

AFRICAN PUBLISHING REVIEW

A Newsletter of the African Publishers Network

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INTERNATIONAL PUBLISHERS ASSOCIATION TO ORGANIZE THE SECOND EDITION OF REGIONAL SEMINAR IN NAIROBI

The second edition of International Publishers Association (IPA) Seminar is being held on **14th and 15th June, 2019** at the **Movenpick Hotel and Residences, Nairobi, Kenya**. The Seminar is themed: *“Africa Rising: Realising Africa’s Potential as a Global Publishing Leader in the 21st Century.”* The host of the Seminar is Kenyan Publishers Association (KPA).

This upcoming seminar will bring together presidents of African publishers’ associations, executives of IPA and some veteran African and foreign book industry players to discuss issues affecting the publishing industry in Africa. The Nairobi seminar is envisioned as a versatile forum that will critically bring to the realization of all, that Africa has the potential of becoming a global publishing leader.

Kenyan Publishers Association, the host, is the umbrella body for book publishers in Kenya. The Association is the largest publishers association in Eastern Africa. Its contributions including capacity building, advocacy, restructuring of publishing, trade promotion have advanced the Kenyan book industry and it is also the leader in Eastern Africa. Kenya is one of the few countries in Africa that has attained 1:1 book ratio of educational books to pupils/students. This Nairobi Seminar is building on the first seminar to increase success in the publishing landscape of Africa.

The first IPA Regional Seminar was held at Eko Hotels & Suites, Lagos, Nigeria on 9th May, 2018.

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CONTACT DETAILS: African Publishers Network (APNET)

Location: Bureau of Ghana Languages Building, Kawukudi Culture, adjacent to AMA Building, behind 37 Military Hospital

Address: P.O. Box LT 471, Laterbiokorshie, Accra, Ghana.

Telephone: +233 302 912764 / +233 24 694 6773 / +233209115191

Email: info.africanpublishers@gmail.com/www.african-publishers.net



APNET OFFERS PUBLISHING TRAINING TO TWO BURUNDIAN DELEGATES

APNET had the pleasure to host and offer training to two delegates from Bujumbura, Burundi namely: MR DIEUDONNÉ NSHIMIRIMANA, Director of Bandima Editions and President of Burundian Book Publishers Association together with MR JEAN BOSCO NZIGAMIYE, Director of Burundian Center for Reading and Cultural Animation (CEBULAC) under the Ministry of Culture and Sports.

The purpose of the mission to APNET was to learn best practices in publishing, international book fair organization and research; all to help provide book industry structures and to also advance the publishing industry in Burundi.

The training started on *Monday 17th December* and ended on *21st December, 2018* at the *Copyright Office, Accra – Ghana*.

The Board of APNET engaged four (4) highly experienced and knowledgeable resource persons (publishers) to facilitate the training on different topics. The participants acquired knowledge through presentations, had interactive meetings and gathered information from the schedule of topics below:

1. National Book Policy – Technical Process
2. Electronic Publishing, Marketing/Book Trade
3. International Book Fair in Burundi in March, 2019
4. Development of the Book

industry economy, copyright protection

5. Strategy to promote young publishers & Partnership Research with APNET

On 17th December, 2018 (Day 1), Mr Asare Konadu Yamoah, APNET Board Member and also CEO of Adaex Educational Publications officially welcomed Mr Dieudonné and Mr Jean Bosco on behalf of APNET Chairman, Mr Samuel Kolawole and the entire Board. He indicated that one of the cardinal objectives of APNET is to provide training for its members (publishers) to build capacity for quality books to promote literacy and the publishing industry for national development. Mr Yamoah gave a

brief history about the publishing industry in Ghana and the Ghana Book Publishers Association (GBPA) which came into being in 1975. He also thanked the delegates for choosing Ghana over all the other African countries and stated that APNET is ready to put together technical team to help set up structures for the book industry in Burundi.

Mr Jean Bosco said that the government is committed to inculcating cultural values into the Burundians. They want to change the minds of the Burundians from the over dominance of foreign culture through books. He indicated that government is committed to supporting publishers to build structures and to advance the publishing industry. It was revealed that Burundi has only two unedited books in their local language. As a result, the government is ready to support the publications of local books that tell the story and cultural values of the Burundians and make the country proud of their own.

Mr Dieudonné added that the publishing baseline is zero and would be happy for APNET to give them the needed support. He stated that the government wants to partner Bandima Editions and Burundian Book Publishers Association to organize the first edition of the Burundi International Book Fair in March, 2019.

The technical processes of the book policy development was facilitated by Dr Kwaku Mensah

Ganu, Policy Analyst and CEO, GAVOSS Education PLC Ltd, Accra. He took the participants through the technical processes in developing the national book policy and how to promulgate the policy into law. The following are some of the topics covered in his presentations and the details of the presentation is attached:

- Rationale for the Project
- Objectives of the Project
- Diagnostic Study of the Book Industry
- Drafting of National Book Policy.
- Advocacy Work for Adoption of Policy

On 18th December, 2018 (Day 2), the delegates were led to the Department of Publishing Studies at the Kwame Nkrumah University of Science and Technology (KNUST), Kumasi in Ashanti Region of Ghana. The Department runs a structured training programme where people are trained to become professional publishers, illustrators, designers and printers.

