GAUDEAMUS Book & Education Fair has been constantly growing in the 20 years since its first edition to become nowadays an emblematic event on the Romanian book market. According to the professionals in the field, GAUDEAMUS IBEF is the most important book fair in Romania and one of the top book fairs in the Central and Southern-Eastern Europe. Considering its offer even more attractive to foreign exhibitors, its market value and importance, since 2001 GAUDEAMUS has been listed in the International Calendar of Book Fairs issued by the Frankfurt Book Fair, the world leader in the field.

In 2013, GAUDEAMUS International Book & Education Fair will take place between November 20th-24th at the Central Pavilion of Romexpo Exhibition Centre, Bucharest.

Guests of Honour at GAUDEAMUS 2013 - the Nordic Countries: Denmark, Finland, Iceland, Norway and Sweden
Radio Romania is the initiator and organizer of GAUDEAMUS International Book & Education Fair, undertaking by this mission an exceptional role, both on the editorial plan as well as on that of developing several cultural projects beyond broadcasting.

Established in 1928, Radio Romania is one of the oldest radio stations in Europe, yet very well connected to the immediate reality through its editorial strategy and the content of its programs.

At present, Radio Romania broadcasts on three national stations: Radio România Actualități (Radio Romania News), Radio România Cultural (Radio Romania Culture) and Antena Satelor (Village Antenna). Radio Romania also broadcasts worldwide through Radio Romania International 1 (in Romanian) and Radio Romania International 2 (in 10 foreign languages) and locally through 12 regional stations and 1 dedicated to classical music: Radio România Muzical (Radio Romania Music). The offer of Radio Romania is completed by Radio3 Net "Florian Pittiș", which broadcasts exclusively on Internet and Radio Romania Chișinău, the newest station launched by the national radio broadcaster on December 1st 2011, which covers 70% of the territory of the Republic of Moldova.

With a share of 30% of the national radio market and 4.8 million listeners everyday, Radio Romania is a national leader as far as audience ratings are concerned.

Since 1994 Radio Romania is actively and directly involved in supporting the Romanian book market through launching the "READING" Program, a complex cultural project that aims at fostering and promoting the written culture and the inter-cultural dialogue.
The main components of the READING Program are:

- **GAUDEAMUS International Book & Education Fair**, organized annually in November, arrived at its 20th edition in 2013, the most important and long-lasting book event in Romania;

- **GAUDEAMUS Caravan** – a series of book exhibition events organized, starting 2000, in several Romanian cities reputed to have a strong cultural and university tradition: Craiova, Cluj-Napoca, Timișoara and Constanța-Mamaia. The fairs organized within the GAUDEAMUS Caravan enjoy the support of the local radio stations of Radio Romania;

- **GAUDEAMUS School Textbooks Fair** - 11th edition in 2013 - is one of the very few education fairs in the country specialized in the educational field, providing an almost exhaustive range of school textbooks and auxiliaries certified by the Ministry of Education in Romania;

Throughout its 20 years of existence, GAUDEAMUS International Book & Education Fair has achieved a constant evolution and has succeeded to become a landmark of the Romanian book market. At present, GAUDEAMUS International Book & Education Fair comes first among the Romanian book fairs.

In the autumn of every year, GAUDEAMUS IBEF is at the focus of the editorial market in Romania and becomes the centre of the cultural life, providing the excellent meeting framework between book professionals and the public. The Fair turns to be an incubator of ideas and new projects intended to facilitate translation and inter-cultural projects.

Every year, during the entire period of the Fair, a record level of sales is reported, the event having a strong impact upon the editorial market. At the last three editions, the Fair recorded over 100,000 visitors, more than 400 exhibitors per edition, while the number of events exceeded 650 at each edition. On the average about 700 articles, news and reports are produced yearly in the national and international written media, on the radio, TV and on line with reference to GAUDEAMUS International Book & Education Fair.
Main sections of the Fair:

→ Books and Multimedia
The offer presented at GAUDEAMUS is focused on classic format books and multimedia products (books on electronic support, film, interactive courses) with a rate of over 90% of the total products exhibited.

→ GAUDEAMUS Education Salon
Organized as part of GAUDEAMUS Book & Education Fair since 1998, the Education Salon is dedicated to public and private education institutions of all levels, from Romania and abroad, which are invited to present their educational and editorial offer.

→ The “Ion Creangă” Salon of Books for Children is an interactive section exclusively dedicated to children. It includes book stands, magazines, educational materials and recreational and educational areas dedicated to learning by means of playing.

→ The National Salon of Creation and Invention for Youth hosts an exhibition of inventions, creative and innovative ideas, creation workshops for youth, as well as numerous events.

→ The International Centre for Literary Agencies hosts literary agents and copyright specialists from Romania and abroad. The Centre aims at creating a professional frame for the negotiation of copy and translation rights, fostering communication on the topic of the specific know-how and facilitating the contacts between literary agents, copyright managers, authors and publishers activating on the international book market.
A-Level Guests: The Romanian Olympic Students – the newest project launched in 2011 under the GAUDEAMUS brand, aims at rewarding the most deserving Romanian students who compelled recognition at international Olympiads in various disciplines.

Related Projects:

→ “Mircea Nedelciu” National Reading Contest is a competition of creativity, communication and reading addressed to high school students. Organized since 2003, the contest aims at promoting reading among teenagers and is divided into several local stages carried out during the GAUDEAMUS Caravan. The final stage takes place each year in November at the GAUDEAMUS IBEF.

