

**29 November 2012,
New Delhi**

NBT participates in the Istanbul International Book Fair

National Book Trust, India an apex body under the Ministry of Human Resource, Govt of India for the first time participated at the Istanbul International Book Fair, Turkey from 17 -20th Nov 2012. The fair was held at the famous TUYAP Fair Convention and Congress Center. Apart from India many other countries like UK,Greece, Hungary, Germany, Russia, China, Saudi Arabia participated at the fair. The NetherlandS was the Guest of Honour Country.

NBT, India representing the Indian Publishing Industry showcased more than 200 books on fiction, non-fiction, children's books, biographies, science and technology, Language, General and Reference books. There was a great demand and interest shown by the Turkish people and publishers on Gandhi, Tagore, Yoga, Science & Technology and Children's books.

NBT was represented by its Chairman Shri Sethu Madhavan, an eminent Indian author and Shri Kumar Samresh Asstt. Director. Speaking on the occasion, Shri Madhavan said "that there is a great opportunity for both Indian and Turkish publisher to tap the growing market as both countries have a rich cultural history". He also said that more Indian Publishers will come to Turkey for the next year fair as the response has been great.

NBT held series of meetings with representatives of other countries and in the process promoted the forthcoming New Delhi World Book Fair 2013. The NBT Chairman also met Turkish publishers and shared with them Rights and Translation Scheme of NBT .There was an important meeting held between NBT chairman Shri Sethu Madhavan and Mr Kayhan Omeroglu, Turkish Fair Director regarding India be the GUEST OF HONOUR country in 2014 or 2015.