The meeting involved 11 lecturers, one administrator and one technician of the Department at 11:30am. Mr Ernest Oppong, the Acting Executive Director, briefed them about APNET training for the delegates, a brief picture of the state of Burundian publishing structure and pointed out the purpose of the visit.

Mr Bosco requested the following services from the Publishing Studies Department:

- Opportunity for some Burundian students to come to the Department for practical knowledge over a short period.
- Invitation of some Ghanaian lecturers from the Department to train/teach students in Burundi.
- Assistance to restructure the publishing training centre in Burundi.
- Promotion of books with local contents.

The Head of Department, Mr Reuben Glover, pledged their support for the Burundian delegates. The meeting ended with the resolution of signing an MoU between the Department of Publishing Studies and Burundi.

19th December, 2018 (DAY 3), the Electronic Publishing, Marketing/ Book Trade was facilitated by Mr Kwabena Agyepong, a publisher with deep insight and experience in electronic publishing. Mr Agyepong explained what electronic publishing is and listed Examples of Digital forms and Medium for e-books. Other topics covered in his presentation are:

- Factors to consider in making the decision to publish electronically
- The process of electronic publishing
- The strategies to pitch your ebook effectively – variations, metadata and Choosing the right e-book platform
- E-book publishers including Kobo Writing Life, Amazon Kindle Direct Publishing,





Smashwords, Blurb, Book-Baby, iBooks Author, Lulu, NOOK Press, Vook, eBookIt, Scribd, Booktango, Trafford and iUniverse.

Development of the Book Industry Economy, Copyright Protection and also Strategy to promote young publishers & Partnership Research with APNET were facilitated by Mr Asare Konadu Yamoah, a veteran publisher in Ghana with also much insight in copyright. His presen-

tation details the stage by stage process for the setting up of the infrastructure for a book industry economy.

The Acting Executive Director of APNET based on his experience of the Ghana International Book Fair and other international book fairs presented on steps to organise a successful international book fair in Burundi. He made a short presentation on the detailed Project proposal submitted to Mr Dieudonné.

APNET issued certificate of participation to the delegates and helped to provide the needed materials and information.

The Seminar was organised under the theme: “*Publishing for Sustainable Development: The Role of Publishers in Africa*”.

200 participants gathered in Lagos, Nigeria, to attend the first IPA Regional Seminar on Publishing in Africa. The seminar brought together notable publishers and others from across Africa and beyond and included 2007 Prix Voltaire recipient Trevor Ncube from Zimbabwe.

Opening the seminar Gbadega Adedapo, President of the Nigerian Publishers Association and member of the IPA’s Executive Committee, encouraged the industry to shout louder about its value, estimating its annual turnover at around one billion US dollars.

Warning about the scourge of piracy, Adedapo paraphrased Chinua Achebe in describing what will happen if piracy is not tackled: “Things fall apart”. He called on participants to use the seminar to come up with a Lagos Action Plan 2018 to help carry the African publishing industry forward.

IPA President, Dr Michiel Kolman, used his opening remarks to underline the connected nature of the publishing industry in a globalised world, telling the audience “almost none of our challenges exist in isolation. We can all learn from each other. The challenges

faced in Nigeria today may be those faced somewhere else tomorrow. And the solutions of one government may inspire another.” He also warned against African governments being used as proxies in big tech companies’ efforts to undermine copyright.

The seminar’s 6 panels covered a range of issues including the socio-economic contribution of African publishing – IPA Secretary General, José Borghino calling on “African governments to take publishing seriously by starting to collect data on the industry.” Other panel sessions focused on educational publishing, the originality of African literary voices, the role of technology, and the importance of copyright. A panel on freedom to publish featured 2007 Prix Voltaire recipient, Trevor Ncube. The Zimbabwean publisher said the award had protected him and raised his profile, giving him a platform to voice his views in a way that governments took notice.

President of the Emirates Publishers Association and member of the IPA’s Executive Committee, Sheikha Bodour Al Qasimi, drew proceedings to a close by underlining the importance of strong local publishing industries both culturally and economically. She also announced that the Kenyan Publishers Association had offered to host the next IPA seminar for sustainable development of Africa next year in Nairobi.

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THE TURKISH PRESS AND PUBLISHERS COPYRIGHT AND LICENSING SOCIETY (TBYM) TO ORGANIZE THE 4TH ISTANBUL FELLOWSHIP PROGRAMME

The Istanbul Fellowship Programme, which was launched by Turkish Press and Publishers Copyright & Licensing Society (TBYM) for the first time in 2016, had brought together 344 publishers from 67 countries from all over the world. Participants had a chance to meet international publishers, hold a view about markets of Turkey and other countries, and to buy and sell copyrights during the 3-days programme. The 4th Istanbul Fellowship Programme will take place in February 2019.

The Turkish Press and Publishers Copyright & Licensing Society (TBYM) organized the third edition of Istanbul Fellowship Programme from 9th – 11th March, 2018 at the Wow Istanbul Convention Centre in Istanbul, Turkey. The Fellowship which congregated 120 international publishing houses, agencies and organisations from 67 different countries was funded by the Turkish Ministry of Culture and Tourism. The first Istanbul Fellowship Programme was held in 2016 involving 17

publishers from 9 different countries. Copyright sale of 178 books from Turkish to different languages were realized. The Second edition of the Fellowship took place in March 2017 involving 30 publishers from 21 different countries. The number of book copyright sale increased to 439.