→ “Books Are Coming Home” National Campaign of Book Donations – the project aims at encouraging book donations for school and rural libraries in Romania. In the last three years, over 55,000 volumes have been donated to several libraries in rural areas covered by the national radio broadcaster.
Recent outcomes GAUDEAMUS 2012

→ **370 exhibitors**, covering the most representative categories in the editorial and educational field;

→ **Country Guest of Honour: The Republic of Moldova** – Arcadie Suceveanu, Honorary President of GAUDEAMUS IBEF 2012, 15 Bessarabean publishers present at the Fair;

→ **Special Guest**: Italy, the former Country Guest of Honour;

→ **International relations**: stands of Italy, Belgium, the Republic of Moldova, Greece, Russia, Estonia, cultural and professional events organized by the French Institute in Bucharest, The “Vito Grasso” Italian Institute in Bucharest, The Italian Embassy, the Embassy of the Russian Federation to Romania, the Royal Embassy of Norway, the Embassy of Sweden etc.;

→ **Events program**: a record of 650 cultural events - book launches, debates and seminars, readings, meetings with Romanian and foreign writers and cultural personalities, photo, graphics and documentary exhibitions focused on themes related to books and reading, but also to the history of printing and of the radio, illustrations of books for children etc.;

→ **Numerous reputed foreign personalities** invited at the Fair (*Pascal Bruckner* was one of the guests of GAUDEAMUS IBEF 2012)

→ **Surface**: 14.000 sq. m. (full capacity of the Central Pavilion of Romexpo Exhibition Center, the biggest exhibition area in Romania);

→ **Number of visitors**: 112.000, as compared to 110.000 reported at the previous edition;

→ **Over 700 articles, reports, news and interviews** produced in over 150 media sources: newspapers and magazines, as well as on the radio, TV and Internet.
GAUDEAMUS AWARDS are granted each year as follows:

- **Romanian Publishers Awards** – awarded to three of the most important Romanian publishing houses according to the Public’s Vote; **2012 winners**: 1st place: HUMANITAS Publishing House, 2nd place: RAO Publishing House; 3rd place: NEMIRA Publishing House.
- **Most Wanted Book of the Fair** – granted according to the Public’s Vote; **2012 winner**: *The Parables of Jesus. The Truth in a Story*, by Andrei Pleșu, book issued by Humanitas Publishing House.
- **GAUDEAMUS Press Awards** granted annually according to the Public’s Vote to the most representative media channels: written media, radio, TV and press agencies; **2012 winners**: written media – Jurnalul național, radio – Europa FM, TV - TVR1, press agencies - Agerpres.
- **The Prize for Excellence** – granted by Radio Romania to a Romanian publishing house involved in internationally acknowledged editorial projects; **2012 winner**: Cartier Publishing House.
- **Education Award** – granted each year to an educational institution as a sign of appreciation of the way in which they manage to promote their educational offer within GAUDEAMUS IBEF; **2012 winner**: Bucharest Academy of Economic Studies;
- **“Antoaneta Ralian” Translation Award** – granted since 2010 to a Romanian and/or foreign reputed translator; in 2012 the Award was granted to Bruno Mazzoni for his contribution to the translation of several Romanian authors into Italian, as well as to Dinu Luca, for the translation into Romanian of Mo Yan’s (the Chinese Nobel Winner) books;
- **Miss READING** – prize granted to the prettiest reader present at the Fair.
BENEFITS OF ASSOCIATING YOUR ORGANIZATION WITH THE “GAUDEAMUS” BRAND

→ GAUDEAMUS is a strong concept of promotion of the written culture and a powerful brand of Radio Romania;

→ The credibility of GAUDEAMUS on the national and international book market is proved by the success of the 20 editions of the International Book and Education Fair and of the 73 GAUDEAMUS book fairs organized within the READING Program since 1994;

→ One of the competitive advantages of the Fair is the extended media support provided by its initiator, Radio Romania, whose mission is the cultural diversity, inter-cultural dialogue and pluralism of the mass-media. Radio Romania is a national audience leader with a share of 30% of the national radio market and 4,8 million listeners every day, according to the latest audience ratings published by the National Study of Audience in Romania;

→ In addition to the publicity generated by the public radio, the Fair enjoys a great visibility in the private media (daily newspapers, television, Internet, magazines, specialized reviews), as well as in the programs of the national television.
The Brand Strengths

→ national and worldwide reputation;
→ prestige consolidated by the development of specialized sections and their international disclosure;
→ the dynamism and the constant development of GAUDEAMUS IBEF and its reciprocity partnerships with international book salons from abroad will allow GAUDEAMUS to become a major landmark of European book events and a turntable to South-Eastern Europe as far as the book market is concerned;
→ efficacy of the professional exchanges, sales and marketing for the professional participants.

GAUDEAMUS International Book & Education Fair has direct contacts with over 500 publishing houses in Romania and abroad, 25 publishers' associations worldwide, 100 Romanian and foreign universities;
→ diversity of book and education offer at national level: the GAUDEAMUS Caravan, the Gaudeamus School Textbooks Fair, the GAUDEAMUS International Book & Education Fair;
→ attractiveness of a genuine cultural feast for the public – over 650 cultural events per edition.
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