

AFRICAN PUBLISHING REVIEW

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- Mr. Nshimirimana Dieudonné (President, Burundian Book Publishers Association)
- Mr. Radinku Mpuka (Exec. Sec., Publishers Association of South Africa)
- Mr. Emmanuel Abiola Abimbola (Exec. Sec., Nigerian Publishers Association)
- Mr. James Odhiambo (Exec. Sec., Kenya Publishers Association)
- Mr. Ernest Oppong (Ag. Exec. Dir., APNET)

INTERNATIONAL PUBLISHERS ASSOCIATION SEMINAR

Africa Rising: Realising Africa's Potential as a Global Publishing Leader in the 21st Century



IPA SIGNS MEMORANDA OF UNDERSTANDING WITH APNET AND ADEA AT AFRICA IN ACTION MEETING *Report by IPA & APNET*

40 African publishers' associations gathered ahead of a two-day seminar in Nairobi as International Publishers Association (IPA) signed Memoranda of Understanding with the African Publishers Network (APNET) and the Association for the Development of Education in Africa (ADEA) to formalise the IPA's commitment to the region.

The Africa in Action Meeting held on 13th June, 2019 at Movenpick Hotel in Nairobi, Kenya involved signings accompanied detailed discussions of concrete actions of support and collaboration that could be implemented rapidly. The second edition of IPA Seminar in Nairobi organised by IPA in collaboration with Kenya Publishers Association was themed *Africa Rising: Realising Africa's Potential as a Global Publishing Leader in the 21st Century*.

The Memoranda of Understanding (MoU) confirmed the three organisations' commitment to strengthening the IPA's Regional Seminars further as well as developing cam-

paigns around education and literacy. Straight after the signing, the three organisations took advantage of the presence of the heads of African publishers' associations present to set out the first steps of the newly formalised partnerships.

In the address of IPA President, Hugo Setzer said that in recent years IPA has stepped up its commitment to our African members. Today's historic agreements with our Associate Member, APNET and ADEA, show that we are committed to walking the walk and not just talking the talk. All the right ingredients are present in so many African nations for thriving publishing industries that will drive education and share the diversity of cultures this wonderful continent has to offer. IPA will continue to build bridges and support African publishers as they realise that potential.

He indicated that discussions are being done on Copyright Exceptions and Limitations.

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• • • Mr. Lawrence Njagi delivering opening address



• • • Mr. Hugo Setzer (IPA President) delivering opening address

IPA HOLDS THE SECOND EDITION OF THE AFRICAN REGIONAL SEMINAR IN NAIROBI — By Ernest Oppong & Ed Nawotka

The second International Publishers Association (IPA) Africa seminar themed *Africa Rising: Realising Africa's Potential as a Global Publishing Leader in the 21st Century* was jointly organised by the IPA and the Kenya Publishers Association (KPA). The two-day seminar held on June 13 and 14, 2019 at the stylish Movenpick Hotel and Residences in Nairobi, Kenya attracted more than 200 people from 40 countries.

The seminar was introduced by insightful, thought-provoking welcome speeches. The chair of the Kenya Publishers Association, Lawrence Njagi, gave the first opening address in which he raised a subject that would run throughout the seminar: the importance of indigenous languages. “It is worrying that some of our African languages today are faced with possible extinction, chiefly due to the onslaught of English and other western languages. Our African children risk the threat of losing their identity as a result of

the uncritical embrace of foreign languages...This is an issue we as publishers need to look at critically,” he said.

Hugo Setzer, president of the IPA, spoke next about the positive future of African publishers and the role they can play in driving quality education across the continent. He talked about how publishing ecosystems need balance “between access [and] negotiating balance between the different people in the value chain. Weakening copyright through exceptions and limitations to improve access is a short-term solution like

“English was the language of glory, while African languages were the languages of gory”
— Professor Ngugi wa Thiong’o.

destroying the dam to release the water in the reservoir. A flood of access followed by drought as no new books can be written and published”.

Among the guests, was the intellectual heavyweight 81-year-old Ngugi wa Thiong’o and his original publisher — the ‘father of African publishing’ — Dr Henry Chakava. “African publishing is the new frontier,” said Kenyan novelist Ngugi wa Thiong’o in the opening keynote speech of the seminar, in which he touched on the various ways colonialism was an impediment to the professionalization of an indigenous African publishing ecosystem. In the past, “English was the language of glory, while African languages were the languages of gory,” he said, encouraging publishers to publish books in indigenous languages and addressing the misperception that there is no existing market for them. “If Iceland, with 300,000 people, can sustain literary culture, why not Africa, where there are 40 million speakers of Yoruba, or 60 million Hausa, and 100 million speaking Swahili?”

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APNET TO ORGANISE PANEL DISCUSSION AND AFRICA DAY AT THE FRANKFURT BOOK FAIR, 2019

APNET has secured a big stand for some of the national publishers associations to do collective exhibition and explore the available business opportunities in the 71st edition of the Frankfurt Book Fair scheduled to take place from the 16th to 20th October, 2019. Contemporary, African publishers have made headway with the publishing of quality books which are useful for both African and international markets. However, there has been unsatisfactory visibility of African books to the international book market. One of the cardinal objectives of APNET is to promote book trade for African publishers within and outside Africa. The Network has resumed the continuation of its success stories in the light of trade promotion to tap the untapped opportunities in the book industry. The collective stand will enable interested publishers associations, and individual publishers including the Ghana Book Publishers Association, Nigerian Publishers Association, Kenya Publishers

Association and Les éditions Graines de Pensées to exhibit their books. The APNET's stand was very successful last year and this year it would serve as a converging business point for many African publishers who participated in the Fair.

