

AFRICAN PUBLISHING REVIEW

A Newsletter of the African Publishers Network

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The African Publishers Conference was officially opened under the patronage of the Special Guest of Honour, Hon. Françoise Remarck, Minister of Culture and Francophonie of the Republic of Côte d'Ivoire.

APNET HOLDS AFRICAN PUBLISHERS CONFERENCE IN CÔTE D'IVOIRE

– Reported by Ernest Oppong

African Publishers Network (APNET) in partnership with World Intellectual Property Organization (WIPO), Korpinnor, International Federation of Reproduction Rights Organisations (IFRRO), Quarterfold Printabilities (India) and Tandem Collective in UK organised APNET-WIPO African Publishers Conference. The Conference was hosted by Côte d'Ivoire Publishers Association (ASSEDI) from Tuesday 27th June to Wednesday 28th June, 2023 at the Seen Hotel, Abidjan Plateau, Republic of Côte d'Ivoire.

The theme for the Publishers Conference was *Reinforcing African Publishing Industry at the Forefront of African Economy*. The programme attracted about 50 participants from 16 countries and involved workshops, panel discussions and business meet-

ings to discuss publishing issues – challenges, new trends and possible solutions to some of the challenges that mitigate against the development of the publishing industry in Africa. Topics which include understanding and advancing copyright, collective management/reproduction rights, book translation and intra-African book trade were given utmost attention and the participants were highly impacted.

Capacity building is one of the pillars that initiated the establishment of APNET. APNET, since its inception in 1992, has organised many training programmes at the national, regional and African level to build the capacity of many African publishers including most of the veteran publishers.

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WHAT'S IN THE NAME 'APNET'?

WOELI DEKUTSEY
– Founding-Member of APNET



In Africa, great premium is put on names. It is believed that a name could make or unmake a man. That is why parents take great pains in giving their children names with a positive ring.

APNET is no different. Has anybody paused to wonder why the body that is the forum for African publishers was not named, for example, African Publishing Organization (APO) but African Publishers Network (APNET)?

One recalls the spirited debate in Harare, Zimbabwe (1992) that brainstormed for a suitable name for the new baby that was being conceived. The challenge was to find a name that would encapsulate the role that the pan-African publishers' body was expected to play when birthed. As captured in *The Story of APNET* (1992 p.5), the lively discussions realized that “much as training was necessary, the real problem in African publishing was communications” among fellow African publishers, involving ‘information shar-

ing.’ Therefore, there was the need to establish an umbrella body that encourages networking of national publishers Associations (NPAs) — a clearing-house where African publishers could learn best practices from each other, a synergy dynamic based on the principle that together we build.

The ultimate aim was to strengthen indigenous publishing across the continent. To achieve this objective, communications lines must go horizontal, as well as vertical. This simply means that while African publishers would be comparing notes and learning from each other (i.e. embarking on intra-African or South-South dialogue), the doors would not be closed to exploring other communication channels such as North-South relations, for let us face the truth, the impetus of birthing APNET was facilitated through the mid-wife role played by a well-meaning consortium of

donors from the North, especially the Bellagio Group, KOPINOR, CODE, UNESCO, SIDA, NORAD, DANIDA, among others.

As is the case with all infants, APNET has gone through teething problems as it was growing up. The pangs began to manifest when donor-fatigue set in, bringing pressure on APNET to wake up to its responsibilities of depending on itself and firmly standing on its feet. It was at this stage that APNET's status of being an orphan was felt most acutely. The secretariat moved from Harare to Accra, then to Abidjan, and back to Accra.

Finally realization percolated to the APNET fraternity that their survival rested on member-publisher associations dutifully paying up their annual subscriptions or dues. An army cannot march on an empty stomach, therefore an organization like APNET cannot run its programmes on empty coffers! APNET needs to live up to its responsibilities as a growing adult!

These days, things are looking up! It is the hope of all who seek the good fortunes of APNET that member-associations would live up to expectation (and pay up!), to make APNET live up to its name.

APNET-WIPO AFRICAN PUBLISHERS CONFERENCE OPENED IN A GRAND STYLE

The Publishers Conference was officially opened under the patronage of the Special Guest of Honour, Hon. Françoise Remarck, Minister of Culture and Francophonie of the Republic of Côte d'Ivoire. The ceremony was held at 2:00pm on 27th June, 2023 to meet the schedule of the Special Guest of Honour. The following dignitaries certainly made insightful speeches

Placing the Publishing Industry at the Forefront of African Economy is a Totally Legitimate Ambition

- Hon. Françoise REMARCK

(Minister of Culture & Francophonie of the Republic of Côte d'Ivoire)

The Minister of Culture and Francophonie of the Republic of Côte d'Ivoire stated that Côte d'Ivoire once again is honoured to welcome you all to this important conference that brings together more than forty Africans, English-speaking, French-speaking countries and international organizations. I am also very touched, Mr. President, that the Board of Directors of the African Publishers Network (APNET) and the Ivorian Publishers Association have made their choice on my country and on myself as a guest of honour to speak this opening speech.

Placing the publishing industry at the forefront of African economy is a totally legitimate ambition. In Côte d'Ivoire, cultural and creative industries occupy a place of choice in the first pillar of the National Development Plan for 2021-2025. By the will of the President of the Republic, His Excellency Mr. Alassane Ouattara, it is therefore a question of accelerating and transforming the economy in a structural way by industrializing and developing the different sectors that are found in this pillar number 5.



Hon. Françoise REMARCK, the Special Guest of Honour

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APNET, a pan African NGO with its Secretariat in Accra, empowers and promotes training, trade, advocacy, networking, information sharing and platform to deliberate on issues affecting publishing in Africa.

The vision of the APNET Board is to institute African Publishers Conference as an annual event in partnership with organisations to congregate African publishers (representatives of publishers' associations) to help achieve the following objectives:

- To generate action plans from the Conference for implementation to promote and improve the publishing industry in Africa. This involves building the capacity of African publishing industry and promoting copyright, reproduction rights organisations, publishing and trade in Africa.
- To empower the participating representatives or Chairpersons of National Publishers' Associations (NPAs) to lead the implementation of the knowledge acquired and to share materials and knowledge acquired with the publishers in their respective countries.
- To build the capacity of Publishers' Associations, African publishers and the publishing industry at the national level.



