

Russian Book Union



SERGEY STEPASHIN,
President,
Russian
Book Union

The Russian Book Union (RBU), founded in 2001, is a non-governmental non-for-profit organization, uniting the leading domestic publishers, book distributors, printers, representatives of the cultural, scientific, educational communities, libraries, paper industry, including organisations and associations of writers. In total the union embraces over 1500 participants. **SERGEY STEPASHIN** is the permanent President of the Union.

The RBU has always supported and promoted the culture of reading and book culture, its priority task being the revival of interest in reading, especially among young people.

The RBU co-operates with the State Duma, Federation Council, state ministries and other authorities on a whole range of important issues. The RBU has put forward certain initiatives in the sphere of legislation, development of international ties and the support of literary activities. A number of agreements on co-operation have been signed with the Ministry of Communications and Mass Media, Ministry of Internal Affairs, Ministry of Foreign Affairs, Ministry of Education, Rossotrudnichestvo, Government of St. Petersburg, Government of the Moscow Region, Government of the Republic of Dagestan, Government of the Archangelsk Region, Moscow Patriarchate Office of the Russian Orthodox Church.

In 2001, through the RBU efforts, the publishing industry received the tax benefit of a 10% VAT reduction for books on education, science and culture, which is still available. In 2006, the RBU worked out the first National Programme to Support and Develop Reading in Russia. Despite the instruction from the Russian President Vladimir Putin, based on the assessment of the results of the 2013 Russian Literary Meeting, the above programme has not received an executive status yet. The RBU sees the implementation of this task as a priority.

Starting with 2006, the RBU, in co-operation with the Government of St. Petersburg and with financial support of the Federal Agency for Press and Mass Communications, has become the co-organizer of the annual exhibition/book fair *Saint Petersburg International Book Salon*. The RBU is a permanent participant of the Moscow International Book Fair. The Union organises Russia's participation in various international exhibitions in Nursultan, Belgrade, Bratislava, Havana, Minsk, Peking, Seoul, Istanbul, Tehran, Helsinki. It also takes part in organising different events in London, New York and other cities.

In accordance with Executive Decree No. 426 by the Russian Federation President as of June 12, 2014, *On the Year of Literature in the Russian Federation*, the RBU organised the major events of the Year and was the operator of 92 Year of Literature programmes.

The RBU developed and held a cultural marathon *All Aspects of Granin* («Все грани Гранина»). The marathon took the form of a mobile exhibition with the display and interactive areas, such as a cinema hall, library, video booth and discussion club. It was a great success in the Kursk, Volgograd, Pskov and Kaliningrad regions, in Moscow and St. Petersburg.

The RBU has opened 16 branch-offices in Russia, all the way from Kaliningrad through Siberia. The RBU has seriously stepped up its regional activities over the past three years. It has signed 21 agreements on co-operation and mutual activities with the heads of the RF constituent entities, set up 21 interdepartmental working groups. Moreover, it has worked out and rendered financial support to 21 regional programmes encouraging reading and organised 24 regional book forums. In total, more than 80 events have been held in support of reading, with over 12,000 advertising media resources in 16 constituent entities engaged in the social campaign. The RBU is currently actively present in 36 regions.

On October 17, 2019, the Russian Book Union (RBU) was elected member of the International Publishers Association (IPA) at its General Assembly, which was convened during Frankfurt International Book Fair.



РОССИЙСКИЙ КНИЖНЫЙ СОЮЗ

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KONSTANTIN CHECHENEV,
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The Association of Book Publishers of Russia

At present, the Association of Book Publishers of Russia (ASKI) includes **250 MEMBERS**, eleven of which are publishing houses from Moscow and St. Petersburg that specialise in children's literature. Besides, there are 14 more regional universal publishing houses, including publishers in various republics of Russia, where children's literature is regularly published along with books in other thematic areas.

All of these, as well as a number of publishers that specialise in children's literature but are not members of ASKI, take part in various programmes we offer (competitions, exhibitions, presentations, etc.). This allows ASKI to efficiently present almost the entire range of modern children's book publishers for different age categories. The traditional (annual) ASKI events are of most interest.

The first one is a professional competition, Best Books of the Year. *Best Children's Literature Publications* is one of the 14 categories, presenting books from virtually all leading Russian publishing houses, as well as Russian-language books from other countries. The jury is annually challenged with the task to select 3-4 award winners from several dozens of very interesting competitive publications. It is very encouraging and satisfying for the readers and professionals alike to encounter authentic national styles and new publishing techniques. Our competition might be the only venue where one can experience such a variety of Russian children's books. Unfortunately, not many regional publishers can afford participating in major book fairs and their participation in our event adds value to our competition, making us a venue with high information potential.