APNET will hold a programme on the International Stage (Hall 5.1) of the Frankfurt Book Fair on Friday 18th October, 2019, 12:00 – 1:00pm. The programme titled “Collaboration for Development of Publishing Potentials in Africa” involves a presentation by APNET Chairman, Mr Samuel Kolawole, on the potentials of Publishing in Africa and how collaborations are helping to lay the foundation for realizing the potentials. It will also highlight the potentials for partnerships between African publishers and publishers from the West, Asia and Middle East. The presentation would give direction on how African and foreign publishers and other stakeholder organisations can work together to tap some of the untapped publishing opportunities in Africa.

Afterwards, the Chair of the Africa Action Plan Committee of the IPA African Regional Seminar Series, Mr Lawrence Njagi would give highlights of the Lagos Action Plan developed and the extent of its achievement so far. Remarks on the importance and the future of the publishing in the African continent will be delivered by the President of IPA, Mr. Hugo Setzer. The Vice President of IPA, Sheikha Bodour Al Qasimi, would address what the IPA is doing in the light of African Seminar Series. Reactions from the audience after the presentations will be responded to by the facilitators.

The programme seeks to attract the attendance of stakeholders in the book business interested in Africa and those interested in exploring the potentials of book publishing on the content. This is in addition to the presence of IPA representatives, including Past and Present President and the Vice President.

The APNET's programme also intends to mark the second edition of the Africa Day, the initiative of the Board of APNET launched at the Frankfurt Book Fair on 13th October, 2018. APNET's participation last year led to the increase of African participants and that was testified by some of the Frankfurt Book Fair organisers.

The participation of publishers from Africa in international book fairs is relevant for the following benefits: book visibility, trading of rights, partnership prospects, learning of best practices, acquisition on industry knowledge and networking.



• • • APNET celebrates Africa Day at the 2018 Frankfurt Book Fair

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Samuel Kolawole, Chairman of the African Publishers Network after signing the MoU for APNET added: Today's signing of a memorandum of understanding between APNET and IPA is a historic and important event on many fronts. It signified the intention of IPA to engage African publishers on the level of mutual respect. It marks the formalisation and documentation of a cooperation that seeks to address issues facing African Publishing from inside out by engaging stakeholders to establish the issues and generate

solutions, rather than bringing solutions from outside the continent. This is a cooperation that will impact positively, not only on the business of publishing in Africa, but also on the quality of education across Africa.

Albert Nsengiyumva, Executive Secretary of ADEA after signing the MoU for ADEA remarked that the signing of the memorandum of understanding with IPA is an important milestone for ADEA particularly in relation to improving quality of education through improved or enhanced teaching and

learning. ADEA as a whole considers the issue of national books and the reading culture as one key to unlock the challenges of quality of education in Africa. It is therefore important that, following this signing, we both take the opportunity to come up with concrete actions that will support, on the one side, the African publishing industry, and, on the other side, making sure countries put in place instruments that will support the national book industry and everyday culture in particular. Quality education starts with the capacity of publishers to produce books.



• IPA President, Mr. Hugo Setzer (left) & ADEA Executive Secretary, Mr. Albert Nsengiyumva sign the MoU

About IPA

The International Publishers Association (IPA) is the world's largest federation of publishers' associations with 81 members in 69 countries. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA's mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level.

Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy. www.internationalpublishers.org

About APNET

APNET is a pan-African, non-profit, collaborative network that connects African publishing associations to exchange information and promote and strengthen indigenous publishing. Through networking, training, advocacy and trade promotion activities, APNET aims to support publishers meet Africa's need for quality books relevant to African social, political, economic and cultural

reality. www.african-publishers.net

About ADEA

ADEA is a pan-African forum for policy dialogue on education policies that informs and facilitates the transformation of education and training to drive sustainable development in Africa. ADEA promotes innovative policies and practices through pooling and disseminating ideas, successful strategies and innovations among governments, development agencies and civil society organizations. www.adeanet.org

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Detailed discussions were made by the participants to identify real challenges and prospects of the publishing industry in Africa. Mr. Adedapo, the President of Nigerian Publishers Association challenged the leaders present to seize the opportunity to unlock the potentials in the people they are leading.

Key challenges identified included:

- Lack of understanding (Ignorance) of African governments on the publishing industry — publishing is viewed by policy makers as printing.
- Poor government intervention in publishing industry in building legal frameworks.
- Lack of recognition of knowledge and the central role books play in a country.
- Unfavourable competition of government with the private publishing sector in the publishing of books to schools.
- Lack of data and statistical information to ascertain the economic contribution of the publishing industry.
- Lack of functional national book policies
- Infringement of copyright
- High cost of publishing locally

Possible solutions for the publishing industry challenges

- Adequate education for government and the industry itself on the publishing industry.
- Understanding the role of publishers in the country
- Helping government to recognise the strategic role books play in the country.
- Data and statistical information for the publishing industry.
- Lack of government competition with the private publishing sector in the publishing of books to schools.
- Availability of functional national book policies
- Strong capacity building/training programmes
- Translation of books in African languages

The Executive Secretary of ADEA indicated that a platform could be created for APNET to talk to policy makers on building their understanding on the publishing industry and the expected contributions the industry needs from them. “We need champions in the publishing industry and member countries should not ask IPA to do what they can do because IPA is an association of associations,” he said.