Mr. Charles Pemont

(President, ASSEDI, Côte d'Ivoire)

Mr. Pemont expressed his excitement to the leadership of APNET for choosing Côte d'Ivoire among many African countries to hold this African Publishers Conference. He highlighted the progressive nature of the state of book publishing in Côte d'Ivoire and underscored that for book industry of Côte d'Ivoire and Africa at large to grow, we need such impactful conferences which offer African publishers the opportunity to discuss issues and prescribe solutions for implementation. African books contain our values and culture which mutualize and share our imaginations to make us have a higher estimate than ourselves as Africans. The promotion of African books, the industry and APNET can surely advance the intra-African trade of books in Africa and beyond. The intra-African trade of books strengthens the African publishing industry which contributes to the economy of the African continent in an efficient way.



Ms. Sherine Greiss

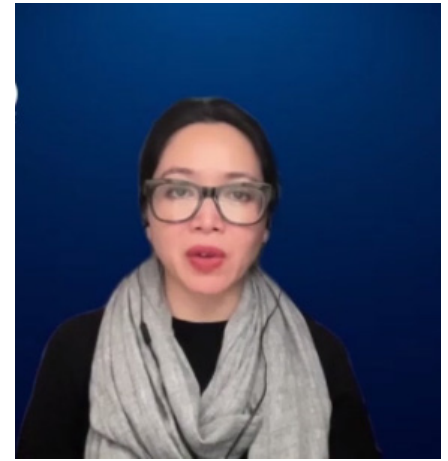
[Senior Programme Management Officer, World Intellectual Property Organization (WIPO)]

Sherine Greiss indicated that:

- Despite the economic challenges, the African publishing market is growing, supported by a growing population and an emerging middle class. Africa is a continent rich in cultural and linguistic diversity. Publishers have the opportunity to value and promote African voices, by publishing books in different languages.

Two major conditions required to create a more efficient and sustainable creative sector are:

- To ensure that creators and other rights holders are protected wherever their works are accessible and therefore exploited.
- To ensure that rightsholders have the infrastructure and tools to manage their works, nationally and internationally.
- WIPO also offers its member countries, WIPO Connect, which is an IT solution that aims to facilitate the collective management of copyright and related rights by respecting international standards and using industry identifiers. She commended the 26 African countries that have already deployed or taken steps to deploy WIPO Connect.



Ms. Sarah-Quynh Tran

(IFRRO Consultant, Belgium)

On behalf of IFRRO, Sarah extended warm greetings to the esteemed attendees, dignitaries and APNET Board. She said that she was sorry that she couldn't be at the Conference in person to meet all the participants, but she was very pleased to be able to participate in that important event remotely, and she thanked the organisers for the opportunity.

“Together with our Norwegian RRO partner (Korpinor), IFRRO is delighted to be able to sponsor this conference through the joint IFRRO-Korpinor Development Fund, which is aimed at supporting projects that make a difference on the ground for authors and publishers, and that practically and meaningfully contribute to the global advancement of collective management.”

“In preparing for the conference, I was really struck by the overarching theme of ‘Reinforcing African Publishing Industry at the Forefront of African Economy’. It is an important issue not only for African countries, but is in fact a theme being urgently explored by publishers and rightsholders

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GPA-APNET AFRICAN PUBLISHERS SYMPOSIUM

The Ghana Publishers Association in partnership with African Publishers Network (APNET) organised the African Publishers Symposium on the sidelines of the Ghana International Book Fair. The symposium held on August 11, 2023 at the Meeting Room 2 of AICC. The topic of the Symposium was ‘UNDERSTANDING PUBLISHING AGREEMENTS’ and attracted 45 participants with some African publishers and international participants. The meeting targeted Publishers, Writers/Authors, Printers and Booksellers/Distributors.

The symposium commenced with key remarks from the GIBF Chairman, President of Ghana Publishers Association (GPA) & APNET Vice Chairman – Mr. Asare Konadu Yamoah and APNET Chairman & CEO of Mountain Top Publishers, Kenya – Mr. Lawrence Njagi. Mr. Njagi who delivered his presentation via zoom apologized for his inability to participate in person and commended GPA and GIBF for putting together such a relevant event together to continue the discussion of African publishing and providing a platform for African publishers, printers, booksellers and authors to acquire new knowledge.

Speakers & Presentations

Understanding the technics of Publisher-Author Contract

– Mr. Samuel Kolawole (Lawyer, APNET Past Chairman, APNET Ex Officio member & CEO/MD of University Press Plc, Nigeria) Mr. Kolawole made a presentation on the above topic. He set out to deepen the understanding of publishers, authors and other interested book stakeholders on Publisher-Author contracts. His presentation covered the following:

- The importance of executing a contract

- Contract draw up process
- Some key terms and conditions in the publishing-author contract - Parties and their successors-in-title, Rights granted, Subsidiary rights, Royalty/Payments to the Author, Author’s warranty/indemnity, Competing editions, Revision of work/New editions, Proceeding for infringement, Termination of the contract, Arbitration/Applicable law.

Mr. Kolawole recommended that:

- No publisher should publish any work for an author without first signing a contract.
- APNET should draft a model publisher-author contract.
- APNET Secretariat should work on compiling copyright laws from the various African countries to properly understand the copyright ecosystem in Africa.

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APNET'S SOLIDARITY MESSAGE TO THE PEOPLE OF LIBYA

The Board and the entire Membership of the African Publishers Network (APNET) commiserate with the good people of Libya and specifically fellow publishers in the country on the demise of your loved ones and all those missing as a result of the catastrophic flood that hit the land on Sunday September 10, 2023.

This disastrous occurrence is completely unfortunate. We are fully with you and we pray that our gracious God will save the lives of missing people and heal them completely. May the Almighty God grant you all the fortitude to bear the loss and restore divine comfort, peace and joy.

May God protect the people of Libya and ensure that this affliction will not rise a second time. Africans are one and we stand with you.



IFRRO'S WORKSHOP: THRIVING CREATIVE ECOSYSTEMS: THE ROLE OF COLLECTIVE MANAGEMENT



Speaker: **MS. SARAH-QUYNH TRAN**
(IFRRO Consultant, Belgium)

Ms. Sarah-Quynh Tran (IFRRO Consultant, Belgium) made a presentation on **Thriving Creative Ecosystems: The Role of Collective Management**. She talked about the work of International Federation of Reproduction Rights Organisations (IFRRO), the process of collecting levies and benefits of collective licensing. Sarah gave some statistics of the collective management system using Australia as a case study.

