

Promotion of Indian Books Abroad

In order to promote Indian publications abroad, **National Book Trust** participates in International Book Fairs by displaying a cross-section of representative Indian publications brought out by various Indian publishers. Since 1970 **NBT** has participated in over 300 international book fairs. Some of the leading book fairs in which **NBT** participates regularly include those held at Frankfurt, Bologna, Beijing, Sharjah etc.

During the financial year 2011-2012, **NBT** participated in the following International Book Fairs: Nepal Education & Book Fair, Singapore Book Fair, Beijing International Book Fair, Colombo International Book Fair, Frankfurt Book Fair, Sharjah Book Fair, Bologna Children Book Fair , Abu Dhabi International Book Fair, Bangkok International Book Fair.

The response to **NBT's** participation in these fairs has been very encouraging and **NBT** has been successful in generating interest in Indian publications among those living across the border.

This year too, **NBT** is participating in various International Book Fairs. These include Nigeria International Book Fair, Tehran International Book Fair, Nepal Education & Book Fair, Cape Town International Book Fair, Seoul International Book Fair, Tokyo International Book Fair, Beijing International Book Fair, Colombo International Book Fair, Frankfurt International Book Fair, Sharjah International Book Fair, Bangkok International Book Fair, Jerusalem International Book Fair, Bologna Children's Book Fair, Cairo International Book Fair, Abu Dhabi International Book Fair.