The target of this new initiative is to make Istanbul as the future centre market for copyright exchange. This Ministerial support is to fulfill the establishment of the Turkish Publishers Association whose overarching objective is making Turkey a Copyright Market.

To introduce Turkish culture to the world and to build an establishment of new bridges through the qualified works of Turkish literature that will be published in foreign languages; Turkey's Ministry of Culture and Tourism runs Translation and Publication Grant Programme (TEDA). The TEDA Programme, which began in 2005, allows foreign readers to access Turkish literature, and as well as

the opportunity to read about Turkey's vast cultural wealth, in their own respective languages. The Turkish Ministry of Culture and Tourism provides funding for applications approved by the TEDA Advisory and Evaluation Committee, with the aim of fostering greater circulation of Turkish literature worldwide. (For more information, kindly visit www.tedaproject.gov.tr.)

The Istanbul Metropolitan Municipality (IBB) with the support of the Ministry of Culture and Tourism and Turkish Publishers Association has approved the architectural design for the establishment of Istanbul Book City Project. The Project seeks to provide buildings and facilities for all publishing activities from paper manufacturing through publishing to book and copyright sales, as a hub for international book industry players. Hence, making Istanbul the largest book city in the world.

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Ag. Executive Director, APNET meeting with National Book Trust, India

APNET PARTICIPATES IN THE 28TH ABU DHABI INTERNATIONAL BOOK FAIR, 2018

The Department of Culture and Tourism of Abu Dhabi organised the 28th edition of the Abu Dhabi International Book Fair (ADIBF) from 25th April – 1st May, 2018 at the Abu Dhabi National Exhibition Centre (ADNEC). The fair started from 9:00am to 10:00pm daily except Friday (27th April) from 4:00pm to 10:00pm.

APNET was invited to do collective exhibition of African books. The Acting Executive Director who represented the Network

had the opportunity to hold meetings with individuals and organizations; create more awareness about APNET to the industry practitioners and the foreign communities at large.

Poland was the Guest of Honour for the book fair and it also allowed participants to explore the culture, the state of publishing industry and the book market of that country. ADIBF 2018 attracted 699 exhibitors and over 20,000 visitors. The exhibitors came from countries including Algeria, Australia, Austria, Bahran, Canada, China, Egypt,

Germany, India, Indonesia, Iraq, Islamic Republic of Iran, Italy, Japan, Jordan, Kazakhstan, Korea, Kuwait, Lebanon, Mauritania, Morocco, Nepal, Netherlands, Oman, Pakistan, Palestine, Poland, Saudi Arabia, Singapore, Somalia, Spain, Sudan, Sweden, Switzerland, Syria, Tunisia, Turkey, UAE, UK, USA and Yemen.

The books exhibited were mainly Arabic with some few English books, French and other languages. Meetings were held with some organizations on possible areas of partnership with APNET.

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The State of Turkish Publishing Industry

With the support of the Ministry of Culture and Tourism and other government institutions, today, Turkish publishing industry is the 11th publishing economy of the world with:

- More than 60 thousands of titles
- Book sale over 600 million copies annually and
- 2.5 billion USD income was generated from book sales in 2017.
- While the progress that the publishing industry makes in Turkey and it continues to develop every

year and the reasons of this great development are:

- The freedom of publication and the existence of a strong legal background.
- Fighting against piracy decisively
- The momentum provided by the projects realised under the initiative of the industry representative organisations.
- Spread of Turkish literature to international markets by international publishers that have received translation and publication grant through TEDA project play an essential role.



Visitors queuing to enter the fairground

TUNIS INTERNATIONAL BOOK FAIR INVITES APNET FOR COLLECTIVE EXHIBITION

The 34th edition of the Tunis International Book Fair was organised from 6 to 15 April, 2018 under the patronage of President of Tunisian government and the Ministry of Cultural Affairs. The Fair was held in their Fair Palace of El Kram in Tunis.

Book exhibition occupied two spacious halls: Hall 1 (10,000m²) and Hall 2 (8,000m²) and Hall 3 (7,000m²) was used for SITEC 2018 which was a business fair for E-commerce involving exhibitors from other African countries.

The Tunis Book Fair attracted 266 local and international exhibitors from about 18 countries including Egypt, Palestine, Syria, Qatar, UAE, France, Jordan, China, Senegal, Algeria, Argentina, Kuwait, Morocco, Libya, Lebanon, Mauritania and Iran.

Visitors' participation in the book fair was impressive and at some points they queued in hundreds to thousands before entering the fairgrounds. The Tunis Fair attracted at least 120,000 visitors comprising parents, students and children.

Two representatives of APNET were invited and supported by the Tunis International Book Fair to do collective exhibition. It was impressive to see general visitors queuing in large numbers to enter the fairground.

