



APNET  
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**CONTENTS**

|  |    |
|--|----|
| NEPAD AND AFRICAN PUBLISHING   | 2  |
| HISTORY AND CULTURES IN AFRICA : THE MOVEMENT OF BOOKS                     | 4  |
| CURRENT OPPORTUNITIES AND CHALLENGES FACING AFRICAN PUBLISHERS             | 8  |
| SAFEGUARDS AUTHORS' WORKS  | 10 |
| THE INTERNATIONAL CONFERENCE ON PUBLISHING IN THE CARIBBEAN                | 11 |
| 2002 NOMA AWARD WINNER   | 14 |
| A REPORT OF THE ZIMBABWE INTERNATIONAL BOOK FAIR (ZIBF)                    | 16 |
| THE UNIVERSITY TRAINING COURSE   | 18 |
| APNET AT THE 2003 NAIROBI INTERNATIONAL BOOK FAIR                          | 21 |
| THE JOMO KENYATTA PRIZE  | 24 |
| BUISINESS OPPORTUNUITIES   | 25 |
| REPORT OF THE 4 <sup>TH</sup> FOIRE INTERNATIONALE DU LIVRE DE OUAGADOUGOU | 30 |
| APNET'S SECOND STRATEGIC PLAN  | 32 |
| FIFTH PAN AFRICAN BOOKSELLERS ASSOCIATION CONVENTION                       | 35 |
| NOTICES  | 37 |
| CHALLENGES AND OPPORTUNITIES OF INTRA-AFRICAN TRADE IN EAST AFRICA         | 38 |
| PROMOTIONS   | 42 |

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## NEPAD AND AFRICAN PUBLISHING

*A call for a symbiotic relationship*  
By Brian Wafawarowa

The conquest of Africa and the subsequent process of colonialism left the continent impoverished and its people divided along colonial boundaries. The colonial process also deliberately created a negative perception of the continent to the rest of the world and among its inhabitants as a pre-requisite for conquest. The neo-colonial order has created an inequitable relationship between the continent and the West, which has perpetuated economic underdevelopment and cultural subjugation. The challenge of the new millennium for the continent is both an economic and a cultural revolution that needs to instil confidence among African people as shapers of their own destiny and people who can forge more equitable relationships with the rest of the world.

African leaders have demonstrated an awareness of this challenge through the NEPAD initiative, *a pledge by African leaders based on a common vision*. The NEPAD strategic framework was officially adopted at the 37<sup>th</sup> summit of the OAU in July 2001. The need for NEPAD is identified as follows:

*...to address the challenges facing the African continent. Issues such as the escalating poverty levels, underdevelopment and the continued marginalisation of Africa needed a new radical intervention, spearheaded by African leaders, to develop a new vision that would guarantee Africa's renewal.*  
(NEPAD Website: [www.touchtech.biz/nepad](http://www.touchtech.biz/nepad), 2003)

The primary objectives of NEPAD are identified as follows:

- To eradicate poverty
- To place African countries both individually and collectively, on a path of sustainable development;
- To halt the marginalisation of Africa in the global process and enhance its full and beneficial integration into the global economy and
- To accelerate the empowerment of women (NEPAD Website: [www.touchtech.biz/nepad](http://www.touchtech.biz/nepad), 2003)

For the economic and cultural change or revolution to occur, the leadership of the continent and the secretariat of NEPAD need to communicate its vision and objectives to the grassroots. The problem today is that the common person on the street has no inkling what NEPAD is about. NEPAD also needs to communicate itself to the outside world in order to make sure that the world and the targeted partners have a balanced perception of the continent, a perception that is informed by the real situation on the ground and the aspirations of its people rather than the perception that is projected from outside for the neo-colonial and imperial agenda. To this end, the publishing industry on the continent is a very strategic industry. Print, which is the dominant medium for the industry at the moment is an appropriate communication tool and is only second to radio as the most accessible medium. For years African publishers have struggled to present a new perspective of the continent through their publications in an environment that has been dominated by Western literature and perspectives, which have been until recently very pejorative and in most cases irrelevant to the needs of African education and cultural development. The dual role of African publishing as a cultural as well as an economic sector makes it an important point for strategic intervention for NEPAD. NEPAD can use the African publishing industry as a tool in critical areas, including education; HIV/AIDS; cultural development; democracy, peace and governance; education; empowerment of women; challenging the negative perceptions of the continent and breaking the barriers to a more unified continent. When UNESCO undertook a similar task early in the 1970's they realised the critical role that publishing could play.