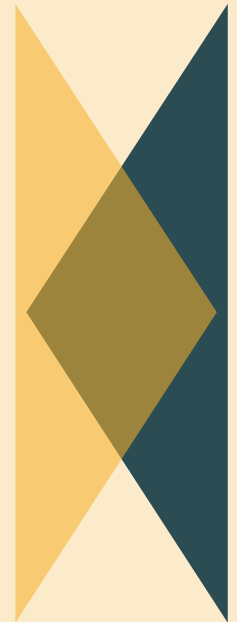
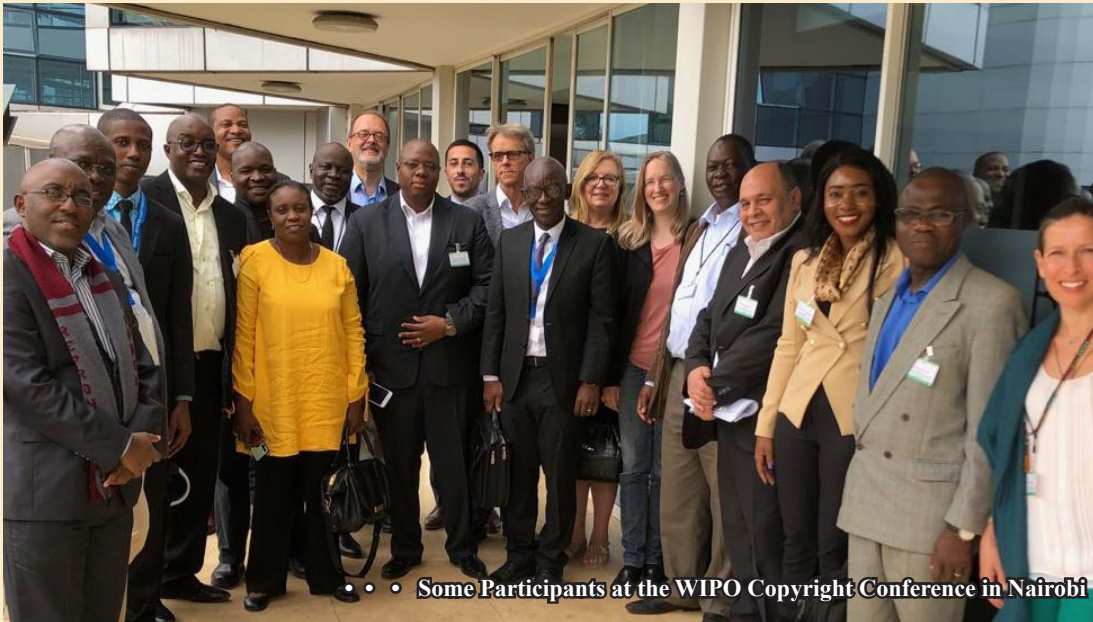
Mr. Kolawole stated that there are a lot of things African publishers can do among ourselves and with IPA and other European countries. IPA can only work with APNET and ADEA to help solve challenges. IPA cannot only solve the African problems. He announced that APNET has secured a 24sqm stand at the Frankfurt Book Fair scheduled from 16th – 20th October, 2019 and APNET would leverage on the experience of IPA to organise a programme at the International Stage.

The Vice President of IPA, Bodour Al Qasimi gave the concluding remarks. She expressed her appreciation to APNET and ADEA for the MoU signed. Bodour indicated that already a lot has been done and the Lagos Action Plan would be circulated to all participants during the Nairobi Seminar. She encouraged African publishers’ associations to join IPA to increase the membership from 10 and added Ghana would soon join IPA. Dubai Cares has donated US\$800,000 to African Publishing Innovation Challenge Fund to work on innovative projects on publishing in Africa.



• • • Participants of Africa in Action Meeting





WIPO ORGANISES REGIONAL SEMINARS ON EXCEPTIONS AND LIMITATIONS IN NAIROBI

At the 36th session of the Standing Committee on Copyright and Related Rights (SCCR) of the World Intellectual Property Organisation (WIPO) in Geneva from May 28 to June 1, 2018, Member States agreed on an action plan on Limitations and Exceptions.

A key element of the action plans are a series of three regional seminars on copyright exceptions and limitations, held on 29-30 April, 2019 in Singapore, 12-13 June, 2019 in Nairobi, Kenya, and 4-5 July, 2019 in Santo Domingo, Dominican Republic. This aimed to advance understanding, draw on local expertise, and establish possible ways for the committee’s work on limitations and exceptions to copyright for libraries, archives, museums and education and research institutions.

The two-day regional seminar in Nairobi embraced well-articulated submissions from participating member countries and other

stakeholder representatives including IPA and APNET putting forth the interest of publishers in Africa; IFLA and other librarians, educationalists and researchers. It was observed from the deliberations that:

- All existing copyright laws of African countries present have exceptions and limitations.
- The exceptions and limitations slightly vary in respect to the environmental factors of the countries.
- Existing laws have provisions for educational and research use but not specific. Almost all have unspecified amount or number of pages for instance, to be taken as fair use.
- There are lack of sensitization, training and awareness creation on the existing exceptions and limitations and the copyright law as a whole.
- Poor copyright enforcement to eradicate piracy in the publishing industry.

- No remuneration in the copyright law for the creators of works.

IFLA and Librarians’ Perspectives

According to IFLA’s report, “these events were a great way to share real-life experience from librarians in each region – Asia-Pacific, Africa, and Latin America and the Caribbean respectively. IFLA and local librarians made the case to government officials that business as usual is not good enough for libraries and their users. Only action at the level of WIPO can provide the impetus and the clarity to drive domestic reforms, and allow copyright exceptions to work across borders.”

Publishers’ Perspectives

Representatives from IPA, APNET and other national publishers associations made a strong case for the interest and the sustainability of publishers and the publishing industry. It was argued that publishers and the copyright industry in Africa do not need a one-fit all international treaty but

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APNET PARTICIPATES IN THE ABU DHABI INTERNATIONAL BOOK FAIR, UAE

Abu Dhabi International Book Fair sponsored APNET once again to participate in their Book Fair scheduled from 23rd – 29th April, 2019. The Acting Executive Director, Ernest Oppong, represented the Network; exhibited books and made a presentation on *Cooperation & Competition: How Can Publishers Work Together?* It touched on why, how and areas foreign publishers especially in UAE could cooperate with African publishers.

The following activities were done:

- Book exhibition in APNET Collective Stand.
- Presentations and Roundtable discussions for APNET
- Holding meetings with foreign organisations on the possibility of partnership
- Engaging representative to register for the APNET Joint exhibition of the Frankfurt Book Fair scheduled to take place from 16th – 20th October, 2019.

