

London Book Fair 2004 - certainly on Thieme's map!

For the second year running Thieme will have its booth at the LBF2004 alongside a growing list of STM publishers who now regularly exhibit there.

The Thieme booth number is **E95**.

Up until a couple of years ago, there was no real designated STM corner or section at the London Book Fair. It was at that time mainly a general publishing book fair, with a strong list of exhibitors from the humanities side of publishing.

This has been changing in the last years, with the STM section now a standard, major and welcomed aspect of the fair.

With the huge international Frankfurt Book Fair literally on our doorstep (Thieme's doorstep being in Stuttgart, 150 miles south of Frankfurt!), we always considered it not really necessary to go to London in spring.

But as they say, some things don't change in this world, and some things do – even in scientific publishing.

What is therefore the appeal and advantage of the LBF?

Well...

- We meet some customers who *do not travel* to Frankfurt - there are quite a number!
- Although the time is shorter (two and a half days), the atmosphere is less hectic than Frankfurt, leading to sometimes more profitable talks.
- It is interesting to see, compare and measure the Thieme English program *pure* with those of other international players.
- The range of seminars and presentations is also very broad, and the venues are easily reachable.
- The range of companies in allied publishing services is very wide and they are located close to the classic publishers like Thieme. Again, in Frankfurt, these parts of the publishing world are literally halls apart.

Perhaps that is the true essence of the London Book Fair – recognition or rediscovery of the fun and enjoyment of publishing – why we do all this and who we are doing it for.

It takes us back to our roots while at the same time showing us the most modern trends in the international publishing world today.

You certainly meet lots of characters in London, and, what's more, even lots of character.

Apart from all this, you have the great city of London at your feet and time to meet with your friends, partners and clients in a laidback but serious style.

Come over and stop by Booth E95 some time! We're looking forward to seeing you again.