It was suggested during the workshop that APNET should specifically identify the state of collective management or reprographic rights system in each African country for the right measures to be taken and implemented in partnership with IFRRO and WIPO.

ALGIERS INTERNATIONAL BOOK FAIR HOSTS AFRICA AS GUEST OF HONOUR

The 26th edition of the Algiers International Book Fair (SILA) commenced on the 25th October, 2023 held at the Exhibition Palace in Algiers. This unmissable cultural event would end on the 4th of November, 2023.

The opening of the Book Fair was supervised by the Algerian

Prime Minister, Mr. Ayman Ben Abdel-Rahman, accompanied by members of the Algerian government, including the Minister of Culture and Arts, Mrs. Soraya Mouloudji, as well as representatives of the diplomatic corps accredited in Algeria.

The 26th International Book Fair of Algiers (SILA) hosts Africa

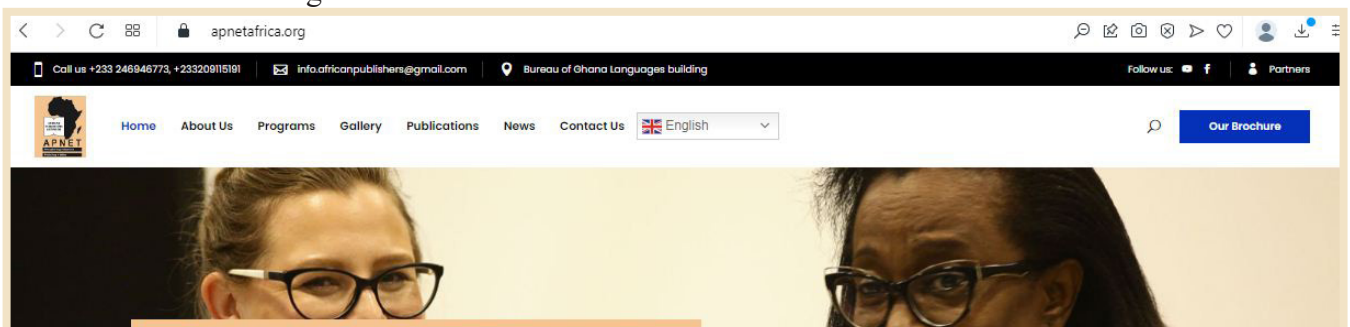
as a guest of honour and 1,283 publishing houses from 61 countries present the latest literary, scientific and other publications, as well as a diversified program, comprising, amongst others, cultural and intellectual activities.

APNET and Pan African Writers Association (PAWA) were part of the African delegation.



APNET LAUNCHES A NEW WEBSITE

Members and all stakeholders are informed that the web address of APNET's new website address is www.apnetafrica.org. The website is fully packed with information and members and all interested individuals are encouraged to visit it.



PANEL DISCUSSION – BOOK TRANSLATIONS IN AFRICA: CHALLENGES AND POSSIBLE SOLUTIONS

According to the new publishing standard (2018), Africa's book industry's worth is estimated at about \$1 billion, and the growth potential is pegged at 6%. Despite known challenges such as piracy and lack of cross border trade, the growth prospects for the African book Industry are bright. One major factor that has limited the potential of the book publishing industry in Africa has been the language challenge. Africa has four formal languages – French, English, Portuguese, and Arabic.

This panel, held on Tuesday, 27th June, 2023, discussed the role of book translation in promoting intra-African book trade, the challenges and possible solutions. .

Panelists (from left to right):

- Ms. Maureen Lynda Masamba (Malawi)
– President, Book Publishers Association of Malawi (BPAM)
- Mr. Kiarie Kamau (Kenya)
– Chairman, Kenya Publishers Association (KPA)
- Mr. Al Djahmani Mohaned (Algeria)
– President, National Organization of Book Publishers, Algeria (ONEL)
- Mr. Kaba Diakite Sansy (Guinea)
– Vice Chairman, National Publishers Association of Guinea
- **Moderator:** Mr. Asare Konadu Yamoah (APNET Vice Chairman & President, Ghana Publishers Association)

Perspectives/Role of Book Translation in Africa

According to the panelists, there is an opportunity for translated books in African languages. Translation helps in selling rights

for the books and the translated books also promote the original books. African publishers need to be organised, identify a place for selling African books and make use of the internet.

Challenges of Book Translation in Africa

Based on the panelists' presentations of the challenges of book translation, book translation challenges may be categorized into External and Internal or self-inflicted challenges.

External challenges of book translation include the complexity of the source language text, a lack of terminology in the target language and the ambiguity of the meanings of terms.

Internal or self-inflicted challenges refer to limitations of novice translators which include a limited amount of vocabulary/terminology acquired by novice translators, a lack of background knowledge, a lack of grammar knowledge, spelling mistakes, mistakes of style as well as tight deadlines.



The following challenges hampering book translations in Africa were generated:

- i. Inadequate translation experts at the national level
- ii. Lack of training for translators and translation editors
- iii. Lack of translation schools/courses for authors and editors
- iv. Inadequate expertise of publishers in translation works
- v. Limited market for translated books
- vi. High cost of book translation
- vii. Poor return on investment in translated books
- viii. Lack of translation grants in Africa
- ix. Difficulty in translating books into other African languages
 - The complexity of the language(s) involved and the difficulty in breaking down the meaning of original books into translated books.
 - Tendency to lose the original meaning of the book in the translated book

Recommended solutions to resolve book translation challenges in Africa

- i. Reinstating African Publishing Institute (API).
- ii. Organising training for translators and editors to edit translated works with the best practices.
- iii. Instituting translation schools/courses for authors and editors.
- iv. Training of book marketers to promote the sales of translated books.
- v. Advocating for government to integrate languages and translations in our educational system.
- vi. Creation of translation and innovation funds;
 - APNET can facilitate sourcing of funds to establish translation grants and innovation grants.
 - Lobbying/Advocating for government to invest and create translation grants to support authors and publishers like France, Turkey, UAE among others.
- vii. Creation of market for translated books.