WORLD INTERNATIONAL BOOK FAIR CALENDAR, 2019

BOOK FAIR	COUNTRY	DATES
January 2019		
New Delhi International Book Fair	India	5 – 13 January
Cairo International Book Fair	Egypt	22 January – 5 February
International Kolkata Book Fair	India	30 January – 10 February
February 2019		
Havana International Book Fair	Cuba	7 – 17 February
Taipei International Book Exhibition	Taiwan	12 – 17 February
Black Sea Book Fair	Samsun, Turkey	16 – 24 February
Boekenfestijn Book Festival	Nieuwegein, Netherlands	21 – 24 February
Casablanca Book Fair	Morocco	7 – 17 February
Brussels Book Fair	Belgium	14 – 17 February
Muscat Book Fair	Oman	20 February – 2 March
Vilnius International Book Fair	Lithuania	21 – 24 February
March 2019		
Latvian Book Fair	Riga, Latvia	1 – 3 March
Emirates Airline Festival of Literature, Dubai	UAE	1 – 9 March
Tempo di Libri	Milan, Italy	Dates TBD
Leipzig Book Fair	Germany	21 – 24 March
Paris Book Fair	France	15 – 18 March
Bangkok International Book Fair	Thailand	Dates TBC
Alexandrina International Book Fair	Egypt	25 March – 7 April
April 2019		
Bologna Children's Book Fair	Italy	1 – 4 April
Tunis International Book Fair	Tunisia	5 – 14 April
London Book Fair	UK	12 – 14 April
Quebec International Book Fair	Canada	10 – 14 April
Bogota International Book Fair	Colombia	22 April – 6 May
Budapest International Book Festival	Hungary	25 – 28 April
Sant Jordi Festival	Barcelona, Spain	23 April
Geneva Book and Press Fair	Switzerland	25 – 29 April
Eurasian International Book Fair, Astana	Kazakhstan	Dates TBD
Abu Dhabi International Book Fair	UAE	24 – 30 April
Buenos Aires Book Fair	Argentina	23 April – 13 May
Teheran International Book Fair	Iran	24 April – 4 May
May 2019		
Thessaloniki Book Fair	Greece	9 – 12 May
Strokestown International Poetry Festival	Ireland	2 – 6 May
International Book Fair for Small Publishers and Private Presses	Mayence, Germany	30 May – 2 June
Istanbul Tanpinar Literature Festival	Turkey	Dates TBD

Nigeria International Book Fair	Nigeria	6 – 11 May
Prague International Book Fair	Czech Republic	9 – 12 May
Turin International Book Fair	Italy	9 – 13 May
The Jerusalem International Book Forum	Israel	12 – 15 May
Warsaw International Book Fair	Poland	23 – 26 May
International Arsenal Book Festival,	Kiev, Ukraine	22 – 26 May
Tbilisi International Book Fair	Georgia	Dates TBD
Hay Festival	Wales	23 May – 2 June
Lisbon Book Fair	Portugal	Dates TBD
BookExpo America	New York, USA	29 – 31 May
New York Rights Fair	New York, USA	29 – 31 May
Bookfest, Bucharest	Romania	Dates TBD
Madrid Book Fair	Spain	31 May – 16 June
June 2019		
Algiers International Book Fair	Algeria	18 – 23 June
Seoul International Book Fair	Korea	19 – 23 June
Lit Link Festival	Croatia	Dates TBD
July 2019		
Paraty International Literary Festival (FLIP)	Brazil	10 – 14 July
Melbourne Rare Book Fair	Australia	12 – 14 July
Hong Kong Book Fair	China	17 – 23 July
International Book Fair of Lima	Peru	Dates TBD
August 2019		
Beijing International Book Fair	China	21 – 25 August
Melbourne Writers Festival	Australia	30 August – 8 September
Ghana International Book Fair	Accra, Ghana	29 August – 1 September
Rio de Janeiro International Book Fair	Brazil	30 August – 8 September
Library of Congress National Book Fair	Washington D.C., USA	August 31
September 2019		
Moscow International Book Fair	Russia	4 – 8 September
Indonesia International Book Fair	Indonesia	4 – 8 September
South African Book Fair	Johannesburg, South Africa	6 – 8 September
Manila Book Fair Manila International Book Fair	Pasay, Philippines	September 11 – 15
Bloody Scotland (Scotland's International Crime Writing Festival)	Stirling, UK	20– 22 September
Lviv International Book and Literature Festival	Ukraine	Dates TBD
Colombo International Book Fair	Sri Lanka	Dates TBD
Baku International Book Fair	Azerbaijan	Dates TBD
Nairobi International Book Fair	Kenya	25– 29 September



Amman International Book Fair	Amman, Jordan	Dates TBD
Göteborg Book Fair	Sweden	26 – 29 September
October 2019		
LIBER International Book Fair	Barcelona, Spain	Dates TBD
Frankfurt Book Fair	Germany	16 – 20 October
Doha International Book Fair	Qatar	Dates TBD
Antwerp Book Fair	Belgium	Dates TBD
Santiago Book Fair	Chile	Dates TBD
BookExpo Australia	Sidney	Dates TBD
Belgrade Book Fair	Serbia	20 – 27 October
Krakow International Book Fair	Poland	24 – 27 October
Helsinki Book Fair	Finland	24 – 27 October
November 2019		
Sharjah International Book Fair	UAE	30 October – 9 November
Bibliotéka Bratislava	Slovakia	Dates TBD
Venezuela International Book Fair	Venezuela	Dates TBD
Conakry's International Book Fair	Guinea	6 – 9 November
Vienna International Book Fair	Austria	6 – 10 November
Riyadh International Book Fair	Kingdom of Saudi Arabia	13 – 23 November
Interliber International Book and Teaching Appliances Fair	Zagreb, Croatia	Dates TBD
Malta Book Festival	Valletta, Malta	Dates TBD
Dublin Book Festival	Ireland	Dates TBD
Istanbul Book Fair	Turkey	Dates TBD
International Children and Young Adults Book Fair (FILIJ)	Mexico	9 – 19 November
Salon du livre de Montréal	Canada	Dates TBD
Gaudeamus Book Fair	Bucharest	Dates TBD
Shanghai International Children's Book Fair	China	8 – 10 November
Slovenian Book Fair	Ljubljana, Slovenia	Dates TBD
Reykjavik Book Fair	Iceland	Dates TBD
Kuwait International Book Fair	Kuwait	14 – 24 November
Guadalajara International Book Fair	Mexico	23 November – 1 December
Doha International Book Fair	Doha, Qatar	Dates TBD
Beirut International Book Fair	Lebanon	Dates TBD
December 2019		
International Non/Fiction Book Fair	Moscow, Russia	4 – 8 December
Pula Festival of Books and Authors	Croatia	Dates TBD
Più Libri Più Liberi (Rome Book Fair)	Rome, Italy	Dates TBD
Sofia International Book Fair	Bulgaria	Dates TBD
Jeddah International Book Fair	Saudi Arabia	Dates TBD

