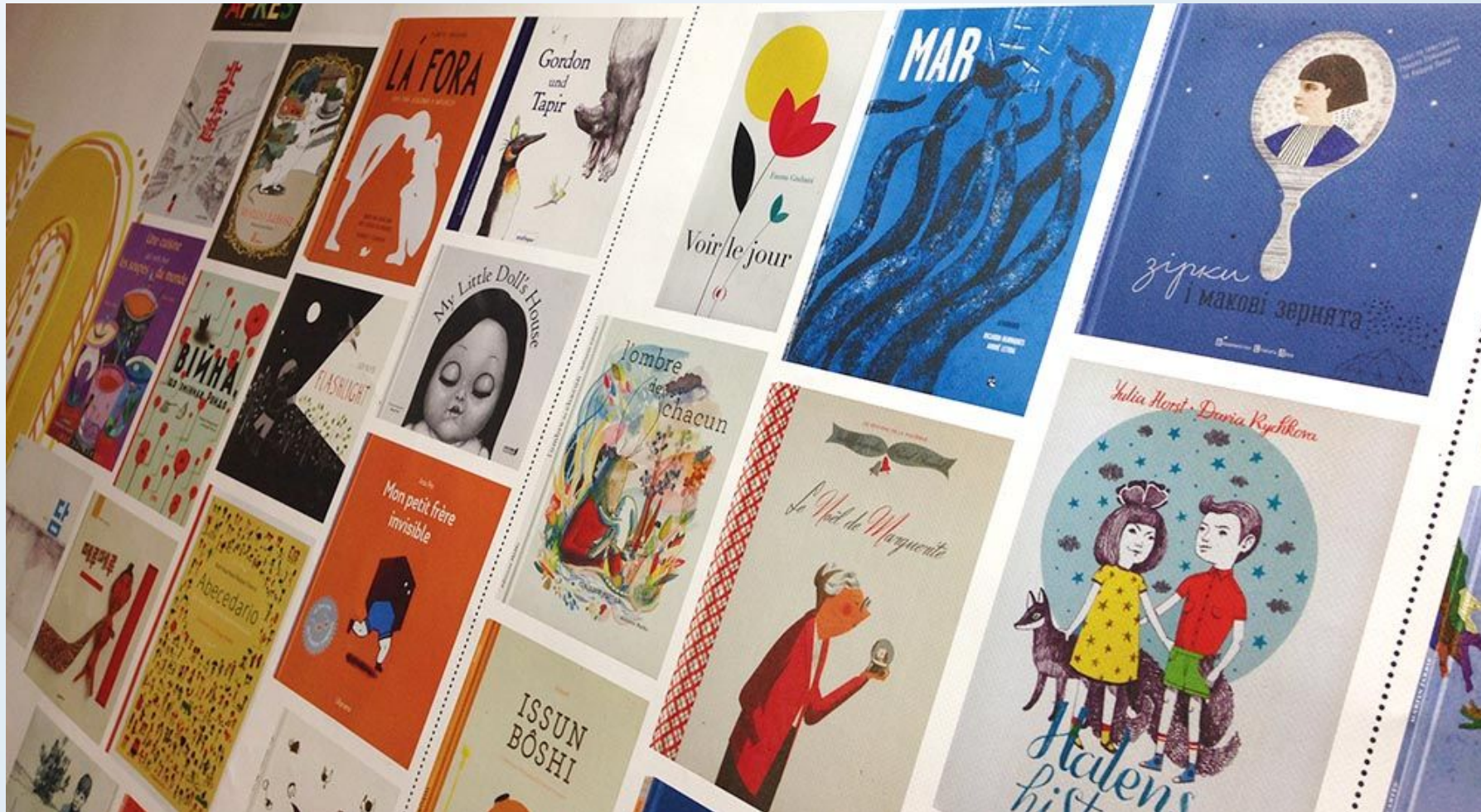
The exhibition is a comprehensive channel of communication. On the one hand it is one of the marketing channel with interpersonal, social media and other types of communications; And on the other hand, the exhibition uses various types of communication channels: visual, verbal, performance etc. Company must consider that each particular exhibition has its own characteristics and features (location and timing, the characteristic of exhibitors and visitors number, etc.) And of course an important feature of the exhibition is it's status.





There is one of the most prestigious international association in the global exhibition industry and it's call the International Association of Exhibition Industry (UFI). One of the main directions of its activity is the evaluation of quality exhibitions of various industries worldwide and provide special status to these measures. This status - «Approved by UFI» - acknowledged emblem, which is a kind of indicator of quality, certifying the highest standards of exhibition services.

Bologna Children's Book Fair – is the most important international event showing the traditional publishing and digital children's book that promotes the sale and promotion of best children's books, multimedia products, creating new business opportunities and helps to establish professional contacts.





There is International Cultural Industries Fair performed for eight years already in China, which brought together representatives of different industry. This event is a real trade forum Chinese cultural projects promoting the global market Chinese cultural industry, actively promoting the globalization of Chinese products.

Consequently, international book exhibitions are a powerful social and cultural phenomenon and professional communication channel that allows you to establish contacts between the subjects of the book market - publishers, printers, illustrators, translators, booksellers, librarians and authors, book buyers; improve the quality of the preparation and printing of the book; to form a new level of presentation of books on the market, bringing it to the reader; to promote the culture of reading among children and adults.



Thank you for attention!!!

