

Daily report of monday, 11th may 2008

" Love your business ! "

The first day of the ICYB. Bright sunshine welcomed all yobos at breakfast on the rooftop of the hotel. It's a pity, that we did not have much time to enjoy the scenery because we had to start the program with the opening speech.

After this official opening and the introduction of all the participants, the program started with a lecture of Socrates Kabouropoulos from the Greek National Bookcenter.

He gave us the hard facts of the greek bookmarket and it was surprising to learn that in a country known as "cradle of culture " the people don't read books. They read magazines, newspapers and watch TV all the time.

But the greek national bookcenter is trying really hard to change this with several programs.

Greeks don't know " hardcovers " and don't know " paperbacks " and so we are very curious what we will see in the bookshelves tomorrow !

As a response to the question how can a traditional bookshop survive, Socrates answered with a smile: love your business !

Dr. Ioannis Tsoumas, an author, lecturer and artist told us about the difficulties to publish a book. Thank god, Maria's company had the courage to print it and was lucky to make a hit with his unique title.

Right before lunch we heard the finnish country report with a lot of facts and figures. Now we have really earned our lunch that was also served on the roof.

After a little break in the sun, we continued with the country reports and it was very interesting to get to know so many things about the booktrade in the different countries.

We got to know that every latvian inhabitant buys 2,33 books a year, that erotic literature in Russia has the full VAT,

After all that statistics we talked about what we really care for: letters, not numbers ! We talked about our favourite books and put them on a list for the BIBY voting on Friday.

That was the hard work for the day, some had courage enough to try out the pool, others just relaxed in the sun and waited for the dinner, and some were still busy with hard work, doing the daily report :-)

Andreas, Karina, Elke, Miriam, Hannah, Stephanie