For African publishing to play this important role in the NEPAD initiative it needs to be empowered through appropriate policies, funding; other resources and specific publishing programmes.

The following areas of co-operation between the publishing industry and NEPAD could easily create mutual benefits and fast track the achievement of NEPAD's objectives.

### 1. COMMUNICATING NEPAD

NEPAD needs to be communicated more widely to the African population and to the outside world. As a long-term project it needs to concentrate on future generations to instil the principles of NEPAD and encourage future generations to take on this role. It also needs to communicate with the outside world, including private citizens and policy makers as partners to the NEPAD initiative. The publishing industry, through education publishing



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and general publishing can provide a critical and healthy platform on which the people of the continent and outsiders can engage NEPAD and make it work. African publishers need to embrace the NEPAD initiative and provide accessible publications on the initiative for the local population. Publications do not need to be specifically on the topic of NEPAD but can certainly grapple with some of the issues that are of concern to NEPAD in a less direct manner, for example on halting the marginalisation of the continent through the globalisation process or on democracy, governance and peace. For this to work, the leadership of the continent through individual countries and collectively, need to recognise the strategic importance of the industry and come up with enabling policies and support mechanisms.

## 2. AFRICAN UNITY

One hindrance to the objectives of NEPAD will be how little African people know about each other and the negative perceptions that have been emphasised at the expense of African civilisation, its contribution to the world and the interconnectedness of African people and their common destiny. The images that come to mind when relating to the rest of the continent among many ordinary Africans today include war, famine and disease, witchcraft, genital mutilation and other ills. One practical legacy of colonialism was the common colonial languages that allow African people to communicate across regions in French, English and Portuguese for example. Other common languages like Arabic, Swahili and a few others allow cross-cultural exchanges between African people. In this regard African publishing provides an ideal platform for this type of cultural exchange, African unity and an opportunity to explore the common interests that make up the NEPAD initiative. Again, governments, regional bodies like ECOWAS, SADC, COMESA and the African Union need to identify this need and make sure that trade and cultural policies allow this type of vital exchange to take place and that the publishing industry is enabled to play its vital role. This could fulfil some key objectives like broadening and deepening participation by all sectors of society and acceleration of regional and continental integration.

## 3. ECONOMIC DEVELOPMENT

In the end the success of NEPAD will depend on the economic leverages that are created by the initiative and the improvement of the economic status of African people. While the publishing industry can play the cultural and information roles identified earlier, it also is an important economic sector. The two roles can be executed together with greater efficiency. The direct economic benefits that will derive from a more informed, reading and literate population will be immense and is a critical cornerstone of the NEPAD initiative. Specific publications on the critical areas like NEPAD itself; HIV/AIDS; democracy, governance and peace; and empowerment of women will have direct and immediate impact on some of the objectives of NEPAD and advance fundamental principles like good governance as a basic requirement for peace, security and sustainable political and economic development and partnerships between and amongst African peoples.

African publishers have organised themselves very successfully, extensively and efficiently through the African Publishers' Network (APNET), which represents more than 46 African countries with the aim of transforming African people through books, a mission that is very closely aligned with the NEPAD mission. APNET has, mainly through its programmes and its broad representation of the continent, become a body that many international bodies like UNESCO recognise as a strategic partner in matters relating to books and publishing on the continent. APNET offers an ideal platform to partner NEPAD and regional bodies in the co-ordination of some of the activities that will fulfil the common objectives and advance the vision and mission of NEPAD.

*Article prepared by Mr. Brian Wafawarowa – Board Member & Chairperson of African Publishing Institute (API) Committee*



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## HISTORY AND CULTURES IN AFRICA: THE MOVEMENT OF BOOKS

*“Culture is partly human, partly spiritual and partly materialistic. In its humanistic aspect, culture consists of ideas, values, knowledge, philosophy, laws, morals and so on. In its spiritual aspect, it consists of a system of beliefs and religious doctrines. In its materialistic aspect, it consists of artefact and consumer goods made by man as opposed to things found in nature. Culture is the distinguishing factor between man and man.” - Malinowski.*

Today, the movement of books in Africa is becoming more and more urgent than it has been hitherto, because of the demand for education and literacy on the whole continent; yet there are still severe limiting factors that are hampering the realisation of the objective of mass literacy and education for all. These limiting factors range from publishing, marketing, distribution due to poor infrastructure, obstructive government policies and intra-African trade, which is still practically non-existent. We can now look at these factors one by one, see how they affect the movement of books, what efforts are being made to solve the problems and then proffer solutions where possible.

