

INTERNATIONAL BELGRADE BOOK FAIR



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International
Belgrade Book Fair



Approved
International
Event



**Books
Connect Us**

23 – 31.10.2026.



**BELGRADE
FAIR**

**International
Belgrade Book Fair**



Place Where Stories Meet

For decades, the International Belgrade Book Fair has been the leading regional gathering place for publishers, authors, professionals and readers.

It is a place where culture, ideas and business come together through a shared passion for books.



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More Than a Fair

Today, the International Belgrade Book Fair is the most important cultural event in the region and one of the leading meeting places for the publishing industry in Southeast Europe.





Each year it brings together:

- ✓ publishers
- ✓ authors and translators
- ✓ book distributors and booksellers
- ✓ educational and cultural institutions
- ✓ media representatives and hundreds of thousands of visitors





The Fair That Brings the Region Together

- ✓ nearly 200,000 visitors
- ✓ more than 850 exhibitors from the country and abroad
- ✓ thousands of new titles
- ✓ more than 500 programmes and events
- ✓ nine days of meetings, promotions and discussions

The International Belgrade Book Fair remains one of the few events that brings together audiences of all generations.



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Place Where Books Reach Their Audience

The Belgrade Book Fair connects publishers and authors from Serbia, the region and around the world, providing:

- ✓ direct contact with readers
- ✓ opportunities to present new publications
- ✓ enhanced brand visibility
- ✓ opportunities to develop business partnerships
- ✓ connecting to the regional market

Being present at the Fair means being at the heart of the regional publishing industry.





An Audience That Comes for Books

The Fair's visitors are not a casual audience.

They are readers, families, students, professionals, teachers and young people actively seeking new titles, authors and experiences.

Year after year, the Fair confirms that books continue to enjoy the support of a strong and loyal audience.





Tunisia — Guest of Honour 2026

This year's Guest of Honour will be Tunisia, presenting its literature, authors, publishing sector and contemporary cultural scene through a dedicated programme and exhibition segment.

The Guest of Honour programme further confirms the Fair's international significance and its role in fostering connections between cultures.





Nine Days of Programmes and Encounters

Throughout the Fair, visitors can attend:

- ✓ book promotions
- ✓ meetings with authors
- ✓ panels and forums
- ✓ children's and educational programmes
- ✓ professional conferences
- ✓ international cultural programmes

The Fair becomes a space for dialogue between authors, publishers and readers.





Culture and Business in One Place

In addition to its cultural significance, the Fair is also an important business platform.

For exhibitors and partners, this means:

- ✓ greater market visibility
- ✓ direct communication with target audiences
- ✓ promotion of authors and publications
- ✓ presence in media
- ✓ opportunities for new partnerships and projects





A Tradition That Follows New Generations

The Book Fair continuously evolves alongside changes in publishing and audience engagement. Alongside the traditional book, an increasingly important role is played by:

- ✓ digital formats
- ✓ multimedia content
- ✓ educational platforms
- ✓ contemporary approaches to promotion and reading

The goal remains the same - bringing books closer to new generations of readers.





An Experience That Lasts

For many visitors, the Book Fair is much more than an event. It is:

- ✓ a meeting with favourite authors
- ✓ the discovery of new books
- ✓ a family tradition
- ✓ a source of inspiration
- ✓ part of the city's cultural identity

The unique atmosphere of the Fair remains one of its most distinctive features.





Be Part of the Region's Largest Celebration of Books

We invite publishers, authors, partners and readers to join us in creating a new edition of the International Belgrade Book Fair.

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<https://www.youtube.com/channel/UCwb-LqiMrr4W1XyGeCiJBIA/>

CITY OF BELGRADE





THANK YOU!



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