

# Seoul International Book Fair 2025

 KOREAN PUBLISHERS ASSOCIATION

 서울국제도서전  
Seoul International Book Fair



# SIBF

## Seoul International Book Fair

Launched in 1954, the Seoul International Book Fair has been Korea's biggest book festival for nearly 70 years.



## **Hosted by**

Korean Publishers Association (KPA)  
Seoul International Book Fair (SIBF)

## **Organized by**

Seoul International Book Fair (SIBF)  
COEX

## **Culture Festival, communicate through Books**

Exhibition and Seminar, Forum, Reader-participating Program  
(150,000 Visitors in 2024)

## **Business platform for International Publishers**

International Exhibitors : 122 Companies from 18 Countries (in 2024)

## **Network Platform for Domestic and overseas Publishers**

Participated by 452 Publishing Companies from 19 Countries (in 2024)

# SIBF 2025



## SIBF 2025

- **Dates**  
June 18<sup>th</sup> (Wed.) ~ 22<sup>th</sup> (Sun.), 2025
- **Venue**  
COEX Halls A & B1  
(513, Yeongdong-daero, Gangnam-gu, Seoul, Korea)
- **Hosted by**  
Korean Publishers Association (KPA) &  
Seoul International Book Fair (SIBF)
- **Organized by**  
Seoul International Book Fair (SIBF), COEX

## Programs

- **Exhibition**
  - ① Publisher Stand / Book Exhibition
  - ② Theme Exhibition
  - ③ <Best Book from Korea> Exhibition
- **Author Program**  
Foreign and Korean Author Program
- **Rights Exchange Program**
  - ① Rights Center for Rights Professionals
  - ② Rights Seminar
- **Opening Ceremony**

# Result of SIBF

SIBF 2024



## Media Releases

**4,261** Coverages

- Online News: 459
- Youtube Videos: 115
- Portal Site: 3,687
- Broadcasting: YTN, MBC, etc.



## Authors and Speakers

**185** People

- Korean: 151
- International: 34



## Participants

**452** Companies  
**150,000** Visitors

- Korean: 330
- International: 122  
(from 18 countries)
- 150,000 visitors during  
Exhibition Period



## Diverse Programs

**450** Programs

Exhibitions, Events, Seminar,  
Book Talk Program, GoH  
Program, Meeting with Authors,  
Sessions, Rights Seminar, etc.



**771 IP meetings**

# Result of SIBF

SIBF 2024

**150** Thousands  
**452** Companies

## Visitors and Exhibitors

150 Thousands Visitors during Exhibition Period  
330 Korean and 18 international Publishers



**115** Videos

## Videos & Live Streaming

Youtube Live Streaming video of lecture, etc.

**185** People

## Authors and Speakers

Including 34 foreign speakers  
from 12 different countries



**450** Programs

## Programs

Meeting with Authors, Sessions,  
Events, Book Culture Program, etc.

# Main Themes of SIBF



2025 | The Last Resort 믿을 구석

2024 | 후이눔 Houyhnhnm

2023 | 비인간 NONHUMAN

2022 | 반걸음 One Small Step

2021 | 콧짓 Punctuation

# Previous SIBF

## Main Theme & Ambassadors



2024

<후이름 Houyhnhnm>

Ambassadors

Gulliver, Jedol



# Previous SIBF

## Main Theme & Ambassadors



2023

<비인간, 인간을 넘어 인간으로 NONHUMAN>

Ambassadors

Cheon Seon-ran | Pyun Hye-young

Kim Insuk | Kim Ae-ran | Choi Eun-young

(Novelist)



2022

<반걸음 One Small Step>

Ambassadors

Colson Whitehead

Eun Heekyung | Kim Young-ha

(Novelist)

# Previous SIBF

## Main Theme & Ambassadors



## 2021 <굿네트 Punctuation>

### Ambassadors

- Chung Serang (Novelist)
- Hwang Soyeon (Musician)
- Choi Jae-cheon (Biologist)



## 2020 <XYZ: 얽힘 entanglement>

### Ambassadors

- Son Heung-min (Soccer Player)
- Song Eun-I (Comedian)
- Kim Cho-yeop (Novelist)

# Previous SIBF

## Main Theme & Ambassadors



### 2019 <출현 Arrival>

#### Ambassadors

- Han Hyun-Min (Model)
- Han Kang (Novelist)
- Kim Hyung-Seok (Philosopher)



### 2018 <확장 New Definition>

#### Ambassadors

- Bae Su-Ah (Novelist)
- DIANA (Pyeongchang Winter Olympics Ski Robot)
- Jang dong-Gun (Actor)



# List of Guest of Honor

## SINCE 2008

2024 ● **Saudi Arabia**  
Norway, Oman (Spotlight Country)

2023 **Sharjah**  
Canada (Spotlight Country)

2022 **Colombia**

2021 **(None; due to the Covid-19)**

2020 **Russian Federation \*Online**

2019 **Republic of Hungary**  
Denmark, Norway, Sweden (Country of Focus)

2018 **Czech Republic**

2017 **Turkey**  
Canada (Spotlight Country)

2016 **France (Culture Focus)**  
**Italy (Spotlight Country)**

2015 **Italy**

2014 **Oman**  
**Italy (Culture Focus)**

2013 **India**  
**Canada (Culture Focus)**

2012 **Saudi Arabia**

2010 **France**

2009 **Japan**

2008 **China**

# Previous SIBF

## Korean Speakers



**Kim Hyung-Seok**

Philosopher



**Han Kang**

Novelist, Winner of the Man Booker Prize



**Chung Serang**

Novelist



**Moon So-ri**

Actor



**Jung Woo-Sung**

UNHCR  
Goodwill Ambassador



**Kim Sang-Wook**

Physicist



**Chang Kiha**

Musician, Writer



**Sohn Mi-Na**

Broadcaster, Writer



**Jeong You-Jeong**

Novelist



**Jo Nam-Ju**

Novelist



**Lee Wook-Jung**

KBS PD,  
KBS Food Odyssey



**Choi Jae-cheon**

Biologist

# Previous SIBF

## Korean Speakers



**Kim Cho-yeop**  
Novelist



**Kim Hoon**  
Novelist



**Kim Ae-ran**  
Novelist



**Pyun Hye-young**  
Novelist



**Cheon Seon-ran**  
Novelist



**Kim Yeon-su**  
Novelist



**Cheon Myeong-kwan**  
Novelist



**Kim Young-ha**  
Novelist



**Eun Heekyung**  
Novelist



**Lee Suzy**  
Picture-book illustrator



**Oh Eun**  
Poet



**Jung Jidon**  
Novelist

# Previous SIBF

## Foreign Speakers



**Bernard Werber**  
Novelist



**Michel Bussi**  
Author,  
Political Analyst



**Jonas Jonasson**  
Novelist



**Yann Martel**  
Novelist



**Eric Weiner**  
Author



**Laetitia Colombani**  
Actor, Writer



**Chan Ho-kei**  
Novelist



**Bernard Minier**  
Novelist



**Maxime Chattam**  
Novelist



**Douglas Kennedy**  
Novelist



**Hannelore Cayre**  
Lawyer, Author, Actor,  
Director



**Olivier Truc**  
Novelist



**Max Porter**  
Novelist



**Nikolaj Schultz**  
Sociologist

# Previous SIBF

SIBF 2024





# Previous SIBF

SIBF 2023



# Previous SIBF

SIBF 2022



# Previous SIBF

SIBF 2021 and BEFORE



# Online Channels



**SIBF Website**



**Instagram**



**Youtube**



**Thank you**