There were interactions with the IPA President, Mr. Hugo Setzer and Vice President, Sheikha Bodour Al Qasimi on the preparation of APNET and invited representatives of publishers' associations in Africa towards the IPA African Regional Seminar in Nairobi. She extended her appreciation to APNET for the role being played towards the organisation of the second IPA Nairobi Seminar. Also interacting with the Director of ADIBF, Abdullah Majed Al Ali, he asked the Acting Executive Director, "what is missing in the Fair" and the answer was obvious the participation of African publishers. The Abu Dhabi International Book Fair is a suitable platform for translation rights, programmes and grants to be explored.



• • • Sheikha Bodour Al Qasimi left of Ag. Exec. Dir, Ernest Oppong in front of APNET stand

ADEA IN PARTNERSHIP WITH APNET ORGANISES A FORUM IN THE CREATION OF A PUBLISHING COLLABORATIVE

Abidjan (Côte d'Ivoire) 16 May 2019 – The Books and Learning Materials (BLM) section of the Inter-Country Quality Node on Teaching and Learning (ICQN-TL) of the Association for the Development of Education in Africa (ADEA) recently concluded a successful forum in partnership with the African Publishers Network (APNET) which identified the elimination of piracy as well as the development of a National Book and Reading Policy as the top priorities for a Publishing Collaborative for Nigeria.

The forum under the theme, Enabling African Publishers to Provide Quality Books in African Languages through the African Publishing Collaborative Initiative, took place from 8th to 9th May 2019 on the margins of the Nigeria International Book Fair (NIBF) in Lagos at the Jelili Adebisi Omotola Hall, University of Lagos.

This key meeting is part of the long-lasting partnership between ADEA and the United States Agency for International Development (USAID) supported by Global Book Alliance (GBA) – and it was jointly organized with APNET, the Nigeria Book Fair Trust and the Nigeria Publishers Association.

Stakeholders of the Nigerian publishing industry, through rigorous group discussions, agreed on the formation of a publishing collaborative and identified two strategic priorities for the collaborative as: tackling piracy and developing a national book and reading policy. Furthermore, the stakeholders adopted a structure for the publishing collaborative comprising of public and private entities that are relevant to the book industry and essential in addressing the two priorities.

The Action Plan on the Publishing Collaborative drawn during a workshop organized in Abidjan

in January 2018 by ADEA, book industry stakeholders and GBA revealed that there are five major issues affecting the growth of the African book industry: distribution, taxation, piracy, national book and reading policies, and skills development.

To this end, Nigeria becomes the first country in Africa to agree on how a publishing collaborative would be structured at the country level and modelled a process for identifying key national issues that, if addressed, would be transformational for the publishing industry.

“Your effort contributed substantially in driving intellectual conversations around the provision of quality books in local languages during the course of the event and to the NIBF programme at large,” said Mr. Gbadega Adedapo, President of the Nigerian Publishers Association who is also the Chairman of the Nigeria Book Fair Trust and Managing Director of Rasmed Publications Limited.

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• • • Dignitaries of the ADEA-APNET Forum at the 2019 Nigeria Int. Book Fair



• • • Some Participants of the Workshop

AU AND ADEA LAUNCH CONTINENTAL FRAMEWORK ON BOOK AND READING POLICIES FOR AFRICA — By Alexander Nderitu

I knew I was in for an international experience the minute I entered the conference room and spotted translators in a glass booth at the back. The gentleman I sat next to had passable English but was fluent in French, coming as he did from ‘the other Congo’ (Brazzaville as opposed to DRC). The event was the ‘High-Level Regional Workshop on National Book and Reading Policies in Africa’, organized by the Association for the Development of Education in Africa (ADEA) in collaboration with the Ministry of Education of Kenya and the African Union Commission (AUC), with support from the United States Agency for International Development (USAID)’s Global Book Alliance (GBA) initiative. It took place at Park Inn by Radisson, Westlands, Nairobi, from 17th to 19th June 2019.

Key issues addressed during the event included African literacy rates, indigenous languages,

publishing, education, the AU-backed Continental Books and Reading Policy Framework, and working towards Africa’s Agenda 2063 as well as Vision 2030 goals. The workshop was officially opened by Dr Belio Kipsang, Principal Secretary in the Kenya Ministry of Education’s State Department for Early Learning and Basic Education. He pledged to ‘deploy all resources necessary to formulate and implement a national book and reading policy for Kenya.’ Dr Silvester Mulambe, also from the Kenyan Ministry of Education, observed that, ‘Most learning is informal. The library is an extension of that. The library brings the whole world to the room. We are willing to work with partners to create a thirst for reading among the youth.’

Linda Hiebert, the Global Book Alliance Senior Advisor, said that the ‘GBA is supporting the development of reading amongst children...Over 600 million

people globally are not getting access to education in a language that they understand... (Our mission is to ensure that children everywhere have books.’ The issue of vernacular languages has always been a ticklish one in education and publishing circles. There appears to be a general consensus that preserving ethnic languages is important but not commercially (or politically) viable for most languages. ‘Indigenous publishing cannot be left to individual publishers,’ Prof Kimani Njogu, a Director at Twaweza Communications, said. ‘It needs a larger, government-involved ecosystem. Local-language books are hardly visible. Local bookshops rarely stock them. There are a lot of local-language manuscripts and writers but few willing publishers due to the costs involved.’ He added that he was pleased that Kiswahili learners

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in tertiary institutions are now required to write their Masters and PhD theses in Kiswahili. 'Basic proficiency for reading exists. For cognitive academic proficiency, the language skill level needs to be above average,' he said. Among the delegates was Ms Joan Mwachi, Worldreader's Regional Director for East Africa. Worldreader is a nonprofit organization that distributes digital books globally, in 52 different languages. She identified the 'barriers to reading' as lack of access to relevant books, lack of awareness, and limited proven models in the distribution of literature. Digital, she said, offers convenience and on-demand content.

