

PRESS RELEASE

The Emirate Sharjah of the United Arab Emirates is Guest of Honour at the Bologna Children's Book Fair with a dedicated pavilion

Authors, publishers, illustrators and cultural ambassadors from the Arab world will be guests of the 59th edition of the Bologna Children's Book Fair. Their participation has been coordinated by the Sharjah Book Authority from the Emirati city that hosts the Arab world's most important book fair.

Bologna, 3 March 2022. The city of Sharjah, UNESCO Book Capital in 2019, is located a few kilometres from Dubai and is home to the main cultural institutions of the Emirates, with a particular focus on activities related to the world of books. Each year it hosts the Sharjah International Book Fair (SIBF) which is one of the top three book fairs in the world and, on the occasion of its fortieth edition, passed an important milestone for the Arab and Emirati cultural world, as well as for the entire publishing sector in the area, earning the title of the world's largest book fair programmes for the first time since its inception in 1982.

SIBF is in contact with all the main sector events in the world, with partnership agreements with the Bologna Children's Book Fair, the London Fair and the book fairs in Frankfurt, New Delhi, Moscow, Sao Paulo, Turin, Paris, Guadalajara and Madrid.

One of SIBF's goals is the worldwide promotion of the best Arabic literature, creating opportunities for professionals to meet and highlighting the narrative and stylistic features of Arabic language production by making it accessible to the world market through accurate translations.

Regarding the specific target of literature for children and young people, SIBF promotes illustrators and Arab language storytellers, creating opportunities for interaction and discussion with the rest of the world. The partnership with the Bologna event stems precisely from this objective and for this reason the pavilion at the Fair (21-24 March) will be supported by a packed programme of workshops and events through which Sharjah aims to showcase the best talents and, more generally, the various local promotional activities organised in the Emirati city, which is becoming increasingly recognized as a top destination for cultural tourism worldwide.

"Books shorten distances and open windows of sharing between peoples and civilizations. In this spirit we have chosen Bologna and its Children's Book Fair to present the best cultural production from the Emirates and the whole of the Arab world in our pavilion that we have set up for the 59th edition of the BCBF. We believe that culture is a particularly valuable tool with which to build bridges between peoples, which is why

it is important to offer genuine opportunities to meet and exchange ideas in order to get to know each other,” commented **Ahmed Al Ameri**, Chairman of the Sharjah Book Authority, UAE.

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