The second are book festivals, which ASKI organises or co-hosts annually in different regional centres. In general, we try to diversify and expand the domestic fair range. We regularly held events in cities like Ryazan and Makhachkala, Voronezh and Arkhangelsk, Rostov-on-Don and Yakutsk, Kostroma and Saratov; it has been important for us to introduce as many publishing houses as possible to the local readership, and to give an opportunity for publishers from different Russian regions to showcase their best projects to the broadest possible and most democratic audience.

In this regard, we offer another valuable opportunity for professional growth by providing small and/or regional publishers an opportunity to participate in a unified mission or showcase their work at a joint stand at leading international book fairs. In recent years, our partners (including Italian ones) have helped ASKI to introduce several publishers that could not have otherwise participated in the world book forums to the global community of the children's book publishers – Bologna, Leipzig, Beijing, and Turin. Our long-term practice of bilateral agreements with national publishing associations creates the prospect of expanding such business contacts.

Addressing our potential partners, we recommend to pay attention to the excellent books on local history that are produced in great variety by regional publishing houses. In general, educational books for children today are diverse and include books on national history, world and national culture. We can provide names of many publishers, including small publishing houses from Moscow and St. Petersburg, Rybinsk and Makhachkala, Yakutsk and Ufa, Kazan and Petrozavodsk, Kirov and Cheboksary, that are not yet familiar to our foreign colleagues, but are quite mature to cooperate on the international copyright market and produce captivating content in eye-catching style.



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Non-profit Partnership Bookmen Guild

**OUR MOTTO: *UBI CONCORDIA – IBI VICTORIA!*
(VICTORY COMES WITH AGREEMENT!)**

2020 is our anniversary year: The BOOKMEN GUILD turns 20.

The Non-profit Partnership Bookmen Guild («Гильдия книжников») was established in the year 2000 upon the initiative of the Trade House «Biblio-Globus». It brings together the leading Russian publishing companies and book selling organisations.

The Bookmen Guild implements programmes aimed at the development of the national book publishing and selling industry.

To have an interactive system for all participants of the book printing industry interacting within a unified information space, we recommend a mandatory utilisation of the **SIBID (СИБИД)** standard (System of standards on information, librarianship and publishing), as well as a unified standard of data exchange based on the international standardised format of electronic exchange of information about printed output **ONIX (Online Information exchange)**.

The Non-profit Partnership Bookmen Guild is in close cooperation with the ONIX International Steering Committee, which allows to introduce industry representatives to the latest developments in electronic exchange of information on printed matter (currently ONIX 3.0.5 is being developed).

The NPP Bookmen Guild in coordination with the Russian Book Chamber (ITAR-TASS branch) and the Russian Institute of Scientific and Technical Information (VINITI RAS), as well as with the leading publishing

companies and professional communities have convened events for a number of years with the aim to create a uniform system of information exchange.

Here is a non-exhaustive list of such events, where the Bookmen Guild participated as a co-organiser: international forums, research-to-practice conferences, round-table and panel discussions in Moscow, Gelendzhik and on the island of Cyprus (2005-2008), within the framework of international exhibitions and fairs, such as the Paris Book Salon (2006); Geneva Book Salon (2007); international book exhibitions and fairs in Frankfurt (2007-2010); International London Book Exhibition (2011). We have also organised the Bookmen Guild joint stand at the 23d MIBF (2010) and the Russian national stand at the Eurasian Book Fairs 2016 and 2017 (Nursultan/Astana, Republic of Kazakhstan).

All the events organised with the involvement of the Bookmen Guild are to bring together all the participants of the book printing and selling industry and tackle particular professional tasks.

The Bookmen Guild supports Russian and international book printing traditions based on the cultural heritage and achievements of the past and the present.

**We are always open
for cooperation!
Love of BOOKS unites us!**



BORIS S. ESENKIN,
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Bookmen Guild, Director
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NADEZHDA MIKHAYLOVA,
President
of the Association
of CIS Book Distributors

Association of CIS Book Distributors (ASKR)

THE ASSOCIATION
WAS ESTABLISHED
ON OCTOBER 18,
1990

ASKR
IS A MEMBER
OF THE EUROPEAN
AND INTERNATIONAL
BOOKSELLERS
FEDERATIONS



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The Association of CIS Book Distributors pursues the following objectives:

- Develop international book exchange and cooperation with foreign partners and their professional associations;
- Improve business relations between book selling enterprises, publishing houses and other stakeholders of the book industry;
- Convene book fairs, exhibitions, seminars and international meetings on book publishing and distribution;
- Undertake research in the industry;
- Provide information and methodological support to the members of the Association.