Note: Dates TBD means To Be Determined



APNET PARTICIPATES IN THE 70TH FRANKFURT BOOK FAIR

For some years of conspicuous absence of APNET in the Frankfurt Book Fair (the largest book fair in the world), the leadership and Secretariat of APNET having engaged the organisers of the Frankfurt Book Fair in a number of meetings in London, on phone and e-mailing managed to once again receive a complimentary stall and other support.

APNET participated under the Invitation Programme of the 70th Frankfurt Book Fair which is a co-financed project of the German Federal Foreign Office from **4th to 14th October, 2018**. The main fair dates were **10th – 14th October, 2018** while 5th to 9th October was used for training the participants under the programme. The Acting

Executive Director, Ernest Oppong, was tasked by the Board to represent APNET.

Frankfurt sponsorship enables APNET to intensify the promotion of African books through exhibition, as most APNET members cannot afford this service on their own and hold meetings with organisations relevant to the implementation of objectives of APNET and members at large. More contacts have been established and the global awareness of APNET to both African and foreign book industry players have marked overwhelming success this year.

The collective exhibition from APNET had 121 titles from 46 publishers representing 11 countries. The

participation of African publishers in 2018 Frankfurt Book Fair was tremendous and APNET's Board found this remarkable and intends to encourage NPAs to consider organising collective exhibition for their members especially who would support financially. Relevant meetings and workshops were attended in the interest of the Network.

On the 13th October, APNET celebrated Africa Day in our stand. Some African publishers together with some foreign participants came around. The participants interacted and were refreshed. That was a new initiative to register the presence of APNET in Frankfurt Book Fair after some years of absence and to draw people's attention to African books.

APNET SIGNS AN MOU WITH TURKISH PUBLISHERS ASSOCIATION

As part of the 3rd Istanbul Fellowship Programme, Collaboration Protocol and Joint Action was signed between Turkish Publishers Association (TPA) represented by their president, Mr Tayfur Esen and African Publishers Network (APNET) by Mr Samuel Kolawole, APNET Chairman.

The protocol of cooperation and joint action was signed to maintain the bonds of friendship and cooperation between Turkish Publishers Associa-

tion and African Publishers Network. The parties were agreed and pledged to intervene to resolve all problems which can object to work, legally, in everything related to property rights, authorship, marketing, and all other obligations.

The decision was also taken to provide cooperation and solidarity in the exhibition sector, a common interest for all, for APNET to participate in the CNR EXPO, held in Istanbul, Turkey.





WORKSHOP ON AFRICAN BOOK TRADE ... WHAT PATHS?

This workshop was organized by Afrilivres and the International Alliance of Independent Publishers (IAIP) on the sidelines of the 70th Frankfurt Book Fair on 12th October, 2018 at the Tulip Lounge, Frankfurt. In attendance were APNET Chairman, Mr Samuel Kolawole and Acting Executive Director of APNET; Justin Cox, CEO of African Books Collective (ABC); Pierre Myszkowski, Bief (an agency promoting French publishing abroad), Clémence Hedde and Laurence Hugues, IAIP; Abdouaye Fode Ndione, Afrilivres and about 15 French African publishers.

Mr Kolawole intimated that there are a lot of trade opportunities among African publishers but we neglect intra-African trade and prefer trading with foreign organisations. He stated that there are hindrances with book distribution

within Africa regarding cross-border difficulties, etc. The Chairman said that APNET needs to do advocacy at the government level and also take advantage of African Continental Free Trade Area (Af-

“ The Chairman said APNET needs to do advocacy at the government level and also take advantage of AfCFTA ”

CFTA) which is a new initiative by African Union to liberalize and promote trade within Africa.

The following recommendations were generated from the meeting:

1. There should be a platform for African publishers to discover what other publishers are publishing.
2. It was identified that there is a huge gap among Anglophone and Francophone publishers. Therefore, there should be measures to reestablish a more

effective relationship among Anglophone and Francophone publishers.

3. French invitation programme should be extended to some major international book fairs in Africa where some African publishers would be invited to exhibit in these fairs to network, trade rights, partner to undertake co-publications, etc and even form consortium to achieve common publishing objectives.
4. African Books Collective (ABC) needs better visibility in Africa. ABC will liaise with APNET to create more awareness of their distribution packages (print on demand, e-books, digital library platforms, ABC today) and invite publishers to work with them. It could definitely be one way of curtailing selling of African book difficulties by publishers.





