



Riyadh International Book Fair

March 2-12, 2010

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We are pleased to announce our participation at the 2010 Riyadh International Book Fair in conjunction with the Publishers Association of the UK, the Association of American Publishers, and in partnership with the Al-Rushd Group from the Kingdom of Saudi Arabia.

This will be the first ever English language collective organized on behalf of US and UK publishers at this international book fair in Saudi Arabia. The purpose of the collective will be to showcase the latest in academic and STM books to librarians and other professionals from institutions of higher education. Working closely with Saudi Arabia's Ministry of Higher Education/Ministry of Culture, we will provide information about each publisher represented, the titles on display and how they can be ordered through the Al Rushd Group to academic libraries throughout the country.

Publishers will have the opportunity to participate and select current titles and proven sellers to send for display free of charge. All books will either be consolidated in Combined Book Exhibit's offices in Buchanan, NY or at Worldwide Freight Services located in Wicksford Essex, UK, and shipped in bulk to Saudi Arabia. We require that two copies of each book are sent for display purposes. In addition, we require that the publisher provide a spreadsheet of all titles on display including author(s)/editor(s), Title, sub-title, Price, ISBN, Type of binding (HC, PB, Spiral...), and a 50 word description (approximate). A registration form is included or you can download a Excel template we created at <http://www.combinedbook.com/Riyadh.xls>. All title and publisher information will appear in a printed catalog and on a searchable database that will be made available to institutions of higher education throughout the country prior to the Riyadh International Book Fair.

For publishers or agents that do not have an account set up with the Al-Rushd Group, you are encouraged to do so prior to the fair. Information and contact details about the Al Rushd Group are provided in this announcement. The Al-Rushd Group will actively take orders from their current customer base as well as those who have been contacted through the Ministry of Higher Education/Ministry of Culture. In addition, the Al-Rushd Group will continue to take orders from libraries after the fair has concluded. The information that will appear in the printed catalog and on the searchable database will continue working to spur orders long after the fair is over.

All publishers wishing to participate should fill out the attached Registration form and spreadsheet and either email or fax (914-739-7575) the information to Jon Malinowski (jon@combinedbook.com). Please estimate the number of titles you plan on sending for participation. This number can change up or down as you compile your list. Bibliographic information on each title will be needed no later than January 15th. Books will need to be shipped to either the US or UK address indicated on the registration form and must arrive at the address on or before January 22nd.



About the Al Rushd Group

The Al Rushd Group is owned by Ahmad Fahed Al Hamdan. His son, Abdul Rahman Bin Ahmad Al-Hamdan is heading up the English language sales for Saudi Arabia. Mr. Ahmad Fahed Al Hamdan is also President of the Saudi Publishers Association and Vice-President of the Arab Publishers Association. The company has been in business for over 30 years with both publishing and bookstore operations. Divisions include:

Alrushd Unit of University Syllabus: This unit works in the field, usually with women's colleges in Saudi Arabia. They produce and sell books to Saudi universities, and in 2009 started producing and marketing school books to all grades (primary, intermediate and high secondary schools). They have published more than 745 titles to date, and produce more than 80 titles per year.

Alrushd unit for heritage: Specializing in production and marketing in the subject areas of heritage, Arabic, history and languages books to the Arab world, this division is the most important and profitable divisions of the group and has published more than 1,100 titles. It produces more than 70 titles per year.

Alrushd distribution unit: This division responsibility is to deliver all productions of Alrushd group to the consumers, bookshops and universities in all of the provinces of Saudi Arabia.

Al Rushd Bookstores

The Al Rushd Bookstore group consists of 13 branches inside Saudi Arabia and three branches outside of Saudi Arabia. Additionally, there is also one branch in Egypt, one in Lebanon and by the end of 2009 there will be another branch in Morocco.

To set up an account with the Al-Rushd Group, please contact Suliman H. Albasheir.

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