Here is the list of the most prominent events held by the Association for nearly 30 years of its work: Book Congress in the Pillar Hall of the House of Unions (1993), CIS Reading Assembly (2019), 42 seminars and round-table discussions on topical issues of the book market, 21 All-Russian competitions among book selling enterprises, 9 competitions of book selling enterprises from the CIS member states, 4 All-Russian competitions of book-selling staff, 9 All-Russian festivals of children's books, participation in numerous book fairs, in particular, book exhibitions and fairs held on the ASKR initiative in Chelyabinsk and Almaty, participation in the General Assemblies of the International and European Booksellers Federations, participation in the Interstate Council on co-operation in periodical press, book publishing, book distribution and printing of the CIS Executive Committee, launch of the Diploma of a Book and Library Business Trustee, 80 issues of the ASKR Newsletter and much more.

Three hundred ninety organisations were members of the Association in different years.

They represented interests of the industry and book trade in 60 regions of the Russian Federation and 12 CIS countries.

The most significant contribution of the Association for the entire period of its activities includes the following:

- Involvement in drafting and lobbying the Federal Law on state support for mass media and book publishing in the Russian Federation;
- Drafting the Book Support Declaration;
- Drafting appendices to the Sales Rules for certain types of non-food products and to the Cultural Policy Framework;
- Introduction of statistical reporting on book trade;
- Involvement in drafting the Culture Act.

The Association of CIS Book Distributors and its members annually organise and actively participate in the Children's Book Week. Bookstores open widely their doors to young readers to meet with authors of favourite books and publishers, participate in literary quizzes, various competitions and master classes. Bookstores organise exhibitions and sales of children's books during such special weeks. The Week is also the time when its participants collect children's books from the general public for orphanages, residential care facilities for children, hospitals and rural libraries.

Over the years, the Association has worked together with the Association of Book Publishers of Russia, Interregional Association of Printers, Russian Book Union, Federal Agency for Press and Mass Communications, International and European Booksellers Federations and the CIS Executive Committee.

Russian State Children's Library



MARIA VEDENYAPINA,
Director of the Russian
State Children's Library,
President of the
Association

Russian State Children's Library (RSCL) is the largest children's library in Russia and one of the largest in the world. It applies equally to the size of the library stock, the floor area of all premises, and services provided to children.

It was founded in 1969. It functions not only as a public library, but as a major cultural destination as well. As of 2019, the RSCL has more than 330,000 visitors annually and more than 930,000 website users. On the 9,000 sq. m of library space, there are 14 specialised reading halls, modern cinema and concert hall with 170 seats. The library stock consists of about 600,000 books, newspapers, magazines, music notation items, DVDs, audios and photos.

There are 58 children's studios, workshops and clubs, on the base of which 20 educational programmes are being realized.

RSCL is responsible for the children's programmes within the annual book events: Moscow International Book Fair, Book Festival "Red Square", International Book Fair for High-quality Fiction and Non-fiction.

RSCL is famous for its various large-scale exhibitions of prominent Russian and foreign illustrators and book authors.

The RSCL actively develops international cooperation in the field of children's book publishing and reading. In 2015, RSCL came forward with the initiative to host 2020 IBBY Congress in Moscow, and now acts as one of its main organisers.

Association of cultural workers, artists and educators for children's reading "Raising Readers"

The Association of cultural workers, artists and educators for children's reading "Raising Readers" was established in June 2016. It unites state, public and creative organisations, institutions, collectives and individuals working in the field of culture, art, education, book publishing in the interest of promoting children's literary and artistic education.

Since March, 2018, the Raising Readers Association acts as an official patron of the Russian national section of IBBY (International Board on Books for Young People). The Association is one of the main IBBY Congress 2020 organizers.

One of the most outstanding projects of the Association is the All-Russian campaign "Give Books with Love!" initiated by the Association in 2017 as an annual network project within the framework of the International

Book Giving Day celebration. More than 2,050 children's libraries from 79 Russian regions registered as participants, as well as the largest book stores, publishing houses, schools, museums and many other organisations took part in the campaign of 2019.