- viii. Publishing of quality translated books.
- ix. Creation of synergies between publishers and translation bureaus or similar institutions in certain African countries that have them. For instance, Ghana has Ghana Bureau of Languages, a state publishing house that publishes solely in eleven Ghanaian languages. They do translations, transcriptions or works from English to Ghanaian languages and vice versa.
- x. Undertaking projects on popular translated books.
- xi. Creating a platform for African publishers to identify African books for translations.
 - Identifying and compiling the various literature prizes and translating them.
- xii. Selecting African languages by APNET to be translated and published by African publishers.
- xiii. Partnering and making Ambassadors in Africa understand that their role is to promote their culture through books.

APNET ORGANISES COLLECTIVE EXHIBITION IN FRANKFURT BOOK FAIR

APNET has resumed its collective exhibition programme in Frankfurt Book Fair (FBF). The 75th edition of the FBF was held from 18th to 22nd October, 2023 and APNET hosted 30 African publishers as exhibitors in the Network's stand.

As part of the participation, APNET celebrated Africa Day in APNET stand – Hall 4.1 C96-97. All African participants were in their African national wear and it was a moment of networking and fun. Some international participants were in attendance.





24TH NAIROBI INTERNATIONAL BOOK FAIR INTRODUCES RIGHTS TRADING

This year's Nairobi International Book Fair (NIBF) was organised by the Kenya Publishers Association in partnership with eKitabu, (the e-learning platform) and African Publishers Network (APNET) from September 27 to October 1, 2023 at the Sarit Centre in Nairobi. The 2023 NIBF was at its highest point since its inception and obviously met all features required for an international book fair – quality stands, exhibition set up, event stage, rich panel discussions, opening and closing ceremony with awards and other events especially the newly introduced Rights Café.

eKitabu, in partnership with the Kenya Publishers Association (KPA) and the African Publishers Network (APNET), for the first time converged rights professionals and editors from across the African continent and around the world to build a content market at the Nairobi International Book Fair (NIBF). **The 24th edition of Nairobi International Book Fair this year included**

a 'Rights Café' for business meetings and networking.

The Rights Café at NIBF 2023 focused on publishing, trading, and translation rights. African publishing rights professionals from Kenya, Nigeria, Rwanda, Ghana, Malawi, Tanzania, and Uganda met with each other and their counterparts from Argentina, Brazil, France, Germany, India, Italy, Netherlands, the UK, and USA.

Lawrence Njagi, now APNET Chairman and the Mountain Top Publishers managing director, says that at Nairobi International Book Fair “publishing professionals and the public coming together for intra-Africa trade, would fulfill the government of Kenya's vision for business in Africa and with Africans.”

Kiarie Kamau, who now chairs the Kenya Publishers Association and is CEO of East African Educational Publishers, stated, “African books are still not well known beyond our borders.” The Kenya Publishers Association is excited to see Nairobi International Book Fair uplifted, providing a home for engagement and opportunities for publishers to

showcase new and existing content from Africa, with the goal of building the market and moving books around the world.”

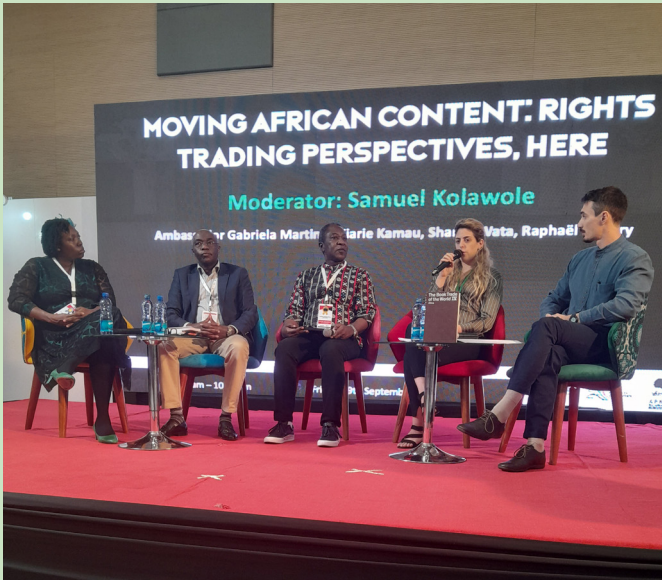
Mary Maina, chair of KPA's NIBF Committee and Managing Director of Moran (E.A.) Publishers said: “NIBF 2023 is the ideal destination for individuals seeking exclusive deals on print and digital books. NIBF offers numerous opportunities with publishers as well as authors, editors, illustrators, printers, and booksellers. Attendees can look forward to a fun-filled experience packed with learning and interaction alongside business associates and beloved local and international authors.”

Mercy Kirui, senior manager of content at the show's commercial sponsor, remarked that “The inaugural Rights Café will be a new wellspring in African publishing. “We welcome publishers and literary agents to join [with others] who are coming to build relationships and buy rights for books.”

This year's NIBF poses a challenge to the organisers to sustain and raise the bar in the next edition.



Mountain Top Publishers wins overall Best Stand in the 2023 Nairobi International Book Fair



2023 NAIROBI INT. BOOK FAIR



TANDEM COLLECTIVE TRAINS AFRICAN PUBLISHERS ON CONFIDENCE IN PUBLIC SPEAKING



Trainer: **JENNIFER RUTH AYRE**
(Tandem Collective, UK)

Jennifer Ruth Ayre, the Marketing Campaign Manager of Tandem Collective, UK made a presentation on confidence in public speaking which remains a

powerful communication tool for CEOs of publishing houses. Her presentation covered the following:

- Body Language
- Voice Essentials
- Mind Management
- Preparation and Delivery

The essence of this training, held on 27th June, 2023, at Seen Hotel in Abidjan was to empower Presidents and executives of National Publishers Association to deliver quality communication

in their advocacy at the national level and also in their businesses. Jennifer noted that no one is born a natural public speaker and that between 70-93% of communication is nonverbal. Some questions were asked by the participants and answers were provided to end the session.

APNET would extend its partnership with Tandem Collective and would also encourage members who may want such training for their publishers to engage them.

WIPO PROVIDES UPDATE ON SCCR TOPICS ON LIMITATIONS AND EXCEPTIONS RELATED TO PUBLISHING

WIPO's speaker, Ms. Michele Woods (Director, WIPO Copyright Law Division) delivered her presentation online on *Update on SCCR Topics on Limitations and Exceptions Related to Publishing*. The presentation mainly centered on limitations and exceptions which were on the Standing Committee on Copyright and Related Rights (SCCR)/43 Agenda. Another topic she highlighted is copyright in the digital environment.

