



## **IIMA PRESS RELEASE 2011-12**



### **IIMA & Frankfurt Book Fair to join hands**

IIMA, July 18, 2011: Indian Institute of Management Ahmedabad and Frankfurt Book Fair have agreed to join hands in order to offer a training programme for students interested in publishing and media with the goal to set up a long term training programme in this field.

Prof. Samir Barua, Director, IIMA and Mr. Juergen Boos, President, Frankfurt Book Fair, will sign an MoU to offer training programmes for the publishing sector. On the occasion the website of this programme, [www.publisherstraining.com](http://www.publisherstraining.com), will also be released.

After having tested the market with a first 5 day course carried out in February/March 2011 with Indian faculty as well as international experts, both parties have decided to continue and enlarge their cooperation, meaning:

- Develop new courses, i.e. for Middle Management level.
- Repeat the first course in 2012 (once or twice).
- Target participants all over South East Asia/Asia.
- Collaborate on other projects like Training and Research activities in other countries.

The first programme was very successful programme and had participants from leading publishing houses that included Pearson, Cambridge University Press, Tata McGraw Hill, Scholastic, Harper Colins, Westland, Ratna Sagar, etc. The programme was delivered by IIMA faculty with industry inputs from experts from the publishing sector from India and abroad.

In line with the IIMA's mission to help India and other developing countries improve their managerial practices both in the private and in the public sectors, and adopt superior public policies, the Institute seeks to diversify its offer of programmes to students and is therefore interested in offering managerial skills in the field of publishing and media sciences, with a mixture of theoretical knowledge as well as hands-on skills.

FBF is the largest book fair worldwide, and is also engaged in organising publishing training programmes and congresses around the world. Apart from organising the largest book fair world wide, FBF is also determined to develop the publishing industry in different countries. GBO the German Book Office, New Delhi, is FBF's liaison office in India and acts on its behalf.

#### Invitation:

You are invited for an interaction at 10.45 am, tomorrow, July 19, 2011, (Tuesday) at the Classroom at the RJMCI, IIMA Main Campus.

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