But even on the mainstream publishing front, all hope of indigenous publishing is not lost. The CEO of East Africa Educational Publishers, Mr Kiarie Kamau, said that EAEP has published texts in six local languages: Kikuyu, Kamba, Maragoli, Dholuo, Giriama and Ekegusii. 'Africa has 2,000 local languages,' he said, 'Some of which are dying. One language in the world dies every fourteen days. Most languages are too small to sustain commercial activity.'

The workshop was organized into different sections, including speeches, presentations of papers, and group discussions. The main topic of discussion was the draft Continental Book and Reading Policy Framework. Ruth Makotsi, a publishing consultant, observed that the quest

for national book policies in Africa began decades ago, spearheaded by UNESCO. 'Most African countries only have a text book policy,' she said. 'A Book and Reading Policy goes beyond textbooks.' The draft policy, which was studied in-depth in the discussion sessions with attendees being encouraged to identify inadequacies and customize it to their national needs, indeed goes way 'beyond textbooks.' The 28-page document dated 'June 2019' begins with an Introduction that details the quest for a comprehensive policy and the current state of things. It reads, in part:

'The value of general, cultural and, even, scholarly books remains unrecognized. In the

"Africa has 2,000 local languages, Some of which are dying. One language in the world dies every fourteen days. Most languages are too small to sustain commercial activity."

— Mr. Kiarie Kamau, The CEO of East Africa Educational Publishers.

few countries where some progress has been made towards developing a more expanded book policy, such effort has tended to be driven mostly by the private sector. Consequently, national governments have been reluctant to ratify policy documents originated outside of their administrative or political structures.'

As a writer, I was glad to find numerous references to authors and authorship in the draft. Section 2.5.1 of the document is titled, 'Development of authorship' and its stated objective is to

'Support, promote and protect African writers.' It postulates various strategies in aid of this, including establishing a book development training institute for authors of all categories and age groups, mainstreaming creative writing as a curriculum subject from primary level of education, establishing and supporting literary awards, enforcing copyright laws, establishing and supporting African writers' associations, and developing author-promotion channels such as journals, media and book launches. Veteran Kenyan publisher Henry Chakava suggested that the African Union should spearhead the policy framework to and from there it cascade to member countries.

'We cannot create a reading culture without bookstores and libraries,' he said. On the challenges facing indigenous publishing, Mr Chakava said that countries such as Denmark, Finland and Sweden 'have small populations but thriving publishing industries.

Why not African nations, some of which have tribes larger than the aforementioned national populations?' Mr Albert Nsengyumva, Executive Secretary of ADEA, encouraged each country to enact a book-reading policy that encourages reading and creates 'an enabling environment for learning.'

The diversity of nations represented at the meeting offered insights into the different publishing landscapes on the continent. According to Catherine

The impact of the major outcome of the forum will certainly contribute towards achieving the Sustainable Development Goal 4 of the 2030 Agenda as well as Africa's Agenda 2063 and the Continental Education Strategy for Africa 2016 - 2025 (CESA 16-25).

Although this gathering anticipated 30 participants to attend, its popularity was evident when 56 participants registered for the first day, growing to 75 participants on the second and final day. Indeed, the forum brought together Nigerian book industry stakeholders, leading professionals and practitioners from across the book value chain, including key federal and state government officials, academics and readers. Other participants were Mr. Denja Abdullahi, President of the Association of Nigerian Authors; Mr. Chike Ofili, a renowned author; Ms. Oluronke Orimalde and Dayo Alabi leading booksellers; Mr. Ernest Oppong, Executive Director (Acting) of APNET; Mr. Emmanuel Abimbola, Executive Secretary of Nigeria Publishers Association; and Mr. Kiarie Kamau, MD East Africa Educational Publishers Ltd from Kenya, among others.

The management team included Ms. Lily Nyariki and Mr. Aliou Sow, ADEA BLM focal points; Mr. David Waweru, a consultant, writer, publisher and trainer; Mr. Samuel Kolowale, Managing Director of the University Press and Chairperson of APNET; Mr. José Borghino, Secretary General of the International Publishers Association (IPA), and Mr. Gbadega Adedapo.

exceptions and limitations at the national level. The new treaty pose terrible damages on the publishing industry. The exceptions and limitations treaty would discourage creativity of publishers; lead to a decline in the quality of books; governments no longer procuring books because they can access the books freely and possible employment reduction by publishers. In the face of the existing exceptions and limitations, book piracy is uncontrollable hence the new treaty undeniably would give space for increased piracy and debilitate copyright on its general sense. Publishers are the pillars in the knowledge sector and the publishing industry in every country and therefore any law that places publishers in a disadvantageous position should be given a re-think.

Copyright and creative expression, according to Attorney-General Justice (Rtd) Kihara Kariuki in his opening address during the Conference, present a new frontier for the continent's development and already contribute significantly to the GDP of countries such as Tanzania, Malawi, South Africa and Kenya. Kenya's copyright industry for instance, he said, contributes Sh8.1billion, which is equivalent to 5.3 percent of the country's GDP.

Also at the opening of the conference, WIPO Deputy Director-General, Sylvie Forbin, while noting that at 83 percent, Kenya is leading in internet penetration nationally in the continent, followed by Liberia (80 percent) and Seychelles (70 percent), said this would translate into remarkable growth in the

creative industries. "Whatever the means of distributing and accessing creative content, we need to ensure that this growth is symmetric for those who create the content and that the benefits accrue to them as well as those who bring it to the market. Are the national structures, for instance sufficiently robust to ensure that creators are remunerated for their work, or can Malian content used in Kenya be accurately tracked and remunerated?" Ms Forbin said.

WIPO, according to her, in collaboration with key partners -African Regional Intellectual Property Organisation (ARIPO) and Organisation Africaine de la Propriété Intellectuelle (OAPI) will support the continent's Collective Management Organisations achieve this goal.

