



November 2016

GUADALAJARA INTERNATIONAL BOOK FAIR



The BIGest Book Fair in all Latin America

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AMÉRICA LATINA
Invitada de Honor 26 nov - 4 dic - 2016

FERIA INTERNACIONAL DEL LIBRO DE GUADALAJARA INTERNATIONAL BOOK FAIR



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Introduction

FLAAR review editors attend trade shows all around the world: Shanghai, Guangzhou, Beijing, Dubai, Istanbul, across the USA and Europe. We always attend as PRESS since we write evaluations of these expos. We skipped registering as PRESS for 2016 but would probably consider returning and writing an evaluation of FIL 2017 after registering as Press. Instead we registered as professionals. The advantage that a person had to register as a professional was to enter earlier. People who didn't pay the professional fee, could enter until 17:00 PM and professionals at 9:00 AM. This was a big plus since the corridors were less crowded and it was easier to do business with the editorials and buy books without big rows of people.



Booths of Universities throughout Mexico

The booths of the universities were varied in terms of books. In the majority, could be found investigations developed by different people of the universities for example groups of investigation of archeology. We visited several booths among them the one of UNAM, University of Guadalajara and IBERO. We buy a lot of important books for FLAAR Mesoamerica, and we would like to get some books in the future like for example, UNAM has a Natural History book from New Spain that would be useful to make research in the office.





Booths of 80% of all the states of México

Chiapas had a booth. Campeche had a booth. Almost every state of Mexico had their own booth.

Why was there no booth for books on Petén, Guatemala? Why was there no booth for Alta Verapaz? The diverse eco-systems, Q'eqchi' Mayan culture, and remarkable plants and animals are awesome.

We found a lot of books of Ethnobotany and Ethnozoology related with the Mayan culture, but we would have liked to find in more areas of Guatemala.

Books of Cultural Organizations of Mexico



There were also several groups of people wearing their local attire. We were surprised to see them. We asked them where their garments came from, and they told us they were from a mountain range north of Guadalajara. They went in a group of about 30 people to buy books just like us and were very proud of their culture.

Examples of Big Name Booths of International Publishers

There were probably more publishers from Spain than any other country other than Mexico.

Santillana had a nice booth with illustrations and colors all over it. The staff was hospitable. We were served efficiently and were given a meeting with the head of editorial, they were very organized with their schedule.

Another booth that was really big and had a lot of interesting books was Penguin Random House Group Editorial and Fondo de Cultura Económica.



Why were 50% of the publishers of Guatemala absent?

The Guatemala section of the Latin American booth was about three of four shelves. Not one of the books for which I have donated my photographs to capable Guatemalan authors was present.

And none of the authors were present to showcase the results of their years of work.

It was sad that so few Guatemalan publishers were present; and what little presence was so little it was embarrassing. Plus, there was no desk which said “Guatemalan Publishers: Great Place to Meet and Interact.”



Other countries

- Argentina had a nice booth.
- Bolivia had a professionally decorated booth.
- Brazil had a giant booth.
- Colombia had a healthy sized booth.
- Chile had a booth with library-like book shelving.
- Even the fading economy of Venezuela had a booth (and not minimal size either).
- Uruguay had a nice corner booth.



Costa Rica

I estimate that many more countries of Latin America had a booth, but Central America was absent, other than Costa Rica.



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Costa Rica had a great booth and lots of books on flowers, trees, birds and other animals. Actually there was more than one booth for Costa Rica.

Costa Rica attracts several MILLION people a year as tourists just by showing one single species of cute frog on posters and web sites around the world?

Where are the dozen frogs and wonderful photogenic birds of Guatemala? We have 300,000 readers on our www.Maya-ethnobotany.org. We would love to share this with the INGUAT, with CONAP and with CECON of Guatemala. We would love to assist attracting MILLIONS of people to visit Guatemala.

Pop-up Style Children's Books



These books are awesome, when you opened the book the pages jumped towards you. They had many shapes, colors and shapes.



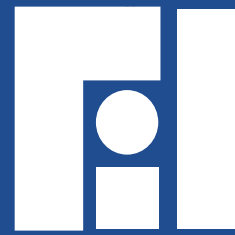
Sound Enhanced Children's Books

We found a booth from the UK where they sold children's books that emit sounds depending on the button they press. Surprisingly one of his books was of sounds of farts and was one of the most sold.