### PUBLISHING

The historical development of publishing in most parts of Africa followed a set pattern. A publishing company in the home of colonial government set up a book selling post in a host country to sell educational books by importing all the book needs of the country, including literature books which bore no reference to the culture of the host country.

The encouragement and publication of indigenous authors just before independence (circa 1960) was of books that dwell mostly on the conflict between colonial culture and African culture.

The encouragement and publication of indigenous authors just before independence (circa 1960) was of books that dwell mostly on the conflict between colonial culture and African culture. Apart from the fact that those books were promoted heavily as literature books in Africa, and used mainly as educational books set for literature examinations, they were promoted around the world as literature coming from Africa. Some of the most popular books were translated into several languages, earning both the publishers and the authors a fortune in foreign exchange. Chinua Achebe's *Things Fall Apart* is a good example.

When after independence, the rationale for relevant books for both educational and culturally correct books became imperative, the foreign publishers tried to adapt until most African countries began to have economic difficulties. The foreign publishers simply fled, selling their holdings to indigenes. This is what happened in West Africa and Kenya as far as I know. The francophone countries are so lucky. 95% of the book needs of those countries are still being produced in France.

The effect this has on the development of the book industry in Africa is that most of the indigenous publishers trying to fill the gap of the enormous book needs in Africa lack the expertise and the finance to make a significant difference thus far.

### BOOK MOVEMENT

Effective communication between the author and the reader is what publishing and movement of books is all about. However, the distribution of books in most African countries is hampered by lack of infrastructure. Lawal-Solarin (1998) posits that most developing countries have very poor systems of distribution due to poor infrastructure. Using Nigeria as an example, he wrote:

‘ The cost of distribution in Nigeria for instance is enormous. Even when most large and medium-size publishers have depots or branch offices in various parts of the country-north, south, west and east-the cost of moving goods is prohibitive. Publishers have to invest in costly vehicles for movement of goods on sometimes very bad roads with occasional losses through accidents.’



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Law Okonkwo (in NPA's *ThePublisher*) confirms that social infrastructures such as road network, electricity supply, communications are poor and unreliable in Nigeria. He added that publishers organise their schedules within these limitations to achieve their targets.

The inefficient distribution system in most African countries is compounded by the lack of adequate finance to organise wholesale of books. Furthermore, bookshops that are set up in urban areas are often small and poorly financed because of the difficulty in obtaining credit from banks. Some of these bookshops depend on importation of remainder books from Europe and America to augment their earnings because of the seasonal nature of the book trade, which is skewed in favour of educational books in September, at the beginning of each educational year.

The inefficient distribution system in most African countries is compounded by the lack of adequate finance to organise wholesale of books. Furthermore, bookshops that are set up in urban areas are often small and poorly financed because of the difficulty in obtaining credit from banks.

The price sensitive nature of the book trade also means that a lot of publishers cannot charge an economic price for their books, considering especially, the long gestation period between conceptualisation of a book project and adequate returns. Also literally financing everybody in the book chain, the publisher often finds it difficult to invest in culturally relevant books, the sale of which he cannot predict. All these problems mean that the mass production of books, and mass distribution of such books, will have to be tackled imaginatively by all stakeholders in the book industry especially when there is a crying need for all types of culturally relevant books.

## BOOK MOVEMENT WITHIN AFRICA

It is obvious that because of cultural affinity between African countries, and perhaps with subtle differences, cross-cultural fertilisation will aid development faster in all areas of book development and movement. Although publishers are not entirely oblivious of the latent business potentials in inter-country movement of books, there are limiting factors, which are still hampering inter-African trade. According to the preliminary finding of the pilot study on **African Trade in Books**, presented at the 1998 Zimbabwe International Book Fair, INDABA by Ruth Makotsi, African "Publishers are still very reluctant to venture into intra-African trade, seeing it as risky business." She cited the following as the basis for such fear:

- (i) poor communication infrastructure;
- (ii) shipping problems;
- (iii) unreliable postal services;
- (iv) high customs and tariff barriers;
- (v) restrictive foreign exchange control regulations
- (vi) cumbersome government bureaucracy; and
- (vii) non-applicable trade incentive and bi-lateral preferential trade agreements that only favour large-scale trade. (APR July/August 1998, p3)

Many booksellers prefer importation of books from Europe to books published by fellow Africans due to the above problems. In the same research, Ruth Makotsi further suggested that if African countries were to trade more with each other, they would have to reduce book imports from outside the continent. Today, many African countries import more than 80% of their book needs.

