



SEOUL INTERNATIONAL BOOK FAIR 2022
JUNE 01-05 WWW.SIBF.OR.KR

SIBF 2022 FELLOWSHIP PROGRAM GUIDELINE

Since its humble beginnings in 1954 as the Seoul Book Fair, this annual event has played a key role in the development of a robust Korean publishing culture. Renamed in 1995 to reflect the ever-expanding scope of the festival, the Seoul International Book Fair will celebrate its 28th anniversary in 2022. The SIBF aims to raise awareness of the importance of reading, improve the capacity of the Korean publishing industry, and facilitate active international book trading.

The SIBF Fellowship Program, of which the aim is to reinforce international exchange in publishing industry, offers a big opportunity for publishing professionals from all over the world to participate in Korea's biggest book fair. In 2019, we received 80 applications from 29 countries and the 22 chosen participants from 19 countries visited the SIBF. (Due to the Covid-19, there were no Fellowship Program in the year of 2020 and 2021)

As SIBF fellows, you will be able to discover high quality Korean books promote your books to Korean publishers as well as readers, exchange information, and establish new business ties with reliable partners. The fellowship program takes place from **1 - 3 June 2022**. The fair is open 1 - 5 June 2022.

Who can apply?

Publishing professionals, including publishers, editors, agents, rights managers, etc.

- ▶ who have several years' experience in publishing
- ▶ who are interested in publishing and working with Korean publications

Application documents

- ▶ Application form
- ▶ Letter of recommendation from Korean or international business partner (not obligatory)
- ▶ Rights catalogue (not obligatory)

In order to facilitate your attendance to the SIBF 2022, we will offer you:

- ▶ Support for **one person's airfare** from your company (round trip, only for economy class)

Please refer to the maximum support amounts for airfares:

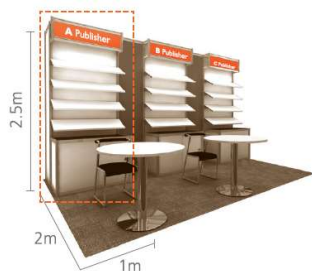
Northeast Asia - 600 USD / Southeast Asia - 800 USD / South Asia - 1,500 USD
North America - 1,900 USD / Latin America - 2,500 USD / Europe - 1,300 EUR
Africa - 1,400 USD

※ Please note that the actual airfare will be reimbursed to you after the SIBF 2022 no larger than the maximum support amount. Participants are responsible for covering their accommodation while staying in Seoul.

▶ **Free access to the Rights Center** throughout the SIBF 2022

Registration for the Rights Center will be available starting April 11, 2022.

▶ **1m width stand in the collective stand**



Requirements

- ▶ Having at least 5 meetings with Korean publishers at the Seoul International Book Fair 2022
- ▶ Submitting the business report after the fair
- ▶ Attending the networking event during the fair

Submitting Your Application

Apply via Email at whanoh@kpa21.or.kr by 15 January 2022

※ *Note*

- *Evaluation of the applications takes place during February 2022.*
 - *Announcement of the final recipients will be made during February 2022.*
- We will send an Invitation Letter to the selected via e-mail.*

Contact

Whan Oh

T. +82 2 733 8402 (ext. 9928) Email. whanoh@kpa21.or.kr

Korean Publishers Association, 6 Samcheong-ro, Jongno-gu, Seoul 03062, Korea

www.kpa21.or.kr / www.sibf.or.kr