

## Tianjin hosts the 15th Beijing International Book Fair

This is the first time that a city other than Beijing has hosted China's international bookfair. Because of the timing of this annual fair, so close to the Olympics, it was an opportunity to use a different, but nearby, city to host the fair. The fair included the usual large international hall as well as its provincial and large press stands from China. Tianjin made use of the presence of a large contingent of foreign guests to showcase its wealth of traditional native crafts.

Tianjin also organised a publishers and writers forum during the fair, which was addressed by a number of high profile Tianjin publishing companies as well as some foreign guests. PanCathay spoke on behalf of UK companies on the subject of publishers and writers in the Internet age. Our observation is that there is a growing interest in Children's books and creative/leisure topics to rival the already huge hunger for business and English language books.

