

The countdown has begun for the London Book Fair, to be organised from March 14-16, 2017. This will be part of the seven day programme – London Book & Screen Week. Here, Jacks Thomas, director, London Book Fair, shares more about the fair, on her recent visit to India. The London Book Fair (LBF) is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. LBF 2017, the 46th Fair, will take place from March 14 – 16, 2017 at Olympia London. LBF's London Book and Screen Week will run for the third year, with the book fair as the pivotal three day event within a seven day programme. London Book and Screen Week will begin on Monday 13 March.



Jacks Thomas of Reed Exhibitions is the director of The London Book Fair since 2013. Her role includes the ongoing development of the fair as the leading marketplace for rights negotiation and the sale and distribution of content for one of the world's most creative industries, at a time of transition and transformation across the sector. Jacks was recently in India, for the third time exactly, and shared more about the upcoming London Book Fair 2017 in an exclusive interview with All About Book Publishing. Excerpts.

Market Focus Country...

This time, Poland is the Market focus country, which has the largest non-English speaking community. "It is really very interesting on two levels. First, it has a very amazing history of literature and second, the current literacy is very buoyant. But, they do not translate that many titles. In fact, Germany is the biggest translation market," tells Jacks.

Author of the Day...

"The London Book Fair welcomes delegates from across the global publishing industry and the Author of the Day slot provides a great opportunity to celebrate some of the most successful contemporary writers within our international community," tells Jacks. This year's line-up is bestselling author and former Children's Laureate Michael Morpurgo, Man Booker prize winning novelist Roddy Doyle and eminent Polish author Olga Tokarczuk, the country's most widely translated female writer. This year, the line-up will also include popular Polish fantasy writer Andrzej Sapkowski. As author of cult classic The Witcher series, he will headline The London Book Fair Cross Media Author of the Day. Jacks shares, "We are delighted to welcome such a fantastic lineup of authors to this year's London Book Fair. As ever, their work reminds us of the timelessness of great storytelling, which has the power to cross generational and cultural barriers, and be reimagined for new audiences through audio, stage and screen."

Spotlight on India...