Another large project was the All-Russian campaign "Children's Book on the Victory Podium". The main goal of the campaign was to draw attention to the Russian books for children and youth that have been included in the IBBY Honour List between the years 1970 and 2016. The Association received the right to release the Russian version of the stickers for marking the HL books. The participants of the campaign sent requests for the stickers, which they were able to put on the books from the Honour List they have in their collections. Over 450 libraries and other organisations took part in this campaign.



ANGELA LEBEDEVA,
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PAPMAMBOOK.RU is a website dedicated to child and adolescent reading. Most of Papmambook's projects are platforms for a cultural dialogue between adults and teenagers.

Let's Talk!

Папмамбук
для тех, кто читает детям

“Book Expert of the 21st Century” is a Russia-wide book review contest for teenagers. The contest’s slogan is “I Read It Myself – I Write It Myself”.

Which books should teenagers read? No one can answer this question better than the teenagers themselves. After all, they have already chosen which books to read and are eager to discuss a wide range of issues.

We trust the opinion of those who are truly avid readers, read because they want to, and because they like to read, and are able to reflect on a book, explain their preferences and write about it.

“Book Expert of the 21st Century” was conceived to find such teenagers and give them the opportunity to speak about the books they’ve read. But the contest is not just a journalistic competition – it’s also a platform for conversation. Young readers live all across Russia. The contest gives them the opportunity to get to know each other by reading each other’s texts and commenting on them through the contest’s website.



Marina Aromsham,
Papmambook's
editor-in-chief



The essays allow us to see which books the teenage participants read and what they think of them. There’s food for thought for the adults here, too.

The contest has been running since 2013. During this time, we’ve published 630 of the best essays on books read by the teenagers.

The contest winners are welcome to join Papmambook as regular contributors.

Our regular authors get information on newly published books, choose what they would like to read (they receive books no matter where they live), write essays about what they’ve read, work on them with a literary editor, and take part in discussions about reading.

“Teens Speak Out” is one of the most popular sections on the website. The essays and thematic discussions published here are met with interest by parents, educators, writers, and publishers.

“Book Artist. 21st Century” is a book illustration contest for teenagers. The contest’s slogan is “I Read as an Artist”.

This contest is for those who are fascinated by the world of illustrated books and graphic novels and who like to read and draw. Participants can try their hand at creating book illustrations. As with all Papmambook contests, “Book Artist. 21st Century” has an educational component. We explain to the participants that book illustrations

are not just drawings, paintings or collages based on a literary work. Because illustrations are associated with a particular fragment of the text and are created to exist within the book, an artist should start out with a sense of where and how the picture will be placed. Book artists teach short masterclasses as part of the competition. The best entries are exhibited in “Papmambook’s Gallery”.



Galina Solovyeva,
Papmambook's project manager



The Cultural Bridge is an international translation contest for bilingual children who live outside Russia. The contest's slogan is "I Read in Two Languages".



Cultural Bridge Walks is the award ceremony in the city hall of Bologna

A bilingual child inhabits two "spaces". One is the family, the language of the parents. The other "space" is outside the home and is the language of the country of residence. The language of the country of residence is first and foremost the language of schooling. This is the language of cultural and social opportunities. As for the parents' language, it remains a childhood skill. A young child can speak Russian, but this is a "childish" Russian. Will the child ever be able to speak Russian like an adult?

Will the teenager remain bilingual? Sometimes it seems that the answer has to do with learning. Or parental persistence. Or being gifted linguistically. But first and foremost, it's a question of identity.

I've been "given" two languages. Does this make me better in the eyes of others? Why do I need my parents' language in my life? A child is searching for themselves and THEIR language. Or LANGUAGES.

The adult's task is not to support the parental language, but to SUPPORT THE CHILD and his BILINGUALISM. The means of providing this support lie in modelling situations where the use of both languages is required. The most straightforward situation of this sort is one of translation.

The Cultural Bridge is just such a situation: bilingual children translate texts by modern Russian writers into the language of their country of residence.

The first season launched in 2017 in Israel. Later, bilingual children from Germany, France, the USA, Spain, Greece, Australia, Japan, and Norway participated in the contest. Contest organisers in Israel, Italy, and the USA, have run two seasons of the contest, those in Germany, three. In all, the children have submitted 940 translations to the contest. This was made possible thanks to the co-organizers of the contest.

Co-organizers are people who have expressed a desire to launch the contest in their countries and



who believe that they have the necessary drive, organizational skills, and understanding of the problem. The website and the co-organizers don't have a financial relationship. Volunteers coordinate this project to support bilingual children in different countries.

We want to thank our friends and colleagues who have initiated the contests in their countries. We hope that both the circle of participants and the geography of the contest widen and that the contest becomes a tradition for the participating countries.