Mr. Kibuuka, APNET Board Member, donates over 500 African Books to Sharjah Library Authority on behalf of APNET

SHARJAH INTERNATIONAL BOOK FAIR HOSTS APNET & 12 AFRICAN PUBLISHERS

The leadership of APNET secured opportunities for 12 African publishers from Nigeria, Kenya, Uganda, Ghana, South Africa, Egypt and Cameroun to participate in the 37th Sharjah International Book Fair (SIBF) scheduled from 31st October to 10th November, 2018. A joint exhibition stand was provided for APNET and the publishers to showcase the African books to the participating Emiratis and other participants.

The participation was supported by Sharjah Book Authority and Sharjah Publishing City. That was an introductory process for the African publishers to the Arab World; to give them an international focus and to explore business opportunities knowing that for the African community in

the United Arab Emirates (UAE) and the Arab world to grow, the need for African literature is very important.

The 37th edition of the Sharjah International Book Fair was themed: “*A tale of Letters*” and it was definitely success attracting 1874 exhibitors, 1800 activities, 1.6M titles, 2.38M visitors from 77 countries. The fair was officially opened by the His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi – Supreme Council Member and Ruler of Sharjah. It was admirable for the participants to have the presence of the Ruler in the dinner that same evening on the 1st of November, 2018.

APNET collective stand had prominent visitors including Nigerian Ambassador to UAE, Executives

of Turkish Publishers Association, Egyptian Publishers Association, some African visitors, exhibitors and general visitors. Some of the publishers had the opportunity to visit the Sharjah Publicity City.

Sharjah Publishing City (SPC) was established in 2017 by the Royal Decree of His Highness Sheikh Dr. Sultan Bin Muhammad Al Qasimi, the Ruler of Sharjah. It is managed by Sharjah Book Authority, a special branch of the Government of Sharjah, that oversees the umbrella of projects related to the ruler’s visionary goals for the Emirate.

SPC is the world’s first Free Zone concept dedicated exclusively to serving the global Publishing and Printing industry. Write, design, publish, print, store, and distribute

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WIPO MEETING WITH APNET AND AFRICAN PUBLISHERS

On 12th October, 2018, Mrs Sylvie Forbin the Deputy Director General of World Intellectual Property Organization (WIPO) held a meeting with the leadership of APNET and some Presidents of African publishers associations in the stand of Emirates Publishers Association during the Frankfurt Book Fair. Participants in the meeting included APNET Chairman, Mr Samuel Kolawole; Ag. Executive Director, APNET; Mr Elliot Agyare, President of the Ghana Book Publishers Association and Mr Mohamed Salifu Keita, President of Guinea National Publishers Association. Some participating executives of IPA included incoming Vice President, Sheikha Bodour bint Sultan Al Qasimi, outgoing President, Mr Michiel Kolman and Secretary General, Mr José Borghino.

The purpose of the meeting was to discuss the implementation of the Yaounde Action Plan generated from WIPO Regional Conference held in 22-23 November, 2017 in Yaounde, Cameroun. Mrs Forbin stated that the following:

- WIPO intends to organize ‘Mentorship Project’. The Mentorship Project is a capacity building through projects for African publishers where they will be supported to learn from best practices outside Africa. These publishers could also train other publishers to raise book publishing

standards.

- One of the strategies as part of the project is to identify junior (young) African publishers to work on strategic development plan.
- WIPO’s focus is to build something different in the African publishing and educational sector and that they want to implement the first project even before the end of December, 2018.
- WIPO has discussed with member states to help fund the projects, most of them have agreed but they will start the project with their available budget.
- WIPO should be able to implement some of the action plans with the cooperation of APNET and African publishers before the next IPA Seminar in Nairobi, Kenya in June 2019.

Sheikha Bodour pledged IPA’s support to WIPO in the implementation of the action plans. She stated that IPA together with Nigerian Publishers Association organized a Regional Seminar in May, 2018 and the second edition of the Seminar will be held in Nairobi, Kenya in June, 2019. She added that WIPO can schedule their next regional conference for African publishers to coincide with their event and it was gladly accepted by Mrs Sylvie Forbin.

Mr Kolawole commended the contribution of WIPO and IPA to promote African publishing industry and added that lack of standardization of books has adverse effects and sometimes no contract is signed by some publishers in their dealings with authors, etc. He stated that APNET supports this initiative and are ready to work with WIPO to mark the desired success.

APNET Chairman submitted the following to help streamline the processes for the mentorship project:

- There should be adequate education or enlightenment of publishers in the mentorship project and APNET can easily do that when given enough information on the project.
- There should be clearly defined selection process to help get the right publishers into the training programme.

- We must create a workable framework to help execute the action plans.

The Deputy Dir. General agreed to all the submissions of APNET Chairman and added that ‘Publishers Circle’ which they want APNET and NPAs to sign off will act as the workable framework to execute the projects.

Mr Agyare also stated that:

- WIPO, IPA’s involvement in the sensitization of policy makers on indigenous publishing is crucial since African policy makers mostly have audience for such international bodies.
- Foreign mentors can also come to Africa and mentor African publishers, thus Site Mentorship and do some follow up on the training.

