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**New Delhi**

**Press Release**

**China Guest of Honour Country at New Delhi World Book Fair 2016**

China is the guest of honour country at the New Delhi World Book Fair 2016 and its delegation includes more than 80 publishing houses and groups. More than 10,000 copies of 5000 titles are on display at the Pavilion. The visitors can have a look at the India-China cultural exchanges as well as can have a glimpse of Chinese book publishing industry and their culture at the exhibitions at the Pavilion including China-India Cultural Contacts Photo Exhibition, Publishing and Printing in Ancient China Exhibition, Chinese Tea Culture Exhibition and the Original Illustrations for children. China is organizing a number of events including book release, seminars, discussions etc. for booklovers, authors and publishers at the Pavilion.

Today, the launch ceremony of the seven language (Chinese, English, Russian, French, Spanish, Arabic & Japanese) versions of *The Main Battlefield of the East* was held at the China Pavilion. The book is adapted from a large-scale documentary of the same name which was broadcast on CCTV in 2015. Mr. Zhang Zhihong, Cultural Counsellor, Embassy of China; Mr. Li Yan, The Vice President of China Publishing Group; Ms. Wu Wei, Vice General Manager of China National Publishing Import & Export Corporation among others were the speakers on the occasion.

A panel discussion on the topic India's Plurality as expressed in Indian literature was organized at the Theme Pavilion. Dr Narendra Kohli, noted author, Dr Sukriti Paul Kumar, well known author were the speakers on the occasion. The discussion was moderated by Prof. Kapil Kapoor. The speakers discussed about literature, language and their role in the development of culture.

A book release function was held at the Children's Pavilion. The books have been illustrated by Fiep Westendorpby. H.E. Alphonsus Stoelinga, Ambassador of Kingdom of Netherlands was the chief guest on the occasion. Mr Stoelinga said that the sketches in the books are interactive and

tell the stories themselves. A skit was also presented by the students of National Victor Public School about the organ donation and later the students of Jai Shankar Memorial Centre recited the poems.

Several books were also released at the Fair *including In Search of Woman and Other Short Stories* authored by Kiron Wadhera; *Boundless Horizons* by Ravindra Garimella; *Neurosutra: Love of Science and Neuroscience* by Abhijeet Nasker (publisher GBD); *Vishva Manav Ravindra Nath Tagore* authored by Narendra Jadhav (publisher Prabhat Prakashan) among others.