The reason for having limitations and exceptions in copyright according to the speaker is the need to balance the rights of authors of creative works and the public interest, by allowing some uses of copyrighted material to be exempted from the requirement to seek authorization from the author or right-holder or to pay royalties.

This presentation was held on 28th June, 2023 as part of the African Publishers Conference.



Speaker: **MS. MICHELE WOODS**
(Director, WIPO Copyright Law Division)

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in the text and image sector in many jurisdictions all around the globe. As I noted in my presentation earlier this morning and has been highlighted in many reports, including the 2021 Report for the OECD Culture Working Group, creative sectors are a significant source of jobs and income and also generate important spillovers to the wider economy. They are a driver of innovation, a source of creative skills with strong linkages to the economy. They act as a magnet that helps drive growth in other sectors such as tourism and particularly for the text and image sector export. Beyond their economic impacts, they can also have significant social impact.”

“I look forward to the programme on how IFRRO and APNET could progress our shared goal including storytelling and enhancing understanding of policy makers to help create enabling environment to build a robust publishing value chain.”



Mr. Lawrence Njagi
(APNET Chairman, Kenya)

Mr. Njagi introduced the APNET Board Members to the Minister and the entire participants. He indicated the reason why the Board of APNET chose Côte d’Ivoire to host the African Publishers Conference. Côte d’Ivoire hosted APNET for some years before the office was relocated to Accra, Ghana. APNET Chairman said that “this” is to say thank you”. Mr. Njagi also stated that Côte d’Ivoire represents the light of Francophone publishing. APNET Chairman made the following highlights:

- Publishing is central to everything we do in life. It educates, informs, entertains and promotes our culture. One of the mandates of APNET is to promote intra-African trade of books thus promoting cultural exchange through books. One of the challenges is border issues.
- One of the things the Conference seeks to do is to break barriers among African publishers, facilitate discussions

and solutions to advance publishing in Africa and do business together. Books facilitate mental travelling to countries.

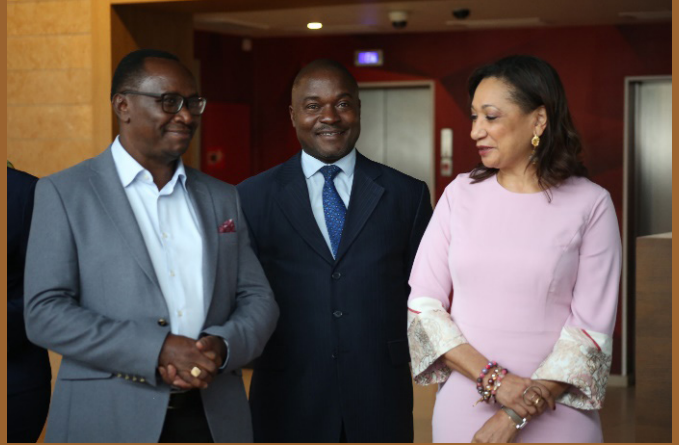
- Training is core to the mandate of APNET. There are a lot of young publishing houses in Africa. We had a regional training in Tanzania and the second batch in Guinea.
- We have seen certain countries where government has come in to positively change how books are treated in that country. One good example is Kenya – every year government procures and supplies 1.2 million books to students. Kenya has achieved 1:1 book sharing ratio. This is just a simple policy from the Ministry of Education.
- Textbook publishing occupies 95% in Africa and a lot of African countries are facing challenges where government is taking over the textbook publishing business.

APNET Chairman concluded on what APNET does – Promoting trade, training, advocacy, networking and information sharing. He noted that we could not bring all the member-countries because of budgetary constraints. He specially thanked WIPO, Korpınor, IFRRO, Tandem Collective and Quarterfold Printabilities for their generous support.

GHANA PUBLISHERS ASSOCIATION-APNET AFRICAN PUBLISHERS SYMPOSIUM AT THE 20TH GHANA INTERNATIONAL BOOK FAIR



APNET-WIPO AFRICAN PUBLISHERS CONFERENCE





APNET GENERAL ASSEMBLY CONFIRMS MOZAMBIKAN ASSOCIATION OF PUBLISHERS AND BOOKSELLERS (AMEL) AS A MEMBER

APNET General Assembly was held on 28th June, 2023 at the Seen Hotel, Cote d'Ivoire. The meeting was chaired by APNET Chairman, Mr. Lawrence Njagi. He introduced the Board Members present and presented APNET's Activities for the Past One Year (2022/2023).

- The application of Mozambican Association of Publishers and Booksellers (AMEL) as a Full Member of APNET was confirmed by the General Assembly.
- Members were notified of a new Associate Member approved by the Board in accordance with the APNET Constitution – Willows House for Printing and Publishing, based in South Sudan.
- The Assembly approved the Creation of African Educational Publishers Forum where issues relating to educational book publishing would be discussed.
- Ghana Publishers Association and their stakeholder organisations were congratulated for winning the 2023 title of the Accra World Book Capital (April 2023 to April 2024).

PUBLISHER-PRINTER CONTRACT



– **MR. KINGSLEY MATE-KOLE**
(Ag. General Manager, G-PAK)

Mr. Mate-Kole also dealt with the contract relationship between a publisher and a printer. After giving a background to what a contract is. He listed the following key issues to be included in the Publisher-Printer Contract:

- Duration of contract
- Payment terms
- Copyright issues
- Penalties for non-performance

He recommended that:

- Publishers should not give anything to a printer without a contract.
- Publishers should propose contract to printers.
- The principal officers in the organisation should sign the contracts.

MANAGEMENT & CONSIDERATIONS FOR UNDERSTANDING BOOKSELLING PERSPECTIVES IN GHANA AND MANAGEMENT OF AGREEMENT BETWEEN PUBLISHER AND BOOKSELLER/DISTRIBUTOR

Mr. Brobby provided a detailed explanation on the state of bookselling and distribution in Ghana. His presentation covered the following areas:

- The state of Book Marketing in Ghana
- Bookselling Channels
- Organizations and Individuals used by Publishers
- What's Distribution Agreement
- Essential Elements of Distribution Agreement
- Challenges and Solutions

He recommended the following:

- Publishers and Booksellers should have a common book distribution and selling policy to regulate bookselling and distribution in schools.
- There should be a standardised discount by APNET.

The Q and A session was extended due to the interesting nature of the topics and the discussions. The symposium came to an end with a buffet refreshment.