Mrs Forbin reported that site mentorship is being done in Tunisia. She, in response to Mr Agyare’s recommendation, stated that WIPO would write letters to all African governments to find out what has been done after the Yaounde Conference.

A number of challenges were shared especially on government procurement of books to schools. One of the solutions discussed was publishers forming consortium with others in other African countries since governments mostly do not believe in the local publishers.

APNET Chairman together with few NPA Presidents present signed off the Publishers Circle. The meeting ended on the note that WIPO would send comprehensive information on the mentorship project to IPA and APNET to be circulated to all members.

- locally and worldwide - all from one single, purpose-built, state of the art facility.

“We provide all the infrastructure and services, along with a business-friendly environment, so you can successfully operate your publishing company and contribute to a thriving local and regional publishing ecosystem to help you run a profitable publishing company.

“We maintain superior standards in our performance and services, followed by outstanding commitment and determination. It is our accountability and versatility that defines our business excellence, our quality of work and dedication.

We believe in not just offering an international platform for Publishing and Printing, but also in becoming the paramount investment option among the Free Zones. Our customer satisfaction is our prime aspect. Our work and relationship with our investors is what makes us stand out from the crowd.” H.E. Ahmed Al Ameri, Chairman of the Sharjah Book Authority.

Any publisher or printer has the opportunity to register and set up their business in Sharjah and enjoy enormous benefits.

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PUBLISHING IN THE 21ST CENTURY: THE SOCIO-ECONOMIC CONTRIBUTION OF THE PUBLISHING INDUSTRY IN AFRICA

Reported by Olatoun Williams

The International Publishers Association (IPA) in collaboration with Nigerian Publishers Association organised a seminar in Lagos on May 9, 2018 at Eko Hotels & Suites, Lagos, Nigeria. The Seminar themed: “*Publishing for Sustainable Development: The Role of Publishers in Africa*”, had six panel discussions.

Present at the seminar were some presidents of African publishers’ associations and publishing experts in and outside Africa. A number of presentations and panel discussions were made and one of them was “*Publishing in the 21st Century: The Socio-Economic Contribution of the Publishing Industry in Africa*”.

This discussion was defined by bitter complaints from the delegates about sub-par book production quality as well as quantity, lack of distribution networks, and the apathy of government to intervene. Sellami Ahmed El Meki, President of the Mauritanian Publishers Association, was

particularly vocal about the inability of publishing to impact his nation’s socio-economic growth due to these deficits. With recognition as a serious industry, he argued, publishing would be in a position to attract great investment, but from “our own income rather than from external sources”.

Elliot Agyare, President of Ghana Book Publishers Association, made the stand-out and lofty case for publishers to take themselves far more seriously as “gate-keepers of society”, referencing the biblical concept of eminent men meeting at the gates of the city to discuss affairs of state. The gate-keeping role of publishers in African society needs, he argued, to be conceptualised and birthed.

Other (one could say somewhat *deja vu*) contributions came from, for example Mohamed Radi, Vice-Chair, African Publishers Network who advocated learning from the industry models of more advanced countries by joining international associations and establishing relationships with editors and publish-

ers; the huge commercial value of book fairs; and the necessity for both economic and literary approaches to marketing books.

The key element of the ‘socio-economic’ discussion was for me its emphasis on government’s need to measure the outputs of the creative industries and the urgency for data gathering and book sector statistics in Africa – hard data – without which our reports are mere anecdotes.

An audience member who introduced the principle of output measurement spoke passionately: if African governments won’t undertake data gathering, he argued, then publishers’ associations must. He finished by proposing that a call for systematic data and information collection about the publishing industry of each African country be recorded as a concrete and urgent action in the blueprint, the Lagos Action Plan 2018, that will emerge from the seminar.

In support of this line of reasoning the moderator, Samuel Kolawole, MD, University Press Ibadan, closed the panel with the recognition that the total (and undermining) inability of publishers on the panel to articulate how their outputs impact specific Sustainable Development Goals of the 17 outlined by the UN, was a direct result of the lack of verifiable and quantifiable publishing data to hand.

What he, or any of the other panelists, did not spell out were the causes of the sub-standard book production quality and quantity with a view to (government?) putting the axe to the root, namely putting in place

measures to reduce high manufacturing costs locally, and to strengthen the weak printing industries that exist in many African countries. I recently read parts of the Chairman’s report of University Press Limited for 2016/2017 in which Lalekan Are remarked that, ‘Publishing was hit as a result of its dependence on foreign exchange to purchase raw materials for printing and settling financial obligations to foreign printers’.

And while the lack of formal distribution networks was mentioned repeatedly, no-one in this socio-economic panel spoke of poor road networks and the high cost of transportation and not until the Panel 3 discussion ‘Bringing the Voice of African Writers to the World’, would the subject be addressed by author, publisher and Ake festival convener, Lola Shoneyin, of unreliable postal system e.g. NIPOST in Nigeria.

Another omission was the golden opportunity for the African book trade represented by increasingly secure and reliable online payment systems in Nigeria. The country might normally be associated with cyber crime, but things are changing in the realm of electronic payments and this hope for the Nigerian book industry was not presented: perhaps because it is not yet universally understood.

My final point: on a socio-economic impact panel, why was there no mention of the taxation of books in some countries by way of debilitating tariffs of VAT and/or import duties, with VAT charges ranging from 14%-18%?