Marina Aromshtam,
Papmambook's editor-in-chief,
on the website projects

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Olga Bukhina, The Cultural Bridge's co-organiser in the USA



Olga Byrko, The Cultural Bridge's co-organiser in Israel



Darya Markova, The Cultural Bridge's co-organiser in Germany



Olga Uvarova, The Cultural Bridge's co-organiser in Italy



Valeria Pery, The Cultural Bridge's co-organiser in Israel

Revolutionary lifehack if you want to see your kids immersed in reading

Chitai-Gorod (Reading City/«Читай-город») bookstore network has developed and launched a new product aiming at supporting and promoting reading among children – a gift card designed specifically for kids. Reading Agent Personal Card is a know-how on Russian book market.



Every parent wants their children to grow into independent, responsible, confident and decision-making adults. The main rule in seeing that happen is allowing children to do what they are able to do on their own, supporting, guiding, and praising them for their achievements. This is especially true if we remember how curious and inquisitive children are by nature.

Parental wisdom here lies in creating situations with a predictable positive outcome. For instance, why not in a bookstore? Parents buy a Reading Agent Personal Card but the thrill of choosing the book stays with the child. Kids enjoy being treated like adults and being allowed to make their own choices and decisions.

Armed with a Reading Agent Personal Card, the child can choose any book that suits their taste and buy it. No doubt that these books will be a reading priority, read without reminders or lengthy persuasion. The choice is limited only by the parent's wish that the child reads good books. The Card can be used to purchase books in categories 0+, 6+ or 12+, which means that the child is secured from buying age inappropriate books.

The undertaken studies say that parents and kids hold different views on what kind of books children like. Parents want the books to be educational, filled with facts and useful information, while children prefer sci-fi and fantasy, or detective stories. They view reading as entertainment and adventure rather than a form of learning.

You cannot coax your child to love reading, but you can increase their motivation if you see reading not as a boring duty but as a form of enjoyment that the whole family shares and values. You should let the child realise that reading could be exciting, that books could help their imagination and creativity. A gift card for kids could turn book purchase into a quest, and your aspiring reader into a real Reading Agent.

The card includes elements of gamification, which create better framework for involving kids into the process of finding the right book. Its design is children-oriented and allows kids to view themselves as real Reading Agents, out on a mission to make the world a better place through reading.

According to the Chitai-Gorod sales data for 2019, the Reading Agent Personal Card is highly popular, especially around Christmas and New Year time as a perfect gift idea for a child.



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Welcome to St. Petersburg!

The Northern Capital of Russia traditionally invites guests to attend global cultural events which annually attract thousands of experts in culture, all admirers of theater, music and art, as well as fans of books and reading!

The year 2020 invites:

May 14–17

The 15th St. Petersburg International Book Salon, which will be hosted for the first time at the main venue of the city – the Dvortsovaya Square!

November 12–14

The 9th St. Petersburg International Cultural Forum at the General Staff building of the Hermitage.

Contacts:

<http://knigaspb.ru>

<https://culturalforum.ru>



37th IBBY International Congress in Moscow, September 5-7



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In 2020, Moscow will become the venue for the 37th IBBY International Congress for the first time. The major programme of the 37th IBBY International Congress will be held on September 5-7, 2020 at the World Trade Center (WTC), one of the biggest multipurpose business complexes in Russia.

September 4, 2020, there will be a special IBBY day at the Moscow International Book Fair (MIBF). All IBBY Congress delegates will be given a free admission to the MIBF 2020 international business programme on this day, and it will be featured in the Congress programme.

The theme of the IBBY Congress 2020 is "Great Big World Through Children's Books: National and Foreign Literature – Role, Value, Impact on Young Readers in Different Countries".

We encourage organisations and individuals working in the sphere of children's book and literature to submit their abstracts for the Congress. The abstracts will be blind peer-reviewed by the curators of each of the 9 sessions; they should address the conference general theme and one of the conference sub-themes. All submissions can be made online at www.ibbycongress2020.org through the Registration sign up page not later than March 1, 2020.

Further information on abstract submission conditions, presentation and poster guidelines, fees, pre- and post-Congress tours, as well as special hotel offers for participants can be found at our website.

IMPORTANT DATES

- 01.08.2019** Registration/Abstract submission opens
- 01.09.2019** Fee payment begins
- 01.03.2020** Abstract submission deadline
- 20.03.2020** Notification of acceptance
- 30.03.2020** Early Bird deadline
- 10.04.2020** Presenter registration deadline