



10 ITALIAN PUBLISHING HOUSES at the first edition of the New York Rights Fair

I. I. (May 28, 2018)



Italy will be present at the first edition of the New York Rights Fair that opens its doors on May 30th 2018 at the Metropolitan Pavilion.

[The Italian Trade Agency](#) [2] has organized the presence of 10 Italian publishing houses and a delegation of 20 industry representatives from North, Central, and South America. New York, May 2018 - Italy will be present at the first edition of the New York Rights Fair that opens its doors on May 30th 2018 at the Metropolitan Pavilion.

This event stems from the collaboration between Bologna Fiere, Publisher's Weekly, the largest magazine in the American sector, and the Combined Book Exhibit, an important editorial marketing platform. The New York Rights Fair has the goal of establishing itself as the leading trade show for the global publishing community and in particular for companies operating in the field of international rights and licensing. The Italian Trade Agency (ITA) has organized the official participation of 10 Italian publishing houses that will be exhibiting in an area of 140 square meters.

The ITA also organized the presence of 20 representatives of publishing houses from Argentina, Canada, Chile, Colombia, Mexico, Peru and Venezuela that will be meeting with Italian publishers of the ITA pavilion. Also contributing to the promotion of the Italian presence at NYRF are advertising inserts, paper and digital, on Publisher's Weekly and www.italbooks.com, the online showcase of



Italian publishers curated by ITA Chicago. The Italian Trade Agency's initiatives aim to promote the exchange and sale of Italian titles in what is considered the largest global publishing market.

In 2017, according to data provided by the Department of Commerce, US imports of books and other printed matter fell slightly (-1.7%), from 3.7 billion USD in 2016 to 3.6 billion in 2017. In this context Italy, in the same period, experienced a 12% decrease in exports to the US. Italy nonetheless maintained the 6th place as a supplier, the second largest European supplier in the sector behind Germany, with imports amounting to 79.7 million USD and a 2.2% share of the total. Although difficult to approach, the US publishing market has been offering attractive opportunities for our publishing houses for several years thanks to the growing interest shown in Italian culture and language.

The support for the Italian participation in the New York Rights Fair is part of the promotional program of the publishing sector created by the ITA in collaboration with AIE, the Italian Publishers Association. In addition to participating in major international fairs, the ITA invites agents and managers of copyright purchases of foreign publishing houses to major Italian exhibitions, organizing seminars, market research and promotional and advertising campaigns.

The Agency's activities in support of this sector is carried out in the USA by the ITA office in Chicago, where a publishing task force operates to assist and provide services to Italian operators in the sector and also promote them through the www.italbooks.com website 1 where there are over 300 Italian publishing houses with approximately 1,500 titles.

ITA Chicago also participates at ACTFL, an event dedicated to the improvement and expansion of the teaching of foreign languages, and also Comic-Con International.

ITALBOOKS >> [3]

TALIAN EXHIBITORS AT THE NEW YORK RIGHTS FAIR(*)

1. Atlantyca www.atlantyca.com
2. Casa Editrice Kimerik www.kimerik.it
3. Corraini Edizioni www.corraini.com
4. Dea Planeta Libri www.deaplanetalibri.it
5. Editrice Il Castoro www.castoro-on-line.it
6. Giunti Editore www.giunti.it
7. Gruppo Albatros www.gruppoalbatros.eu
8. La Coccinella www.coccinella.com
9. Silvia Vassena @ Milano by Gexcel Srl www.silviavassenamilano.com
10. White Star www.whitestar.it

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Links

[1] <http://iitaly.org/files/italbookspng-0>

[2] <https://www.ice.it/en/>

[3] <http://italbooks.com/>