Having highlighted the hindrances of intra-African book movement, it is pertinent to suggest that African publishers think deeply on the issue of licensing as a way of circumventing the difficulties associated with importation of books.

### (Photo 0)

Peter Ripken (in APR Vol 9 No 4, 2000), commenting on the ignorance of African Publishers on the issue of subsidiary right, posits that:

"Most African publishers either do not realise the importance of foreign rights deals or they do not know how to go about them. Even if they might have a book, which might be sold to a publisher in Europe, they in most cases do not provide relevant information to those who might be interested in the book."

Buying and selling of foreign rights, despite the fact that all African publishers are aware of its probable benefits as an effective way of improving intra-African book movement, is being explored by only a few.



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Hans M. Zell (in APR March/April 1995) expatiates the issue of book promotion and marketing within the African continent as an effective way of promoting books within and outside the continent of Africa. He comments that "... promotion and marketing remains an area that is weak both at home and abroad, and vis-à-vis the overseas markets, there is the dismal failure of many African publishers to bring their books to the attention of a world-wide buying public." This he said could be done through:

- (i) promotional materials;
- (ii) Catalogues which are user-friendly and provide full ordering and requisition data; and
- (iii) direct mailing of such promotional materials.

Ruth Makotsi concluded with the following remark:

"It is important to note that intra-African book trade does not merely limit itself to buying and selling of published copies across borders, but involves other forms of trade which promote educational and cultural exchange." Some of the suggested forms of trade include licensing, joint ventures and co-publishing.

## THE ROLE OF THE INTERNET

In spite of the fact that APNET had conducted training of publishers on the building of websites, many African publishers still do not have websites. The Internet can be used profitably as a means of developing opportunities to sensitise the African public about books available, the sale of subsidiary rights, and promotion and marketing of books generally. The good thing about the movement of books through the web is that it is cost effective. This medium could be used to supplement the efforts of APNET, African Book Collective, Nigerian Publishers Association (in *Nigerian Books in Print*) Publishers of South Africa (in *PASA Directory*) and other regional and national endeavours in promoting books.

## CONCLUSION

At this juncture it will be necessary to pay tribute to the efforts of APNET in promoting intra-African trade. The organisation of Buyers-Sellers Meeting is largely successful and has become an integral part of all international Books Fairs in Africa. I can testify that publishers and booksellers and other stakeholders in the book trade look forward to participating.

I am aware that some Nigerian Publishers have begun co-operating in intra-African book trade through co-publishing, selling of subsidiary rights, moving books across borders in the West African states of ECOWAS including Francophone countries. South African books are now being marketed effectively in Nigeria.

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|--|
| Perhaps what publishers should do is to first of all start the process of moving books across the borders in their own regional economic blocs because of the free movement of goods and services. This way, production of books in economical quantities would be achieved thereby, improving the financial resource of African publishers. |
|--|

Indigenous publishers in the Francophone countries have begun to seek joint ventures in Nigeria as they are no longer satisfied that their country's book needs are coming from metropolitan France. Perhaps what publishers should do is to first of all start the process of moving books across the borders in their own regional economic blocs because of the free movement of goods and services. This way, production of books in economical quantities would be achieved thereby, improving the financial resource of African publishers.

On a final note, the various regional economic blocs such as Economic Community of West African States (ECOWAS), the Southern Africa Development Community (SADC) and Common Market of Eastern and Southern Africa (COMESA) should cooperate with one another and with the national governments of African countries to remove all forms of duties on books. The newly formed NEPAD should be a new avenue to promote effective movement of books and culturally integrate the continent of Africa.



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**Otunba Yinka Lawal-Solarin.**

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## CURRENT OPPORTUNITIES AND CHALLENGES FACING AFRICAN PUBLISHERS

### INTRODUCTION

In an age of fast track information technology, the provision and possession of information is no longer a matter of wish but a matter of necessity for everybody. In this regard therefore, the publisher as a major provider of information has a vital role to play in packaging information for the consuming public.

