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*The Ministry of Culture is highly supportive of the initiative 'Norway as Guest of Honour at the Frankfurt Book Fair in 2019'.*

*The Norwegian Parliament has decided to participate with a major funding for the project. The success of Norwegian literature abroad is impressive!*

**Linda Hofstad Helleland**  
Minister of Culture

## FRANKFURT 2019

Norway as Guest of Honour at the Frankfurt Book Fair 2019 is possibly the biggest Norwegian cultural initiative ever made abroad, and represents huge international possibilities for Norwegian literature and other forms of cultural expression.

NORLA (Norwegian Literature Abroad), is in charge of the process towards 2019, and will be cooperating closely with authors, publishing houses, literary agents, art institutions, our network Norwegian Arts Abroad and other cultural entities in order to create a solid and attractive Guest of Honour program.

## BOOKS FROM NORWAY

The web page [booksfromnorway.com](http://booksfromnorway.com) provides you with information in English about Norwegian literature in all genres. The information is provided by rightsholders and NORLA.

[booksfromnorway.com](http://booksfromnorway.com)

# THE NORWEGIAN LITERARY SYSTEM



THE NORWEGIAN  
PUBLISHERS ASSOCIATION

## GREAT LITERATURE TO GREAT READERS

The book has a strong position in Norway. As much as 93 % of the population report to have read a book in the past year, and more than 40% read more than 10 books a year. Book sales are at a stable, high level. Each year we see a list of diverse new publications, characterised by high quality and new ideas.

With only 5,3 million people speaking Norwegian, it is especially important that the literary field stays strong and active. Therefore, we are pleased to see that Norwegian literature travels world-wide.

The success of Norwegian literature outside our country is of course due to great authors that write great literature. But it is also due to a literary system that fosters new authors, and ensures publication and public access to contemporary literature. A system rigged for reading.



Photo: Kristin Hefte

**Kristenn Einarsson**  
CEO, the Norwegian  
Publishers Association

## A SYSTEM RIGGED FOR READING

*The Norwegian literary system is unique. Its pillars are a scheme for purchase of new books, a fixed book price, no VAT on books, and collective agreements between rightsholders.*

### PURCHASING SCHEME

The Norwegian Arts Council purchases up to 1500 copies of about 600 new titles every year. These books are distributed to local libraries throughout the country. The scheme was established in the 1960s and is still extremely important for both publishers, writers and, eventually, the readers.

### FIXED BOOK PRICE

The fixed book price agreement involves that publishers decide the price of a new book when it is launched. The book sellers can only discount up to 12,5 % until May 1st the following year. This makes it possible for readers to obtain books at a similar price all over the country, and ensures predictability for both writers and publishers.

### VAT-EXEMPTION

No VAT on books is important to keep book prices at an affordable level, and makes books more accessible to the readers.

### COLLECTIVE AGREEMENTS

Collective agreements between the Norwegian Publishers Association and the organisations for authors, illustrators and translators ensure a fair deal for the rightsholders.

### OTHER SCHEMES BY THE ARTS COUNCIL

Grants are offered to talented authors, based on artistic quality and activity, and granted by representatives from the writers' organisations. The Council also offers several opportunities to apply for support for projects and productions.

### LITERARY EXPORT

NORLA – Norwegian Literature Abroad, promotes the export of Norwegian literature through active profiling work and translation subsidies. They also offer a range of funding schemes, all of which are aimed at promoting the translation of Norwegian books.