– **MR. STEPHEN BROBBY**
(CEO, Stevebrob Publishing Services & Bookseller/Distributor)

WORKSHOP: THE REMUNERATION FOR REPROGRAPHIC REPRODUCTION: WHAT IS THE INTEREST FOR AFRICAN PUBLISHERS?



The speaker, Serges Akpatou, Deputy Director General, Copyright Office in Côte d'Ivoire presented the Reproduction Rights Organisation (RRO) using the RRO in Côte d'Ivoire (BURIDA) as the case study. He ex-

plained the history of BURIDA, current context, its operational laws and the applicable rates of levies charged at the port as well as rates given to authors and publishers. Serges also highlighted the administrative structure of BURIDA and the process of collecting reprographic levies for authors and publishers of literary works.

Other highlights of his presentation include:

- After deduction of 25% for BURIDA management costs and for funding cultural support funds, the remaining 75% is distributed to authors and publishers in equal shares (50/50).

- No universal rules for RRR allocation. BURIDA will have to build its own distribution system taking into account the specific realities of Côte d'Ivoire.
- Adopt a regulation for the distribution of the RRO.
- Acquire RRR management tools.

The operation of BURIDA is one of the best practices to be emulated by other African countries that are setting up RRO or intend to collect reprographic levies for distribution to authors and publishers of literary works. APNET will intensively partner IFRRO to change the narratives of African countries without active Reproduction Rights Organisations/ Collective Management Organisations.

UPDATE ON WIPO PUBLISHERS' CIRCLE INITIATIVE: WHERE WE ARE AND WHAT COMES NEXT?

Following the signing of the Publishers Circle Charter in 2018 and the MoU in 2020 by APNET and WIPO, lots of training has been jointly organised. One of these training sessions include Publishers Circle (Mentorship Training Programme). Sherine Greiss has been a pillar in the sustainability of this project supported by Emma House, WIPO Consultant who has been instrumental in the coordination of the Mentorship Training with the APNET Secretariat.

Emma House highlighted brief statistics and relevance of the creative industries in the African continent:

- Sector which is booming – in 2018 was estimated to be worth \$58 billion.

- Employment opportunities, promote cultural exchange, and drive economic diversification as well as contributing to the education of the nation.
- Preservation, identity, and social impact.
- Important for its contribution but also for people to be able to make a living from their talent and skills.
- Publishing Ecosystem plays a huge role in this important sector.

She gave a background to the WIPO Publishers Circle which was launched in 2018. Topics Emma House presented on include the following:

- Key objectives and mission of the Circle.
- Membership and Participants of the Publishers Circle.
- Benefits of joining the WIPO Publishers Circle.
- Charter commitments to international stakeholders, local stakeholders (Public and

- Private).
- Success stories and future roadmap.

The future roadmap of the Publishers Circle:

- Upcoming plans and goals of the WIPO Publishers Circle
- Expansion of the network and membership.
- Focus areas for research and advocacy.
- Anticipated impact on the publishing industry.



Speaker: **EMMA HOUSE**, WIPO Consultant

STRIKING THE BALANCE BETWEEN PUBLIC PUBLISHERS AND PRIVATE PUBLISHERS



Speaker: **MR. VICTOR LOMARIA**,
Managing Director, Kenya Literature Bureau

Mr. Lomaria made a comprehensive presentation on the state of educational publishing in Kenya which include Kenya's school enrollment, proposed education reforms and features and benefits of public and private publishing.

He also pointed out the following challenges confronting publishers across the board:

- Over reliance on government capitation leads to literary areas being ignored or given less attention.
- Costly production overheads
- Capital intensive to set up printing presses leads to publishers opting to print their books elsewhere.
- Costs of digitization still reign high while uptake remains low.
- Low uptake on non-textbook reading materials.

- Value added tax levied on books (in Kenya and other African countries) making them costly.
- Piracy- especially with advent of social media.

One of the areas that came up relative to the sustainability of the private publishing houses is lack of good succession plan. This is an area APNET should get involved to educate and help the individual publishers. After the presentation, the participants had deep discussions on the issues of government book procurement and how the private publishing sector could establish good working relationship with the government. This is an area APNET should focus on to help NPAs by sharing best practices from African countries with workable business relationship.

ADVANCING INTRA-AFRICAN TRADE OF BOOKS IN AFRICA & BEYOND

Before the panel discussion, Mr. Kolawole made a lead presentation to open up the discussion on *Advancing Intra-African Trade of Books in Africa and Beyond*. He defined Intra-African trade in books as trade in books amongst book publishers and distributors from different countries within the African continent. The speaker structured his presentation on three key questions and explained in clear practitioners' perspectives.

- Where? – We ask ourselves where are we now in terms of intra-African trade in books in Africa.
- Why? – This question enables us to understand the reasons why we are in the current situation that we are

- in.
- What? – This question leads us to what we need to do to achieve advancement of the trade.

After painting a clear picture on the current situation of Intra-African Trade of Books in Africa, Mr. Kolawole outlined and explained reasons that have accounted for why Africa was in this present situation. They are:

- Historical colonial orientations.
- Unhealthy rivalry and distrust.
- Sharp practices by some African publishers.
- Too many physical barriers.
- Political and other invisible barriers.

The speaker prescribed the following solutions on what can be done to change the traditional narrative of Intra-African Trade

of Books in Africa:

- Improved interactions within the African book industry.
- Promoting Trust and healthy rivalry.
- Promoting knowledge of rights negotiation and book deal making.
- Creating avenues for mediation in case of disagreements.
- Advocacy for better regional and continental integration.



Speaker: **MR. SAMUEL KOLAWOLE**
[APNET Past Chairman & Ex Officio Member]

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG



100
1922
2022

SKILLS, EDUCATION, AND TRANSFORMATION IN THE SOUTH AFRICAN PUBLISHING INDUSTRY: PRIORITIES FOR WITS PUBLISHING

South Africa has a legacy of colonialism, resulting in a publishing industry heavily biased towards English and Afrikaans, representative of historical hierarchies of marginalization and oppression. The continuation of these conditions in the current industry is symptomatic of coloniality – the long-term effects of colonial occupation which prioritized the economic and cultural significance of Euro-North American knowledge and ideology. The Wits publishing department is honoured to have been a part of the ongoing process of decolonising the South African publishing industry for the past 30 years and continue to drive change through research and skills development. When interrogating the current conditions in the book market further, especially considering recent data on the reader in South Africa, we can more fully explore the effects of historical conditions on current market practice – which we believe better prepares future publishers in South Africa to meet reader needs.

