

Hallbars is an exhibitor at Beijing International Book Fair BIBF **September 26 - 30, 2020, Beijing, China.**



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Sustainability Reports are books.

For the first time, Hallbars is an exhibitor at Beijing International Book Fair BIBF starting September 26. Hallbars promotes Sustainability Reports for wider distribution, in English and other languages, to all international stakeholders. BIBF is the largest annual book fair in Asia, comparable to the Frankfurt Book Fair in Europe for the book trade. BIBF is extremely important for books for business, universities and schools. Most international publishers from those sectors are present. There are for instance every year over 30 University Press from Japan. The top US and UK Publishers for Science and Technology would never miss the fair. The world digital publishing leaders come every year, with China a key market for online publishing.

Hallbars will promote Sustainability Reports with the masterlist open to all on its website. Since Hallbars has been listed online as an exhibitor to BIBF, there has been a strong increase in visitors from China to the Hallbars website. China is now among the top 5 countries for visitors to www.hallbars.org, showing the strong interest of Chinese for Sustainability.