

# Saudi Arabia Concludes Its Participation in the Beijing International Book Fair 2025

*Saudi Arabia showcases cultural transformation at Beijing Book Fair 2025, strengthening Saudi-Chinese ties and global publishing partnerships.*

RIYADH, SAUDI ARABIA, June 24, 2025 /EINPresswire.com/ -- Saudi Arabia has concluded its participation in the Beijing International Book Fair 2025, held at the China National Convention Center in the Chinese capital, Beijing. The event witnessed strong representation from Saudi cultural institutions, led by the Literature, Publishing & Translation Commission, through a comprehensive pavilion that embodied the cultural transformation taking place in the Kingdom under Saudi Vision 2030. The participation was part of the Saudi-Chinese Cultural Year 2025, which reflects the strength of bilateral relations between the two nations, rooted in decades of enduring friendship and ongoing cooperation, and represents their shared aspirations to strengthen cultural and intellectual exchange between their peoples.



Representatives from the Kingdom of Saudi Arabia greet attendees with cultural gifts and publications, showcasing the Kingdom's rich literary heritage.



Saudi pavilion staff hand out curated literature and promotional materials to Chinese visitors, highlighting bilateral cultural exchange efforts.

Throughout the exhibition, the Saudi pavilion presented a diverse cultural and literary

programme that reflected the vibrancy of the Kingdom's creative landscape, highlighted developments in the literature, publishing, and translation sectors, and introduced visitors to Saudi Arabia's experience in empowering national talent and developing local content. Several prominent national institutions participated in the Saudi pavilion, led by the Literature, Publishing & Translation Commission, including the King Salman Global Academy for Arabic Language, King Abdulaziz Public Library, King Fahd National Library, the Prince Mohammed bin Salman Award for Cultural Cooperation between Saudi Arabia and China, the Saudi Translation Association, the Saudi Publishing Association, and Nasher Publishing & Distribution.

Saudi Arabia's participation aimed to strengthen its cultural presence internationally and establish sustainable relations with global stakeholders in publishing and translation. The Beijing International Book Fair served as a vital platform to expand cultural cooperation with the People's Republic of China and exchange expertise with intellectual leaders and major international publishing houses.

The participation also showcased the Kingdom's national efforts in developing the book industry and fostering international cultural dialogue—aligning with its commitment to promoting its cultural identity, embracing global experiences, and enhancing tools of civilisational communication.



Guests at the Saudi pavilion enjoy engaging discussions and receive curated publications, offering them a glimpse into the Kingdom's vibrant literary scene.



Fairgoers interact warmly with Saudi representatives, discovering books, insights, and the Kingdom's cultural offerings at the Beijing International Book Fair 2025.

The Literature, Publishing & Translation Commission led the Kingdom's delegation and oversaw the coordination of all participating Saudi institutions, ensuring synergy among cultural entities and delivering a unified cultural message that reflects the Kingdom's aspirations for regional and international leadership in the fields of literature, publishing, and translation.

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