Historically significant considerations in the publishing industry in South Africa include that under the Nationalist Apartheid

government, in power until 1994, religious education was one of the few areas of education promoted in indigenous languages (according to the 1974 Afrikaans Medium Decree). This Act and the education system it informed through Bantu education would be a point of significant protest in South Africa before democracy was achieved. Arguments in favour of mother-tongue education in current South Africa still consider the issue of re-introducing indigenous languages to the educational system critical to achieving equal education, especially considering the most recent PIRLS survey, also released this year. Because of the focus on developing indigenous languages in the educational system, there has been little development of adult reading culture outside of education – especially in indigenous languages and promoting reading for leisure.

The South African book industry described in the annual Book Industry Survey, commissioned by the Publishers' Association of South Africa (PASA) indicates that content is still primarily published in English and Afrikaans in all sectors. Although the content produced in the oth-

er 8 written official languages in South Africa has increased in representation to 9% of the book market, most of that growth can be attributed to the educational market (Le Roux, Tshuma and Harvett, 2023). While educational sector developments are reliant on governmental agencies and policy directives, there has been recent growth in independent educational institutions who could contribute to the sustainability of this sector. What is most significant to consider in contrast to these publisher reports is the 76% of adult African language speakers who indicate that they would prefer to read for enjoyment in their own language, as reported in the National Reading Survey report (Polzer-Ngwato, T., Shilakoe, L., Morse, K., Huston, K. *National Reading Survey 2023 Findings Report* published by the Nal'ibali Trust). These readers are seeming not accessible to the Trade industry, however – where Nielsen's Bookscan reports from major print book retailers show a consistent 1% of sales of African language content through traditional retail channels, over the past 5 years.

One aspect of this issue that is often not considered is the re-

restrictions on physical access for books in the Trade sector. Broadly, South Africans have not yet fully embraced digital reading, while the traditional distribution of bookstores still favours the previous primary book buyer – white, older, affluent women most likely to be found in suburbs (as described in the previous, 2016 SABDC reading survey). Without frequent and reliable access to books in indigenous languages it is difficult to build and sustain a thriving publishing industry, based on a clear and accessible reading community. As further illustration of this, when describing the reader in South Africa, religious books and pamphlets are found in 58% of homes, according to the National Reading Survey. Recognition of this type of reading is recommended in the report to promote reading culture, help people recognize themselves as readers, and reach reluctant readers through their community leaders. The identification of these communities is critical in recognizing indigenous knowledge and preserving culturally significant works in print for future generations to appreciate. While it is heartening to see the extent of indigenous religious reading reported, recognizing the significance and contributions of communities to informal book distribution channels is of critical importance for publishers to engage with the modern reader more meaningfully.

In research interrogating the current industry conditions the issue of gatekeeping has become synonymous with upholding unequal hierarchies of access. The PASA 2022 Industry Transformation survey identified a lack of train-

ing and development funding and a lack of training opportunities as the two primary barriers to transformation in the industry – the development of a more representative workforce would translate to increasing diversity in all aspects of the book industry. The Publishing department in the Wits School of Literature, Language and Media is proud to celebrate their 30th anniversary in 2023, being established a mere year before democracy in South Africa – 1993. In continuing the support and development of future industry interests, we focus our postgraduate programs on preparing students to meet future issues with innovative solutions. At all levels of study, we encourage students to draw from their own extensive knowledge in analysis and apply critical enquiry to solving key issues identified in these recent reports. Our students are currently examining the role of African Independent Churches and religious communities in publishing and access, the use of informal distribution networks in Johannesburg to support reading culture and book communities in indigenous languages, the policies of change required to diversify the book market and transform economic ownership, and many other research projects studying the book industry as it is and could be in South Africa – not as it is theoretically represented.

We recognize the need to expand training and learning opportunities in South Africa outside of the academic institution, while integrating insights from industry, including Nielsen Bookscan sales data, into teaching on our programs. PASA has, with the

support of local skills and training agencies, taken a significant step towards standardising skills and ensuring access to education by establishing two new publishing qualifications in recent years. In acknowledgement of the significant support we have received from the publishing industry over the past 30 years we are honoured by the opportunity to contribute to these training initiatives in developing content for the Text Editor qualification, on offer from 2025. The development of this qualification will assist not only in standardizing access to skills, but also contribute to the professionalization of the language and editing industries, as recommended by legislative developments relating to certification of language practitioners.

The Publishing department at the Wits SLLM offers postgraduate programs in BA Honours, MA Coursework, MA by dissertation and PhD – as well as joint programs with the African Literature, Translation and Creative Writing departments. Further information is available on our web page: <https://www.wits.ac.za/sllm/>

APNET PRESENTS CONFERENCE CERTIFICATES TO PARTICIPANTS, SPEAKERS AND SPONSORS

Certificates of Appreciation and Participation were given to both sponsors and participants of the African Publishers Conference.



PANEL DISCUSSION: ADVANCING INTRA-AFRICAN TRADE OF BOOKS IN AFRICA AND BEYOND

The moderator opened the discussion with an adage that “The biggest room is room for improvement”. Having given some perspectives to the intra-African trade of books, he asked the panelists to also present current distribution of book across borders.



Panelists (from left to right):

- *Mr. Masimba Tinashe Madondo (Zimbabwe) – President, Zimbabwe Book Publishers Association (ZBPA) & General Manager at Consultus Publishing Services.*
- *Mr. Hermes Damian Salla (Tanzania) – President, Publishers Association of Tanzania (PATA) & Founding Director of the Africa Proper Education Network.*
- *Ms Driss (Tunisia) – Founder and General Manager, De Celi Editions Representative, Tunisian Publishers Association*
- *Mrs. Tchotcho Christiane Ekue (Togo) – Founding Director, Graines de Pensées/Togo Representative.*
- *Moderator (in red cap): Chief Cyril Uchenna Anioko (President, Nigerian Publishers Association).*

