



For immediate release...for immediate release...for immediate release...for immediate release...

## Turkish Translation Initiative to be Showcased at Abu Dhabi International Book Fair

**Dubai - Apr 21, 2014:** Turkish literature and culture will be highlighted at this year's Abu Dhabi International Book Fair (ADIBF) from April 30th until May 5th. The "Turkish Culture and Tourism Office":<http://www.tourismturkey.ae/en> in Dubai, who will participate at ADIBF, will showcase its global literary initiative TEDA – a project aimed at translating Turkish literature and art into several languages for dissemination worldwide – to promote art and literature exchange between Turkey and GCC countries.

“TEDA is one of our proudest literary achievements and we want to showcase it here in the UAE,” said Mustafa Ozdemir, Cultural & Information Attaché, Cultural & Information Office, Turkish Consulate General in Dubai. “The project aims to share cultural and literary knowledge of Turkey with the foreign audience in their native languages. Some of our top literary works have been translated to Arabic to relate specifically to this region.”

According to Ozdemir, throughout the past decade, continuous efforts have been made to promote exchange and trade between Turkey and the GCC countries in various industries, and now with avenues such as ADIBF, Turkish literature can be showcased to the Arab world.

“Turkey has always enjoyed deeply rooted historical, cultural, social and religious ties with the Arab world and so we know that our literary works will appeal to the region,” added Ozdemir.

The TEDA initiative has so far translated Turkish literature into 56 different languages from 61 different countries.

### ENDS ###

### **About Turkish Cultural and Tourism Office:**

The Turkish Cultural and Tourism Office in Dubai is the official representative of the Republic of Turkey Ministry of Culture and Tourism. One of the main aims of the Tourism Office is to bridge the gap between cultures and foster relationships with the travel industry by organising promotional activities throughout the GCC. The Turkish Ministry of Culture and Tourism participates in travel exhibitions and conferences to position the country as a leading tourist destination. With its breath-taking views, unique historical and archaeological sites, steadily improving hotel and touristic infrastructure and a tradition of hospitality and competitive prices, it's no wonder Turkey is among the most sought-after travel destinations in the world.

The primary functions of The Turkish Cultural and Tourism Office in Dubai are:

- Supervises all promotional activities relating to Turkey in the GCC
- Liaise with travel agencies
- Organises roadshows to further promote Turkey as a destination for leisure, shopping, health, sports and invest in the MICE (meetings, incentives, conference and exhibitions) Middle East market.

To read aggregated news about Turkish Tourism please click "here":[http://www.tcf-me.com/client\\_portal/turkey-tourism/content\\_items](http://www.tcf-me.com/client_portal/turkey-tourism/content_items)



---

**For media enquiries, please contact:**

Layth Dajani

Office: +971 (4) 447 2501

E-mail: [layth@tcf-me.com](mailto:layth@tcf-me.com)

THECONTENT|FACTORY

<http://www.tcf-me.com/>