Children's Books Everywhere

This year the fair promoted 'FIL kids', to teach them the habit of reading and to promote learning. There was a corridor full of books with illustrations of all colors and shapes. Surprisingly not only were you in that hallway. They were also in the international publishers and even sold them for adults.





Different Kinds of Books

Books on Healthy Life Style and Medicinal Plants:

We found some publishers who were interested in the research being done on medicinal plants in FLAAR Mesoamerica. They currently already had books with plants classified for medicinal use and their effects and many people were interested in acquiring and buying them.

Books for Human Values:

We found many books, generally children's, that at the end of history showed an important value for daily life.

Books to express Pride in Cultural Achievements:

Mexicanismo was a great booth. Since Nicholas has been going to Mexico for over 50+ years, and since Dr Nicholas did a project of rescue photography of the Chenes-Rio Bec Maya architectural styles of the palaces and temples of Sta Rosa Xtampak (Campeche), we would enjoy doing books on what aspects of daily life in USA, Canada, and across Europe actually come from Mexico: such as chocolate (cacao comes from Mexico and Guatemala); such as Christmas poinsettia plants (these come from Guerrero, Mexico, in the 1800's), etc.

Mexico has contributed significant aspects of the food resources of the entire world, especially to the USA. Plus many animals from USA and Canada are found throughout Mexico, such as the "Virginia Deer" (native to Mexico and Guatemala for thousands of years if not more). Same with the mountain line (called puma in Mexico and Guatemala).

The jaguar went the other direction: north: it swam across the Rio Grande and entered southern Texas and Arizona and potentially other nearby parts of USA.

We were saddened by lack of Guatemalan Publications on Cultural Achievements:

There was no government cultural organization from Guatemala showing the cultural achievements of this remarkable country.

The only thing that was there was a small place dedicated to Guatemala in a pavilion of Latin America, for being the guest of honor, where there were books by authors like Miguel Angel Asturias and Augusto Monterroso. Unfortunately, absolutely nothing related to national flora and fauna. Only some basic books of Popol Vuh.

Booth Design

Several booths had unique designs, such as walk-through structures of convoluted parallel wooden bars.



Another booth, had a pair of Mexican fighters of real size and was super colorful.



The Venue: the trade show facilities

The professionals had facilities to enter first that the general public since there were less people and the order of the corridors went by letter and number for which it was easy to locate each editorial. There was a lot of staff to help the people who needed it and there was a booth of information at the entrance.

The Venue: organization, etc.

FIL was basically divided into three, there was a main area with 14 corridors that were listed from A to N with Latin American publicists, publishers and distributors as guests of honor and another area with international guests from Europe, Asia, Africa, etc. Which consisted of nine corridors that began from the corridor GG to ÑÑ, double letter with the reason of not confuse them with the corridors of Latin Americans. Finally, there was an area with a pavilion that had all Latin American countries with important books from each country in each area. Apart from the areas there were special rooms for conferences.





The Venue: the city of Guadalajara

We did not visit much of the city in general, but from what little we saw, we found a very clean city, had a lot of traffic and people walking on the street, enough police to regulate the traffic and security of the city. Affordable prices and friendly people.

Attendance:

It was attended by more than 44 countries, more than 2,000 publishers, and many people who were going to do business. Also gave lectures very important people in the advertising, technological, editorial, literary, arts and more.

Transport:

When arriving at the airport of Guadalajara we paid a taxi service that cost 300 Mexican pesos approximately. The chauffeur was very friendly and helped us get off and pick up suitcases. Inside the taxi there was wifi service and the driver arrived at the destination without any problem. On the way back we left with a hotel shuttle service of about 230 Mexican pesos. It was cheaper, I arrived on time and helped us to lower our bags.





Hotels:

We stayed at the Hotel Expo Inn Guadalajara. The hotel was a bit far from the airport but very close to FIL, about half a block away in less than ten minutes walking.

The hotel had all the necessary amenities. It was a small building with about five rooms per floor. It had a friendly atmosphere, friendly workers and willing to help.

The rooms had tv, wifi network, hot water all the time, clean towels and in the morning the service came to clean the room.

The keys to the room were cards, they had to be activated every day in the afternoon. The day we returned to our country we were offered a shuttle that was cheaper than the airport service and safe.