Current Practices of Cross-Border Distribution of Books

- Afrilivre has created a platform for books to be sold in all Afrilivre member-countries.
 - In Togo, Graines de Pensées sell books to Senegal, Côte d’Ivoire, etc.
 - In Tunisia, De Celi Editions works with and sell their books in Algeria, Egypt, Morocco and in Francophone, they sell in Senegal.
 - Booksellers network is limited in Tunisia and some other African countries.
 - The state of cross-border distribution of books is also being practiced in Tanzania and Zimbabwe.
- we are now to the next level:
- Promoting exchange of culture through translation of books.
 - Promoting the participation of African publishers in African book fairs – to trade in rights, expand in book distribution and network with other African publishers.
 - Publishing of African and World International Book Fair calendar with APNET Members for proper planning and participation in these book fairs.
 - NPAs should send information of their book fairs to APNET Secretariat to circulate with APNET Members and to promote on APNET platforms.
 - Providing training to publishers on the benefits of book fairs or making the
- most from participating in book fairs.
- Investing in intra-African Trade of books.
 - Researching on trade promotion would build understanding on the clear direction and action to take in advancing the Intra-African Trade of Books in Africa and Beyond.
 - APNET should explore how African publishers can take advantage of the African Continental Free Trade Agreement (AfCFTA).
- The moderator concluded that ‘one hand cannot clap. It is only when you have two hands that you can clap.’ In order to promote intra-African trade in books, publishers must unite and enhance participation in programmes within Africa.

How to advance Intra-African Trade of Books in Africa and Beyond

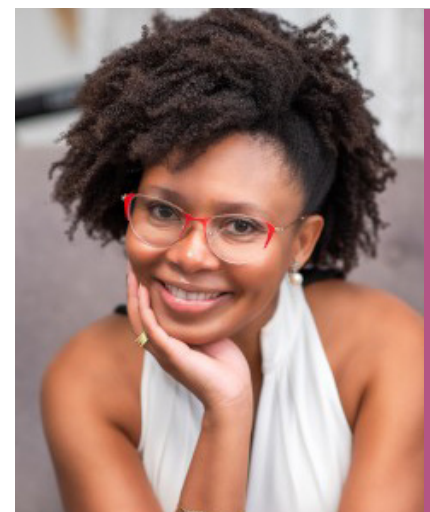
The panel discussion focused on how publishers move from where

SHARJAH INTERNATIONAL BOOK FAIR 2023: AFRICAN PUBLISHERS CONNECT WITH THE WORLD THROUGH SHARJAH – Emma House

A key objective and strength of the Sharjah Publishers Conference has been to connect publishers from the global publishing community with the African publishing world. This year's African presence has increased again, with participants from 18 African countries (excluding North Africa/Arab countries), many of them Francophone, including Benin, Burkino Faso, Cote d'Ivoire, Mauritius and Zaire for the first time, along with many returning participants.



Lola Shoneyin, Ouida Books, Nigeria



Sandra Tamale, Editora Trinta Zero Nove, Mozambique



Ernest Oppong, Executive Director of the African Publishers Network (APNET)

Ernest Oppong, Executive Director of the African Publishers Network (APNET), based in Accra, Ghana, has been representing African publishers at the Publishers Conference since 2018. Over this period, he has acquired new knowledge on current trends in book publishing and translation which he can then disseminate through the APNET newsletter, creating awareness of African publishers in the international publishing communities and providing networking opportunities which will expand rights trading.

Lola Shoneyin, publisher at Ouida Books in Nigeria, is attending for the first time, and notes that her key objective for this year's fair is knowledge sharing. She comments: "Being in Sharjah itself is so important. I have been to book fairs where the African presence comprised a publisher or two from Egypt. I don't blame the book fairs themselves – finding publishers in Africa who can meaningfully contribute to and benefit from exposure to the global marketplace takes extensive investigation. But there are many of us publishers who can and will benefit. We are looking for new ways to trade with neighbouring regions and continents, as well as trading amongst ourselves. There is always something to learn at Sharjah."

Sandra Tamale, founder editor of Editora Trinta Zero Nove in Mozambique, first attended in 2019, shortly after launching her publishing house which focuses on publishing books in translation from around the world into Portuguese. She describes her first Sharjah Publishers Conference as "mindblowing", and quickly developed a global network of publishing colleagues and friends who had been in the industry for many years who were generous enough to share their wisdom. The conference was the starting point of her international publishing journey which led to winning a London Book Fair Excellence Award in 2021. Tamale congratulates the Sharjah Publishers Conference for "its focus on the global South, and in particular on smaller publishers who don't have the resources to attend international book fairs."



Sulaiman Adebawale, Founder and Director of Amalion, Dakar

As well as 40 publishers from Africa attending this year's conference, there will be a round table focused on African publishing markets hosted by Senegalese publisher Sulaiman Adebawale, founder and director of Amalion, a Dakar-based multilingual publishing initiative. Through

his round table, Sulaiman hopes to present the rich array of content that is produced by African publishers that has a place in the global publishing scene, as well as provide practical advice to publishers looking to sell translation rights into African languages.

The Francophone African presence this year will comprise 18 publishers from 11 countries who were selected for the quality of their catalogue, their dynamism and their interest in foreign rights. Agnes Debiage of ADCF Consulting in Paris, and a key driver of the French-speaking African presence, notes that their motivations for attending are to expand their international network, draw on inspiring initiatives from else-

where, discover a range of titles which could be integrated into their catalogue, establish face-to-face relationships, and start real relationships with other publishers around the world.

Sharjah will play an essential role over time to enable collaborations between the linguistic areas of this great continent. Also representing African authors at the fair are literary agents Bieke van Aggelen of the Netherlands based African Literary Agency and Raphaël Thierry, of France based Ægitna Literary Agency.

Present this story as it has been published in the link below. Provide 4 pictures of the speakers with their names and designation.

STATEMENT OF SOLIDARITY WITH THE MOROCCAN PEOPLE

The Board of the African Publishers Network and the entire Membership stand in full solidarity with the brotherly people of the Kingdom of Morocco in general and especially fellow publishers in the Kingdom of Morocco in their painful loss as a result of the earthquake that struck some regions of the Kingdom of Morocco on 8th September, 2023.

We offer our full support during these difficult times and commit our colleagues and the entire Kingdom of Morocco into our prayers. May the Almighty God grant the people of Morocco peace of mind as they go through this trying period. We continue to pray for all those injured and wish them quick recovery.

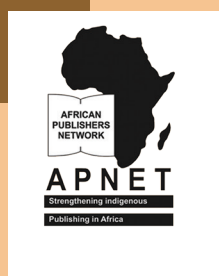
May the Almighty God protect the Kingdom of Morocco.





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NEWSLETTER

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