



**BOOK YOUR PLACE:** Vietnamese books are introduced at Hồ Chí Minh General Publishing House. Photos courtesy of Hồ Chí Minh General Publishing House

## Vietnamese publishers attend Frankfurt Book Fair

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Writer Isabelle Müller



**READ ALL ABOUT IT:** General Director of Hồ Chí Minh General Publishing House Đinh Thị Thanh Thủy (right) is pictured with Vietnamese-German author Isabelle Müller at Frankfurt Book Fair 2023.

**FRANKFURT** Many major Vietnamese publishing houses are attending the Frankfurt Book Fair 2023 in Germany, joining meetings, seeking collaboration and engaging in cultural exchanges with reputable publishers worldwide.

The Frankfurt Book Fair 2023, the 75th edition, is gathering over 4,000 publishers from around the globe, making it the largest event since 2020. The theme of this year's event is *75 Times, 75 Stories*.

The Vietnamese delegation to the event this year is also the largest with nearly 100 members. The Vietnamese zone in the book fair includes five booths, introducing books by many major publishing houses like Trẻ, Kim Đồng, Thái Hà and Hồ Chí Minh General Publishing Houses.

One of the highlighted booths is Hồ Chí Minh City – Việt Nam that features books about the history and culture of the city in particular and Việt Nam in general, like the collection of *Gia Định Sài Gòn Thành Phố Hồ Chí Minh – Dặm*

*Dài Lịch Sử* (The Miles of History of Gia Định – Sài Gòn – Hồ Chí Minh City), *Loanh Quanh Sài Gòn* (Wandering Saigon), *Phong Tục Đất Phương Nam* (Southern Vietnam Customs), as well as best-sellers like *Loan - From a Life of Phoenix* and *Phoenix's Daughter - Hope Was My Way* by Vietnamese-German author Isabelle Müller.

According to Vũ Thị Yến, public relations and copyright exploitation officer of the HCM City General Publishing House, the publishing industry's largest international venue provides an opportunity for Vietnamese publishers to explore new trends in the global market, access advanced technologies for publishing activities, engage in cultural exchanges related to books and negotiate copyright transactions.

It also a chance for Việt Nam to learn from international experiences to organise its international book fair 2024 and other international book-related events in the future, she added.

Vietnamese-German writer Isabelle Müller said she was impressed by the Vietnamese zone at this year's Frankfurt book fair.

"The German version of *Phoenix Daughter* had the honour of being here already in 2009, as well as at the Leipzig Book Fair. And *Loan* was also represented at the Frankfurt Book Fair in 2015, when the book reached the final in the Amazon Kindle StoryAward competition. So I have again a wonderful feeling of joy and thankfulness.

"What was particularly special for me was seeing both translated books now exhibited next to each other. Both books belong together and above all: To me, Việt Nam is slowly conquering Germany and the world when showcasing its publications. It is sharing for the very first time in Frankfurt Book Fair its own reading culture, and developing it at the same time. It is wonderful," she said.

The Frankfurt Book Fair 2023 continues through October 22. VNS

## Korean Vietnamese Cultural Day attracts residents in HCM City with host of artists

**HÀ NỘI** South Korean and Vietnamese artists will perform at the Friendship Culture Day in HCM City this weekend.

The event is held for the second time in HCM City by the Korean embassy and the Korean Cultural Centre (KCC) to enhance the friendship between Việt Nam and South Korea and to popularise Korean culture to people in HCM City.

"We are bringing a series of Korean cultural activities for local people to experience," said Choi Seung-jin, the KCC's director.

"The centre will promote cooperation and exchange with other localities in Việt Nam in the future, bringing the people of the two countries closer through cultural activities."

The two-day event features Ko-

rean Sunggyu; Choo Joo-han and Vietnamese Suni Hạ Linh, Orange and Roy Nguyễn and performers from the Namdo National Gugak Centre.

Sunggyu is a singer and actor. He is the leader and main vocalist of the boy band Infinite. His second extended play, *27* (2015), debuted at number one on the Gaon Album Chart and number eight on the US Billboard World Albums chart, and yielded two South Korean top-ten singles: *The Answer* and *Kontrol*.

Choo Joo-han is a musical actor. He debuted in 2015 with a role in the musical *Mr Show* and later earned roles in other productions such as *Seopyeonje* and *Those Days*.

A number of stalls showcasing Korean movies, tourism, and entertainment products will be held on

this occasion.

Visitors to the festival will have the chance to participate in several interesting Korean cultural programmes and activities, such as joining traditional Korean games, a K-POP dance battle, trying out traditional Korean Hanbok costumes, and sampling delicious Korean street food.

A series of activities aimed at promoting Busan's bid to host the World Expo 2030 will also be introduced within the framework of the festival.

The event takes place on Lê Lợi Road in District 1. VNS

**TOP ATTRACTION:** South Korean singer Sunggyu is among the artists performing at the two-day event in HCM City. Photo courtesy of KCC