An International Conference on Copyright Limitations and Exceptions for Libraries, Archives, Museums and Educational & Research Institutions will take place in Geneva on 18-19 October 2019 and will conclude the action plans. The goal of the conference is "to consider the opportunities and challenges provided by various international solutions including soft law, contractual/licensing and normative approaches, as appropriate". At the end of the conference, the advocacy for a new treaty on exceptions and limitations for Africa group was watered down where the majority of Member countries advocated adequate sensitization and strong enforcement on the existing exceptions and limitations.

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Uwimana from Rwanda, until recent years, there were no literary associations to speak of in her country. This contrasts sharply with Kenya which has had myriad reading, writing and publishing associations for decades, some of which have now run out of steam. However, we still have vibrant associations, such as the Kenya Publishers Association and the Kenya Booksellers Association. The main reason associations fold, Mr Chakava said, is due to heavy reliance on donor funding. Once the funds dry up, so do the organizations. A Tanzanian delegate said that many bookseller and library associations in her country were ‘existent but inactive’. She described the Tanzanian National Book Council as ‘moribund’ and said there was a general lack of an ‘institutional policy framework’. A Cameroonian representative agreed that associations/institutions work hand-in-glove with a policy framework. He suggested that national book councils should be co-ordinated by ‘a continental body.’ According to Mr. Elliot Agyare, President of the Ghana Book Publishers Association, no African country appears among the top 65 nations in the world literacy index. Illiteracy is high due to lack of a strong reading culture compounded by the difficulty

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HIGHLIGHTS OF THE PANEL DISCUSSIONS OF THE IPA NAIROBI SEMINAR Source: IPA Nairobi Seminar Report

There were eight panel discussions full of insights and served as best practices for publishers, authors, editors, booksellers and other participants present. Right after the panel discussions which spanned two days was the update on the Lagos Action Plan (LAP) by the LAP Implementation Committee.

Panel Discussion One

TEXTBOOK POLICIES: REACHING THE GOAL OF A TEXTBOOK FOR EVERY CHILD IN AFRICA

This session discussed the scarcity of learning materials in African schools and the issues it causes for the region. Albert Nsengiyumva, Executive Secretary at the Association for the Development of Education in Africa (Rwanda), said that by supporting their local publishing industry, governments can achieve better educational outcomes. It was moderated by Brian Wafawarowa, who said: “Next to a well prepared teacher, the textbook is the next best tool for teaching and learning of pupils.”



• • • Panellists of Panel Discussion 1

Moderator: Brian Wafawarowa – Director, Lefa Publishing and Research Services; Chair, IPA Inclusive Publishing and Literacy Committee (South Africa)

Panellists

- Dr Julius Jwan – CEO and Director, Kenya Institute of Curriculum Development (Kenya)
- Albert Nsengiyumva – Executive Secretary, Association for the Development of Education in Africa (Rwanda)
- Fatou Sy – Secretary General, Senegalese Publishers Association (Senegal)
- Richard Crabbe – Textbooks Consultant (Ghana)

Panel Discussion Two

COPYRIGHT PROTECTION AND THE THREAT OF PIRACY

Mr. Edward Sigei kicked off the second panel discussion highlighting the rise of piracy of digital and printed books as well as possible scalable solutions for the same. Earlier on, in his keynote address, Lawrence Njagi had estimated that African publishers are losing up to 30% of their

gross revenue to piracy “which is killing everyone in the supply chain”. Wider education about copyright was discussed with Dr Maha Bakhiet, who claimed that both government policy makers and the wider reading public needed information about copyright.

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• • • Panellists of Panel Discussion 2

Moderator: José Borghino – Secretary General, International Publishers Association (Australia)

Panellists

- Dr Maha Bakhiet – Director, Intellectual Property and Competitiveness Department, League of Arab States (Sudan)
- Dora Susan Salamba-Makwinja – Executive Director, Copyright Society of Malawi (Malawi)
- Keitseng Nkah Monyatsi – Copyright Administrator, Companies and Intellectual Property Authority, Ministry of Trade and Industry of Botswana (Botswana)
- Edward Sigei – Executive Director, Kenya Copyright Board (Kenya)

Panel Discussion Three

DEVELOPING AFRICA’S NEXT GENERATION OF PUBLISHERS, WRITERS AND ARTISTS

The African publishing industry generates approximately \$1 billion in revenue, according to estimates by the Nigerian Publishers Association (NPA), and exports \$173 million in print books, according to the UN Comtrade database. The NPA believes sales growth is around 5% per year across the continent whose population is 1.2bn. Where will the next generation of industry leaders come from?

Writer and journalist Dr Peter Kimani, author of *Dance of the Jacaranda* which was a New York Times Notable Book, asked some difficult rhetorical questions at the session: “Who is telling Africa’s story?” he wanted to know. “New York publishers? London publishers? It is very frustrating.” He observed that he received recognition overseas before African publishers became interested. Dawn Makena summed up the change in attitude that is needed: “If you want to hide money from an African, put it in a book... that is a shame and that has got to change”.

many Africans have trying to provide books for children at home. ‘Reading is an enabling skill,’ he said. ‘The economic, social and political health of a country is dependent on literacy...In politics, the illiterate are misled... Books and libraries are not a governmental luxury.’ Mr Agyare commended the First Lady and various celebrities of Ghana who have taken up ‘reading projects’ to raise their nation’s literacy level. ‘(African) citizenry are capable of existing in a knowledge economy,’ he said. A speaker on Day One of the conference had described Africa as having ‘twelve per cent of the world’s population but only contributing one per cent to the world’s knowledge economy.’

After the curtains closed on the workshop, Mr David Waweru, CEO of Word Alive publishers, described the event as a ‘significant milestone for books and reading in Africa. The Association for the Development of Education in Africa, African Union Commission, Kenyan Ministry of Education and partners USAID and Global Book Alliance made significant steps towards the ratification of the Continental Book and Reading Policy Framework.’