BOOK MARKET IN MOROCCO

(Source: *Germany Trade & Invest, November 2015*)

Sales

The Direction de la Statistique (Haut Commissariat au Plan) in Rabat does not record or present the book business as a separate industry in its statistics on industrial production and internal trade. Nor do the two professional associations – the Association Marocaine des Professionnels du Livre (with approximately 40 publishers and booksellers) and Editeurs Marocains (primarily schoolbook publishers) – collect any data. The significance of the industry can only be estimated indirectly by drawing on surveys of expenditure by private households (Enquête nationale sur la consommation et les dépenses des ménages, ENCDM), or in relation to public sector spending (libraries, education sector) Education, culture and entertainment as a share of household spending (2000/2001): 3.6 % (compared to 1970/71: 2.5 %; 1984/85: 3.4 %) Average annual per capita spending on education, culture and entertainment (2000/2001): MAD 300 (US\$ 36.48)

(Source: *ENCDM 2000/2001; more recent figures are not available*)

Title Production/New Releases

The National Bibliography of Morocco plays a key role in documenting title production, and the private Fondation du Roi Abdulaziz Al Saoud in Casablanca also contributes significantly to data collection and analysis (presentation in databases and the publication *Références maghrébines*). The statistics of UNESCO and of the Arab League Educational, Cultural and Scientific Organization (ALECSO) regarding book production in Morocco are unreliable. According to the National Bibliography, the number of titles published each year rose from 329 in 1990, to 1,070 in 2004. The highest rates of growth occurred for publications in Arabic. The Bibliography also provides the following overall figures for title production from the period 2010 to 2012: 1,205 in 2010; 1,891 in 2011; 1,734 in 2012. Unfortunately, the search tool to filter results according to language and category does not work.

Average Book Prices

A good overview of book prices in the different categories can be obtained from the website of the Moroccan online bookshop *livre moi.ma*. These range from very short paperbacks costing MAD 10 (c. 90 euro-cents), to hardcover books ranging from € 5 to € 20, and more elaborate picture books at around € 100.

Fixed Book Prices

In the Moroccan book industry, prices are customarily kept more or less uniform. This is also encouraged by the distribution channels, which are typically publisher-owned bookshops. Often, retail shops are established in close proximity to one another, in the same neighbourhoods, which also helps even out the book prices. Exceptions to the rule mainly occur during special sales events. One problem the Moroccan industry faces is the dumping of books at below production cost by European publishers (e.g. dictionaries from France) – a practice not officially permitted.

Copyright Laws

The Berne Convention for the Protection of Literary and Artistic Works has been in force since June 1917. World Trade Organisation (TRIPS-WTO), since January 1995.

Licensing Statistics

In the period from 2004 to 2008, only five licenses were issued to Morocco from Germany (Buch und Buchhandel in Zahlen, 2009). This was equivalent to 2.8 % of all licences sold to Arab countries. Between 2010 and 2014, no license sales at all were recorded (Buch- und Buchhandel in Zahlen, 2015). No official licensing statistics are maintained for Morocco, but informed estimates suggest that the number of translations based on licensed works is around 30 per year, for which the main languages are French, Spanish and Italian. Fewer licenses are sold by Morocco abroad, not least because Moroccan authors (of both fiction and non-fiction) often write

in French and leave the marketing to a publisher in France, from where international licensing then takes place.

Export/Import

Morocco has a balance of trade deficit with respect to books. At the end of the 1990s, book imports were worth the equivalent of US\$ 32.65 million. These mainly arrived from France (approximately 35 %) and Spain, with imports worth about US\$ 6.8 million also coming from Lebanon and Egypt in the Arab world.

Number of Publishers and Bookstores

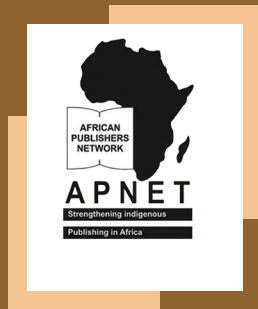
There are no precise figures for the number of active publishers. Informed estimates put the number at around 50. Publishing is essentially a private-sector enterprise. It combines a relatively high number of titles produced each year with regionally typical print runs of around 2,000. By contrast, school books are produced in small numbers but with much higher print runs. General retail bookshops, numbering about 30, are mainly found in the populated centres around Casablanca and Rabat.

Sales/Distribution Channels

For the most part, books are sold directly from the publishing houses. There are also high street bookshops used for selling books, both directly and on commission. On average, the bookseller's mark-up is 50% of the book's shop price. Few distribution channels exist to serve rural areas, although a number of pilot projects are running that involve deliveries by mobile bookshops. Kiosks enjoy a growing significance, and offer increasing competition to the bookstores. In 2014, the (online) bookseller *livre moi.ma* opened in Casablanca.

Book Fair

The Salon international de l'édition et du livre (SIEL) is held each year in Casablanca.



NEWSLETTER

CONTACT DETAILS: African Publishers Network (APNET)
Location: Bureau of Ghana Languages Building, Kawukudi Culture, adjacent to AMA Building, behind 37 Military Hospital
Address: P.O. Box LT 471, Laterbiokorshie, Accra, Ghana.
Telephone: +233 302 912764 / +233 24 694 6773 / +233209115191
Email: info.africanpublishers@gmail.com/www.african-publishers.net