



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e  
l'internazionalizzazione delle imprese italiane

## Frankfurt Book Fair 2024 – Italy Guest of Honour

The Italian Trade Agency (ITA, in Italian: ICE) regularly supports the participation of Italian publishers at the Frankfurt Book Fair through the creation of a national pavilion, comprising individual company areas and common spaces for meetings, presentations, and other communication and support actions, carried out in collaboration with the Italian Publishers Association, AIE.

On the occasion of the 76th edition of the Book Fair (16–20 October 2024), which will see Italy as a guest of honour, the ITA promotional pavilion will be next to the extraordinary institutional pavilion managed by the Italian participation Coordination Committee, replicating its graphic themes to further enhance the system investment in this event.

On this occasion, the ITA Pavilion will cover a total area of 670 square meters inside Hall 5.0 of the exhibition centre, and will be able to accommodate up to 100 Italian publishers. They will have fixed and rotating individual stations at their disposal and will benefit from common meeting spaces, which will host the programme of technical meetings coordinated with the partner AIE and other events, including proposals expected from the Italian regions that have expressed interest in the initiative.

The same regions will also be allocated dedicated book displays, for the physical exhibition of books and other materials, alongside virtual spaces accessible through interactive screens for the presentation of extended catalogues, digital materials and other remotely viewable tools.

The campaign to collect memberships from publishers and regional entities is currently underway, and as of 14 May, had received 70 participation applications. Among them are regional collective bodies such as the Piemonte Centro Estero per l'Internazionalizzazione [Piemonte Internationalisation Agency], the Campania Fondazione dei Festival, the Mondadori Foundation for Lombardy and others, which will help ensure as broad and complete a presentation as possible of the Italian sector in all its vertical and local articulations.

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