• Continued on page 16



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The event featured panel discussions and presentations on a number of topics with highlights in a separate report. After thrilling the delegates with some expert Swahili, Bodour Al Qasimi, vice president of the IPA, gave a thought-provoking address that tackled the misrepresentation of Africa over the years. She said Africa was “one of the most widely misunderstood regions in the world and also one of the most under-represented regions in global literature and culture”.

Al Qasimi was influential in establishing the IPA’s recent focus on Africa, which began last year with a conference in Lagos, and she has brought in numerous Emirati sponsors for the events, such as the charity Dubai Cares, which committed \$800,000 over four years to help develop African publishing. She said that more people like Ngugi wa Thiong’o and Chimamanda Ngozi Adichie were needed.

The largest constituencies at the conference came from Kenya, Nigeria, South Africa, and Ghana the traditional English-language strongholds, but there was also significant representation from Francophone Africa, including Algeria, Cameroon, and Mali.

• Continued: on next page



• • • Panellists of Panel Discussion 3

Moderator: Maimouna Jallow – Writer, Journalist, Media Trainer, and Editor at Re-Imagined Storytelling Festival (Kenya)

Panellists

- Dr Peter Kimani – Author, Journalist (Kenya)
- Thabiso Mahlape – Publisher, BlackBird Books (South Africa)
- Abdulrahman ‘Abu Amirah’ Ndegwa – Author; Founder, Hekaya Initiative (Kenya)
- Dawn Makena – CEO, Storymoja Africa (Kenya)

Panel Discussion Four

DIGITAL TRANSFORMATION AND DISRUPTION IN AFRICAN PUBLISHING

At the session on digital disruption, the Nigerian twins Chidi and Chika Nwaogu talked about their digital content distribution platform, Publisээр. It is tailored for African creatives and enables independent African writers and musicians —typically from low-income communities — to distribute, promote, protect, and monetise their creative works. It allows creatives to receive their royalties via local bank payments with no transaction fee, thus making monetisation convenient and risk-free. Dorcas Wepukhulu of the South Africa Institute for Distance Education said:

“If publishers look at tech as a tool to help people who have been excluded from reading they will see technology is a must — it is unavoidable and necessary”. She also asked if only publishers could embrace technology as a way to reach new bottom-of-the-pyramid readers.



• • • Panellists of Panel Discussion 4

Moderator: Okechukwu Ofili – Chief Executive Officer, Okadabooks.com (Nigeria)

Panellists

- Gersy Ifeanyi Ejimofu – Founder, Digitalback Books (UK)
- Harry Hare – Chairman, CIO East Africa (Kenya)
- Chidi Nwaogu – Founder, Publisear (Nigeria)
- Chika Nwaogu – Founder, Publisear (Nigeria)
- Dorcas Wepukhulu – Coordinator, African Storybook, South African Institute for Distance Education (Kenya)

Panel Discussion Five

THE GROWING THREAT OF SELF-CENSORSHIP

Moderated by Kristenn Einarsson, this was one of the most well attended sessions. Censorship isn't just a top down threat, according to Dr Tom Odhiambo: "It isn't coming from governments necessarily, it's being driven by ordinary citizens" he said, with twitter often magnifying and distorting dissent. "When we have published titles that people are uncomfortable with, students in the classroom are asking why such books are published and they talk about 'literary purity'". Gill Moodie spoke of the extraordinary lengths it went to publish its exposé of Jacob Zuma, *The President's Keeper* with codenames — it was called *The Peacock's Keeper* — shredded manuscripts and communication only via WhatsApp. Khanya Mncwabe said publishers should be pragmatic and form alliances to combat government interference; Dr Odhiambo observed: "The silence of the majority gives censorship the opportunity to win". The session ended with these poignant words from Sihem Bensedrine, president of Tunisia's Truth and Dignity Commission: "The book is the place where memory is stored, and every book censored is a memory lost".

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The presentation of certificates was a gloriously protracted affair. It reached a splendid climax when all the executives from the IPA and the heads of the Nigerian and Kenyan publishers associations reappeared from a side room dressed like Masai Mara tribesmen. Delegates were then treated to a high energy performance by the Sarakasi dance troupe who span, tumbled and somersaulted across the stage. 'Sarakasi' means 'circus' and this performance had all the thrills and energy of the big top!



• • • Panellists of Panel Discussion 4

• Continued from page 13

The ‘High-Level Regional Workshop on National Book and Reading Policies in Africa’ brought together 42 delegates from both Francophone and Anglophone African countries. We came away with a clearer understanding of the pivotal role the book publishing industry plays in a knowledge economy, the importance of government participation, and the need for comprehensive National Book and Reading Policies. A pan-African spirit flowed throughout the event. Despite the different backgrounds, languages, and ideas of the delegates, there was overwhelming support for the promotion of quality education for national development. Moving African nations a few notches higher on the world literacy index is something my new friend from ‘the other Congo’ and I can shake hands on, despite the language barrier.

Moderator: Kristenn Einarsson – Managing Director, Norwegian Publishers Association, Chair, IPA FTP Committee (Norway)

Panellists

- Sihem Bensedrine – President, Truth and Dignity Commission of Tunisia (Tunisia)
- Khanya Mncwabe – Centre Coordinator, PEN South Africa (South Africa)
- Gado Mwampembwa – Cartoonist (Tanzania)
- Dr Tom Odhiambo – Lecturer of Literature, University of Nairobi (Kenya)
- Gill Moodie – Commissioning Editor, NB Publishers (South Africa)

Panel Discussion Six

CREATING THE READERS OF THE FUTURE

The second day saw South Africa novelist Zukiswa Wanner call for more stories to be available in local languages. Ideas from the floor included a nationwide campaign for reading fiction, the use of widely-promoted suggested reading lists every year, and publishers stepping up to the plate as cultural ambassadors. Joan Mwachi-Amolo believes governments have a responsibility to create “enabling parents” and wondered whether “the curriculum is killing the reading spirit, [by] being too exam-focused. The environment is not supportive of a reading culture — it needs government action”.



