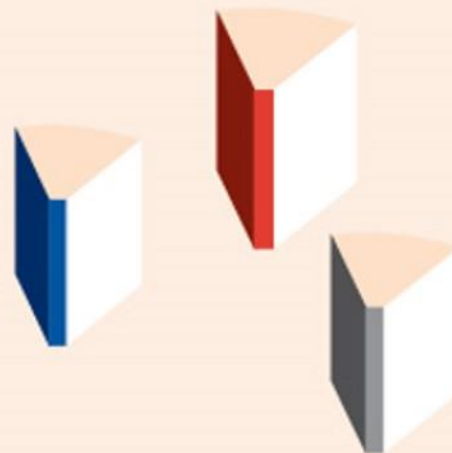




Meeting with Asian Publishers



Taipei International Book Exhibition

June 2-7, 2022

Guest of Honor: France



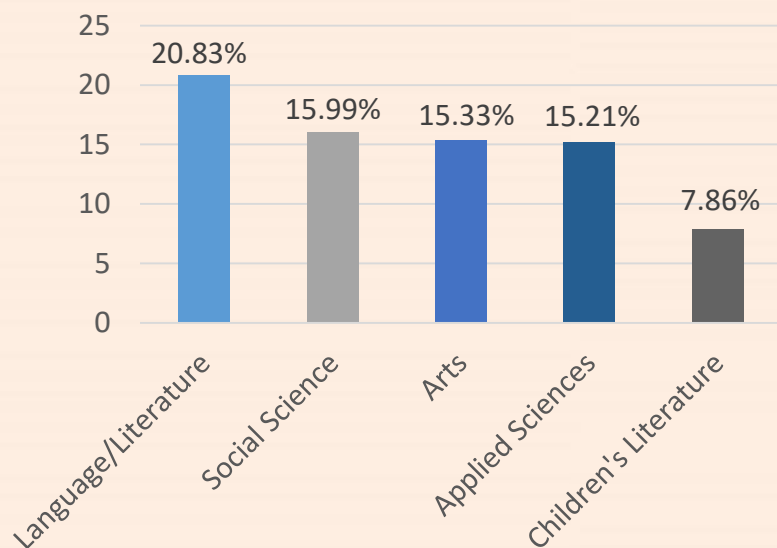


Taiwan Book Market

Publishing Houses(2020): 2,264
Number of New Titles(2020): 35,041
Annual Value of Publishing (2020): US\$680 million

Book Stores(2020): 2,061
Average Book Prize (2020): US\$13

Top 5 Genres Published



Top 5 Bestselling Genres

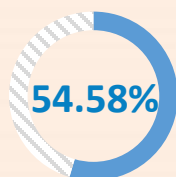
- Self-help
- Business & Finance
- Lifestyle
- Literature/Fiction
- Children's Books & YA



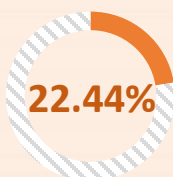


Taiwan Book Market

27.25% of new titles (9,549 titles) are translated from foreign languages.



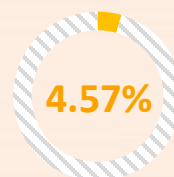
Japan



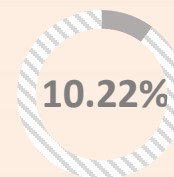
USA



UK



Korea



Others

The Market of Translated Titles is Growing

The percentage of translated titles among new publications has been growing for three consecutive years (2018-2020).

Market Requests for Content to Fulfil Readers in All Ages

In 2020, top three genres of translated titles are comics, children's books and fiction.

A Surge in eBooks Segment

In the eBooks segment, the YoY growth rate is 28.10% from 2019 to 2020.





Facts & Figures

2019 Taipei International Book Exhibition

1,184 events for visitors and professionals

More than **580,000** visitors in **6** days

735 exhibitors from **52** countries

10,257 school groups visitors

2,342 media coverage

1,440 rights meetings





Taipei International Book Exhibition Is the platform for publishing professionals to

Exhibit



Attend Forums



Rights Dealing



Taipei International Book Exhibition
June 2-7, 2022



Taipei International Book Exhibition Is the platform for publishing professionals to

Promote Illustrators



Interact with Readers



Promote Authors



Taipei International Book Exhibition
June 2-7, 2022



2022 Taipei International Book Exhibition

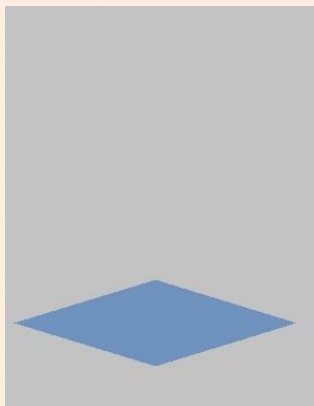
- **Date:** June 2-7, 2022
- **Guest of Honor:** France
- **Venue:** Hall 1, Taipei World Trade Center
(1F&2F, No. 5, Sec. 5, Hsin-yi Rd., Taipei, Taiwan)
- **Professional Day:** June 2 (10:00-17:00)
- **Opening Hours**

Date	Day	Hours
June 2	Thursday	10:00—20:00
June 3	Friday	10:00—22:00
June 4	Saturday	10:00—22:00
June 5	Sunday	10:00—20:00
June 6	Monday	10:00—20:00
June 7	Tuesday	10:00—20:00





Become Exhibitors in 2022TiBE Book an Actual Stand



Option	Space Only	Standard Shell Scheme
Early Bird <u>By Jan. 28, 2022</u>	US\$1,350	US\$1,700
General <u>By Feb. 25, 2022</u>	US\$1,500	US\$1,850

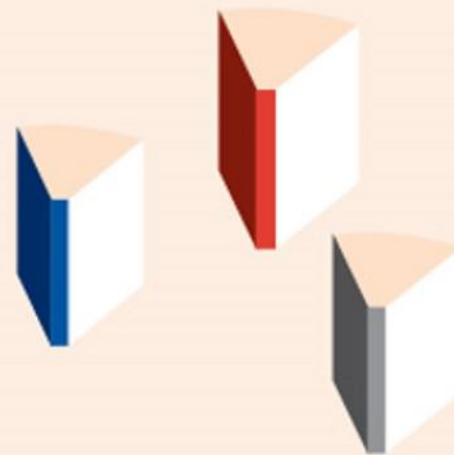
✕Each order will incur a US\$50 registration fee.

✕The Standard Shell Scheme picture above is for reference only. The final design may be slightly different.

Taipei International Book Exhibition
June 2-7, 2022



Taipei International Book Exhibition
June 2-7, 2022



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E-mail: international@taipeibookfair.org

