EUROPEAN COMMISSION
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Participation of Androulla Vassiliou, Member of the EC, in the Frankfurt Book Fair 2012

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On 9 October 2012, Androulla Vassiliou, Member of the EC in charge of Education, Culture, Multilingualism and Youth, went to Frankfurt where was held the 64th edition of the Book Fair. On this occasion, the names of the winners of the 2012 EU Prize for Literature were announced.

Only the original language version is authentic and it prevails in the event of its differing from the translated versions.

TIME	DESCRIPTION	DURATION
10:00:00	Title	00:00:05
10:00:05	Exterior views of the Frankfurt Book Fair (5 shots)	00:00:14
10:00:19	Arrival of Androulla Vassiliou, Member of the EC in charge of Education, Culture, Multilingualism and Youth	00:00:06
10:00:26	Cutaway of a sign	00:00:02
10:00:29	Soundbite Androulla Vassiliou (in ENGLISH): The European Union Prize for Literature puts the spotlight on new or emerging European Authors. And we hope that the Prize will increase their visibility and renown both inside and outside their home countries.	00:00:17

10:00:47	Soundbite Androulla Vassiliou (in ENGLISH): Our laureates, who come from 12 countries, are all exceptional authors and represent the best of European Literature in all its diversity. From Croatia, Lada Žigo, which I understand is here with us. Very nice!	00:00:19
10:01:07	Lada Žigo, Croatian Writer, Winner of the 2012 European Union Prize for Literature, being applauded (2 shots)	00:00:07
10:01:15	Views of the preparations of the Book Fair before its opening (3 shots)	00:00:06
10:01:21	Soundbite by Lada Žigo (in ENGLSIH): I must say this is very important for me, because I am from a small country, and in my country there are no critical approaches, we make no more difference between high and low Literature. Why? Because when Capitalism was installed in Croatia, everybody became mad about success, about money, about everything, and now you have no high literature in daily newspapers, only trendy novels. We are full of those trendy novels and it is not good for writers who want to write	00:00:37

	want to write something deeper.	
10:01:58	People working at the Fair Book (2 shots)	00:00:05
10:02:04	Androulla Vassiliou visiting the Fair and discovering some books in the shelves (2 shots)	00:00:17
10:02:22	Soundbite by Androulla Vassiliou (in ENGLISH): We give emphasis to new emerging authors, and by translating this new authors, we give the opportunity to all the Europeans to learn each other's Literature, Culture, and of course in their own language, because we translate these books.	00:00:21
10:02:43	A woman arranging books	00:00:02
10:02:46	Soundbite by Androulla Vassiliou (in ENGLISH): We are funding these translations; We are giving about 3 millions euros every year exclusively for translating Literature from one language to another.	00:00:11
10:02:57	A woman arranging books in the shelves	00:00:02
10:02:59	Soundbite by Androulla Vassiliou (in ENGLISH): The book industry is a very important industry in Europe, which not only gets money from us, but it gives back a lot to the DGP (Daily	00:00:21

	the DGP (Daily Grammar Practice) of Europe. It contributes a lot to export, it is the second most important export item in the cultural field.	
10:03:20	Androulla Vassiliou visiting the Fair	00:00:04

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