Moderator: Lawrence Njagi –Chair, Kenya Publishers Association (Kenya)

Panellists

- Joan Mwachi-Amolo – Regional Director, East Africa, Worldreader (Kenya)
- Will Clurman – Co-founder and Chief Executive Officer, eKitabu (Kenya)
- John Mwazemba – General Manager, Oxford University Press East Africa (Kenya)
- Zukiswa Wanner – Journalist, Novelist (South Africa)

Panel Discussion Seven

LOST TONGUES: THE STRUGGLE TO PRESERVE INDIGENOUS AFRICAN LANGUAGES

In his keynote address on day one, Lawrence Njagi had noted that of the 6,500 languages spoken in the world, 1,500 to 2,000 have their home in Africa. “But 60% of these are slowly dying” he said. “We have a duty to document and protect them.”

Dr Anthony Kila said: “Translation is the key to finding solutions. It’s not about ‘Soyinka or Shakespeare’ but ‘Soyinka and Shakespeare’”. For Dr Kimani Njogu, the “solution would be to have an African Languages Association, meeting regularly and working to enhance each other’s work in indigenous languages”. Earlier in the seminar, Ngugiwa Thiong’o — who was listening intently during this session — had said that “Languages are like musical instruments, each of them has its unique musicality and different instruments are needed to make music. We don’t say let’s silence other instruments to privilege piano. An orchestra is made when all instruments play together”. He said that “writers in African languages are there, but publishers in African languages are lacking”. However, he suggested that change is coming.



Moderator: Wanjeri Gakuru – Managing Editor, Jalada (Kenya)

Panellists

- Petina Gappah – Author, Lawyer (Zimbabwe)
- Kiarie Kamau – Managing Director, Chief Executive Officer, East African Educational Publishers (Kenya)
- Dr Anthony Kila – Director, Centre for International Advanced and Professional Studies (Nigeria)
- Dr Kimani Njogu – Associate Professor, Kiswahili and African Languages and Director of Twaweza Communications and Africa Health and Development International (AHADI) (Kenya)
- Elinor Sisulu – Executive Director, Puku Children’s Literature Foundation (South Africa)

IPA TO ORGANISE THE 3RD AFRICAN REGIONAL CONFERENCE IN MARRAKESH, MOROCCO

Beyond Nairobi

As we wrap up two successful regional seminars in Africa, you may be wondering – what’s next? We’re happy to announce that the next IPA Africa Seminar will be

Marrakesh, Morocco December 2020

If you would like to get involved, become a sponsor, or stay up to date with this event and other upcoming seminars, contact IPA via the e-mail below: info@iparegionalseminars.com

Source: IPA

Panel Discussion Eight

DATA INNOVATION: DEVELOPING DATA AND STATISTICAL CAPABILITIES TO SUPPORT THE PUBLISHING AND CREATIVE INDUSTRIES

Moderated by Samuel Kolawole, this session looked at the importance of data as a way of giving publishers solid evidence about how different books are performing. In the west, at publishers like HarperCollins, this can mean live monitoring of ebook pricing and being reactive to fast-moving trends. Africa is making the first steps but has a way to go as yet.



Moderator: Samuel Kolawole – Chair, African Publishers Network (Nigeria)

Panellists

- Isabelle Kassi Fofana – President, Akwaba Culture Association (Ivory Coast)
- Monica Aba Brew-Hammond – Senior Lecturer, Department of Publishing Studies, Kwame Nkrumah University of Science and Technology (Ghana)
- Dr Pali Lehohla – Former Statistician General, Former Head of Statistics South Africa (South Africa)
- Benjamin Muchiri – Head of National Accounts, Transport, Tourism and ICT Division in the Macroeconomic Directorate of the Kenya National Bureau of Statistics.

Update on the Lagos Action Plan

The final afternoon saw an update on the Lagos Action Plan which was developed following the first IPA Africa seminar last year. Put together by the IPA, with the Nigerian Publishers Association and the Kenya Publishers Association, the Lagos Action Plan outlines five “transformation goals”: enhancing stakeholder collaboration and coordination; advancing innovative solution to longstanding challenges; making Africa’s copyright framework fit for the digital era; leveraging data for advocacy and digital transformation; and promoting diversity and inclusiveness in global publishing.

The all-male panel expressed their awareness at the lack of diversity in the panel and have vowed to change this moving forward.



Discussion Leader: Gbadega Adedapo – President, Nigerian Publishers Association (Nigeria)

Participation from:

- Lawrence Njagi – Chair, Kenya Publishers Association (Kenya)
- Samuel Kolawole – Chair, African Publishers Network (Nigeria)
- John O. Asein – Director General, Nigerian Copyright Commission (Nigeria)
- Ernest Oppong – Acting Executive Director, African Publishers Network (Ghana)
- Anges Félix Ndakpri – President, Ivory Coast Publishers Association (Ivory Coast)
- Brian Wafawarowa – Director, Lefa Publishing and Research Services; Chair, IPA Inclusive Publishing and Literacy Committee (South Africa)

TURKISH PRESS AND PUBLISHERS COPYRIGHT & LICENSING SOCIETY INVITES APPLICATIONS FOR THE 5TH ISTANBUL FELLOWSHIP PROGRAMME



The 5th Istanbul Fellowship Programme is scheduled to take place with 200 participants from 70 countries on March 3-5, 2020. The Istanbul Fellowship Programme, which was launched by Turkish Press and Publishers Copyright & Licensing Society (TBYM) for the first time in 2016, is one of the biggest professional programs in the world. It brought together 546 publishers from 72 countries in four years. In the Istanbul Fellowship Program, professionals from publishing industries had a chance to meet international publishers to hold a view about publishing markets and to buy and sell copyrights during the 3-days programme. The application is available until October 31, 2019 via <https://www.fellowship.istanbul/index.aspx>



NEWSLETTER

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