

# ISRAEL

## Land of Creation

# Frankfurt Book Fair

October 11–15, 2017

Israel Pavilion

Hall 6.0

Stands C72 & C73



BOOTSCHAFT DES  
STAATES ISRAEL



THE ISRAEL EXPORT &  
INTERNATIONAL COOPERATION INSTITUTE

# ISRAEL



Division of Cultural & Scientific Affairs  
Ministry of Foreign Affairs

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## BOTSCHAFT DES STAATES ISRAEL

Israel is a dynamic, cosmopolitan and multicultural society that combines distinct and contrasting influences. Facing many challenges since its establishment almost seventy years ago, Israel has brought together people from diverse backgrounds, cultures, customs and lifestyles.

This melting pot of human experience has yielded a singular and unique body of literature, with Israeli authors receiving the highest awards in their field. Israeli books have provided invaluable insight and perspective into the essence of Israel's ethos and existence.

We hope that the Frankfurt Bookfair will provide an exciting and stimulating environment to savor Israel's culture and build even more bridges between the German and Israeli peoples. You are invited to attend interesting and engaging events and meet some of Israel's most celebrated authors.

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## THE ISRAEL EXPORT & INTERNATIONAL COOPERATION INSTITUTE

The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century.

Whatever your field is, IEICI offers access to relevant businesses and government resources. With expertise in Israel's leading Industries, IEICI will provide the information you need to connect, negotiate and do business.

The Israel Export and International Institute (IEICI) promotes its exporting activities by organizing over 40 national pavilions at international exhibitions around the world, with more than 500 Israeli participants. The Institute assists Israeli companies by setting up one-on-one business meetings, and by organizing, promoting and subsidizing the national pavilions.

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Division of Cultural & Scientific Affairs  
Ministry of Foreign Affairs

Israel has always been identified with its affinity to literature and as such was blessed with numerous worldwide acclaimed authors like Agnon, Grossman, Oz, Shalev, Yehoshua and many others.

The Division for Cultural & Scientific affairs within the Ministry of Foreign Affairs attributes a great importance to the exposure of Israeli literature all over the world and considers it as a major tool to introduce Israel to all those who have not yet the chance to visit Israel.

Israel's participation in Frankfurt Book Fair although modest in its scope, indicates its will and aspiration to promote and develop literary exchanges with the rest of the world.

On this happy occasion we wish all a pleasant and successful event.

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## Carmel Publishing House

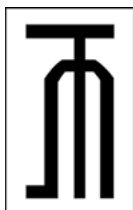
Original and translated literary, poetry and scholarly works in Humanities and Social Sciences.

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## Dekel Publishing Group

International publisher, packager and rights agency of printed & eBook titles: historical novels, quality fiction, thrillers, practical non-fiction, self-defense; music, popular science, biographies, pets, ecology, research works.

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# fixREAD

## Fixread Ltd.

Fixread Ltd. has developed "Grasp The Idea", a systematic approach for teaching English reading comprehension for academic purposes.

We teach, we give examples, the student practices and we give feedback for errors. All aspects in every lesson are interrelated. "Grasp The Idea" online courses are Moodle based and fully interactive, ideal for blended learning. Courses are available also as books. It has been successfully implemented in Israel in over 15 universities and colleges.

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## Hilla Starovisky

"I'm made of bananas" – a unique and important children's book about nutrition and health! Is beautifully illustrated and designed. Teaches kids and adults about: our body, preferring natural foods over processed food, loving and caring for yourself.

Reading the book causes kids to ask for fruits and vegetables!

The book is also a teaching aid for care takers and teachers and has received great reviews.

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## The Institute for the Translation of Hebrew Literature (RA)

Promotion of translated Hebrew literature and Children's literature; literary agency services; supporting anthologies of Hebrew literature; international literary meetings and conferences.

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**Lavi P. Enterprises Ltd.**  
*Publishing House & Productions*



## Lavi P. Enterprises Ltd.

Lavi P. Enterprises Ltd. – Publishing House & Productions is operating from Jerusalem, Israel.

Pierre H. Lavi is a poet, author, editor, translator, photographer, film maker and a Publisher, the owner of Lavi P. Enterprises Ltd. – Publishing House & Productions.

As a publisher & author he assists new domestic and foreign Authors and supply distribution services and film productions.

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Publishing  
House



## Lir and Mor

Founded in 1996, "Lir & Mor publishing house" is based in Tel Aviv, Israel, and has been a dominant force in the field of interior design magazines, for the last 20 years. In 2013 the company expended its work and started engaging in further unique projects, focusing on international book publishing. We promote new groundbreaking projects, in the fields of culture and the arts.

We are constantly seeking cooperation regarding new and inspiring projects.

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## Matehaksamim

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## Newcomers

Group of "Newcomers" created by Shimon Garber to help international starting authors to navigate them in recognition in literature world. Group registries in Facebook and VK. Group involved in exhibiting at International Book Fairs. Will exhibit at Jerusalem International Book Fair in June of 2017, as well at Frankfurter International Book Fair in October 2017.

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## Niv Books Ltd.

Niv Books is a leading Israeli publishing house providing a complete package of services to the writing community.

The company provides book preparation, graphic design, editing and printing services to more than 30 publishers, hundreds of independent writers' government and institutional bodies as well as being a self-publishing house. Several of this year's bestsellers have been published under their roof.

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## Orly Robinzon Ltd.

Orly Robinzon is a publisher of books that introduces readers to different worlds of interior design, architectural innovation, and art. To date, the company has over 20 published books featuring artists and locations around the globe.

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**Pardes Publishing**

## Pardes Publishing

Pardes Publishing is a small independent publishing house founded in 2000 and located in the city of Haifa, Israel. We publish fiction, non-fiction and poetry in Hebrew, Arabic and English. Committed to a progressive world view, we specialize in books that make a difference in the fields of political science, history, sociology, gender studies, environmental studies, political geography, education, Judaism and literary theory.

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## Saar Publishing House

Hanoch Saar established Saar Publishing House in 1979 and since then it published mainly poetry and prose books, both for children and for adults.

Additionally, Saar publishers translated literature, gift and humor books, travel guidebooks, plays, memorial and memory books, sales and business books.

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## Schocken Publishing House Ltd.

One of the leading publishing houses in Israel. Publishes fiction and non-fiction as well as books in humanities and social sciences. Has a strong line of children and novelty books.

The publishing house exists in Israel since 1939 and publishes about 50 titles annually.

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SoftEnglish's educational materials are specially designed for absolute beginners and students of all ages with or without language based learning difficulties, such as dyslexia. SoftEnglish is the result of over 30 years of teaching experience. Ms Daniella de Winter, founder and CEO, developed all the books and games which offer unique and practical solutions to people who never succeeded in learning English.

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**Yedioth Books**

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Committed to excellence at every stage of the publishing process, Yedioth Books enjoys the best of both worlds: a unique and excellent list built by a selective and professional editorial team, with the marketing aplomb of the largest player in the field.

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We are a tech-driven-content creator of high quality cross-lingual lexical resources for 50 languages, and world leaders in learner's dictionaries and multilingual dictionaries.

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