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Turkey's Ministry of Culture and Tourism Showcases Publishing Prowess at the Abu Dhabi International Book Fair 2018

Turkey's publishing industry doubles between 2010 and 2017; ranked 11th world wide by IPA

Dubai - Apr 25, 2018: The Turkish Ministry of Culture and Tourism in the UAE has announced its participation at the Abu Dhabi International Book Fair (ADBIF) this year where it will showcase Turkey's literary industry to the UAE market.

According to the International Publishing Association, Turkey ranks 11th globally in terms of published works on a worldwide basis. "We are committed to cultural exchange programs between the UAE and Turkey, and the Abu Dhabi International Book Fair is a perfect platform to do that," said Salih Ozer, Attaché of Culture and Information from Turkey to the UAE.

"This year is especially important with the Year of Zayed remembrance occurring and the late Sheikh Zayed bin Sultan Al Nahyan (may God have mercy upon him), the founding father of the UAE, will be the 'Personality of the Year' at the Abu Dhabi International Book Fair," he continued.

Since 2010, Turkey has been able to about double the number of books published with ISBN (International Standard Book Number), growing from 35,767 to 60,335 books in 2017. This trend is expected to continue over the next five years as Turkish literature and culture continue to reach new markets globally.

With 2,505 literary works being sold in 68 countries and translated into 60 languages, Turkey becomes a global player in the literature market, that is very essential in spreading Turkish culture and heritage to a global audience.

Ozer further notes that during the last decade, intense efforts have been made to promote trade between Turkey and the Gulf Cooperation Council (GCC) countries in various industries, and now, with avenues such as ADIBF, Turkish literature can also be promoted to the region.

"Turkey has always enjoyed strong historical, cultural and social ties with the Arab world. We therefore know that our literary works will appeal to the region as well," said Ozer. "In fact, some of our top literary works have been translated to Arabic specifically for this region."

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The Turkish Cultural and Tourism Office in Dubai is the official representative of the Republic of Turkey Ministry of Culture and Tourism. One of the main aims of the Tourism Office is to bridge the gap between cultures and foster relationships with the travel industry by organising promotional activities throughout the GCC. The Turkish Ministry of Culture and Tourism participates in travel exhibitions and conferences to position the country as a leading tourist destination. With its breath-taking views, unique historical and archaeological sites, steadily improving hotel and touristic infrastructure and a tradition of hospitality and competitive prices, it's no wonder Turkey is among the most sought-after travel destinations in the world.

The primary functions of The Turkish Cultural and Tourism Office in Dubai are:

- Supervises all promotional activities relating to Turkey in the GCC
- Liaise with travel agencies
- Organises roadshows to further promote Turkey as a destination for leisure, shopping, health, sports and invest in the MICE (meetings, incentives, conference and exhibitions) Middle East market.

To read aggregated news about Turkish Tourism please click "here":http://www.tcf-me.com/client_portal/turkey-tourism/content_items

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