Do we recommend that you attend? (and why)

We were surprised to see it was such a big fair.

We recommend going to the Guadalajara Fair because it is a complete experience. There are publishers from around the world, more than 44 countries, the booths have an incredible design and is surprising how many books we buy, we did not expect that.

We found books we needed to classify plants, others with illustrations of our style in Mayantoons, many of Mayan culture, flora and fauna. On the other hand, we made relationships with people from many countries that had different types of editorials. Among the countries, we found were Spain, the United Arab Emirates, United Kingdom, Turkey and many more. Unfortunately, we did not get to the conferences we wanted, but we had a lot of interest in several.

If a person wants to go the other year we recommend that you sign up for a few weeks or days before because they fill up very fast since there are very important people to give them. If you want to attend the event with children do it, as we saw many and there was a corridor exclusively dedicated to them promoting reading.



Conferences of interest to FLAAR

- Mejores contenidos, mayor prestigio: adquisición de originales, evaluación y rankings.
Participaron: Julio Alonso Arévalo (España), Tom Payton (Estados Unidos).
- Conferencia Magistral de Apertura: “El rol de un agente literario en nuestros días”.
Participaron: Andrew Wylie (Estados Unidos).
- Taller “Arquitectura del papel: principios básicos para la creación de libros pop-up”.
Participó: María Eugenia Guzmán (México).
- El rostro de las publicaciones: cómo crear portadas y carteles atractivos.
Participaron: Santiago Solís Montes de Oca (México), Dani Schaf (Uruguay), Sonia Pulido (España).
Modera: Alejandro Cruz Atienza (México).
- ABC de la compra y venta de derechos para editoriales infantiles.
Organiza: FIL Guadalajara.
Participa: Mónica Bergna.
- Promoción de libros a través de redes sociales y otros medios digitales.
Presenta: Penguin Random House Grupo Editorial.
Participa: María de la Garza, Gerente digital.
- Construcción, efectiva, dinámica e innovadora de Biblioteca Digital, a través de donAciones.
Presenta: Biblioteca Digital Alfaomega.
Participa: Patricia Rodríguez.
- Onixsuite. La visibilidad y venta de libros empiezan por una buena gestión de los merados.
Presenta: Onix Suite.
Participan: Silvia Mas y Arantxa Mellado, Representantes en Latinoamérica.
- Producción y gestión de ventas a través de e-books a través de sistemas de gestión editorial.
Presenta: Trevenque.
Participa: José Manuel Castro, Consultor editorial.
- Libros digitales como experiencia de construcción de conocimientos.
Presenta: Editorial Digital UNID.
Participa: Dante Rogelio Ramírez, Gerente de formación y recursos digitales.
- Introducción a la creación de libros digitales.
Presenta y participa: Alfredo Pinacho, Especialista en libro electrónico.

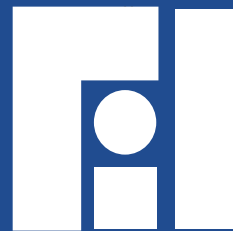
Itinerary

We went to the fair from 27 to 29 of November.

Público en general:	Exclusivo profesionales:	Lugar:
<ul style="list-style-type: none"> 26 y 27 de noviembre, 1, 2, 3 y 4 de diciembre, de 9:00 a 21:00 horas 28, 29 y 30 de noviembre, de 17:00 a 21:00 horas 	<ul style="list-style-type: none"> 28, 29 y 30 de noviembre, de 9:00 a 17:00 horas 	Centro de Exposiciones Expo Guadalajara Av. Mariano Otero 1499, Colonia Verde Valle Guadalajara, Jalisco, México

FIL relevant data

ACTIVITY	2015	2016
Public who attended	787,435	813,000
Editors who attended	1,983	2,042
Countries represented by editors	44	47
Book professionals	20,517	20,473
Literary agents	304	319
Entrepreneurs participating in the Rights Room	125	125
FIL child assistants	188,002	190,726
FIL Youth Activities	148	163
Media	533	554
Accredited media representatives	2,397	3,420
Book presentations organized in FIL	607	751
Literary Forums	168	171
Academic forums	21	33
Artistic and musical activities	94	114
Activities for professionals	150	250
Awards and Tributes	13	24
Sponsors	63	67



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