Contrary to earlier predictions that the computer would cause the demise of the written word in book form, the reality today is that the computer has actually opened up new and interesting opportunities for the book. The computer itself has generated more written words in book form than anticipated, so much so that there are more textbooks on computer technology today than there are on any other subject of human interest. Thus, happily for the publisher, the predicted Armageddon for the book has failed to materialize; rather, the feared enemy, the computer, has actually prevented it.

#### *Position of the African Publisher*

For the African publishing industry, still halfway between the traditional and new publishing techniques, the advent and progress of the new information technology (notably computer and internet) have immensely increased the challenges and opportunities confronting the publisher. Thus, the challenges facing the African publisher now include:

- i. the challenges associated with the objectives of the **Education for All (EFA)** initiative by UNESCO, such as mass literacy and access to relevant, affordable reading materials
- ii. the raising of the level of education of the general populace in every African country through books
- iii. the problem of the textbook sector which is still largely dominated by publishers from the north
- iv. the battle against the twin scourges of poverty and HIV/AIDS; while the one is hampering development, the other is seriously and steadily destroying the future base for any development in all of Africa
- v. the necessity to acquire up-to-date information and package it for consumption
- vi. the publisher's adaptability to new ideas and acquisition of new skills for using the new technology
- vii. the need to adapt, format and disseminate information for a wider market and in a faster manner (E-commerce and POD)
- viii. the need for improved esthetical presentation and cheaper products

Other challenges facing the African publisher arise from the circumstances of the continent. These include:

- a. low levels of literacy which militate against big print runs and large volume book sales
- b. weak and poor national economies which affect the purchasing power of consumers
- c. a strong textbook culture which discourages variety and risk-taking in publishing general reading materials
- d. limited or total absence of access to capital for publishers; financial institutions on the continent have no credit facilities for publishers
- e. multi-national publishers who tend to undermine and influence book development policies through corruption, to the disadvantage of the local/national industry
- f. poor perception of the publishing industry by government officials and the consumers
- g. frequent internal disturbances, wars and disasters which plague many African countries, are not helpful to development.

The opportunities have equally increased as:

- i. new skills have been acquired through computer technology
- ii. a wider market has been opened up for books through E-commerce
- iii. new cost-saving methods (e.g. POD) are being introduced to remove the traditional costing challenges
- iv. new marketing skills and strategies (internet) are now available to publishers and booksellers
- v. quality and presentation can now be enhanced easily through the new technology
- vi. a growing population of young school-age consumers
- vii. increasing numbers of professionals who need books for various studies





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viii.

greater awareness by governments of the importance of literacy, hence many mass literacy and reading campaigns are being initiated.

#### *The Relevance and contribution of APNET*

Since its inception in 1992, APNET has become a major facilitator and catalyst for development in the African book industry. With its programmes touching all aspects of book production, marketing, sales and distribution, it has worked steadily but firmly, to change the orientation and attitudes of the professionals, the scope of market, as well as the public perception of the industry.

- In skills acquisition and capacity building, APNET's **training** programme has enhanced the professional competence and confidence of at least 1200 publishers through short, intensive workshops and training of trainers (TOT) at national and regional levels. Its newest program of certificate courses at four regional universities (Ghana, Kenya, Cameroon, South Africa) has opened an avenue for accreditation of the middle level manpower in professional training in the publishing industry.
- For better profile and clout, APNET's **networking** program has effectively organized African publishers into 33 national associations to enhance their information-sharing, public appreciation and strength in advocacy.
- APNET's **trade promotion** program has opened up trading opportunities for African book professionals (through sponsorships and collective exhibits) at important local and international book fairs. A lot of intra-African trading has resulted from Buyers and Sellers meetings organized in conjunction with the ITC at major African book fairs. Attendance at these local and international book events has enhanced the outlook and professional confidence of African publishing.
- On information sharing, APNET has effectively used its journal, the **African Publishing Review (APR)** to improve appreciation of African publishing by the outside world, while using same to inform the African publisher about developments in the industry locally and internationally. Published six times a year (2500 copies per issue), the APR is available in English and French. This journal is free to African publishers and available through subscription to book professionals and libraries outside Africa. It remains the authentic information source for happenings in the publishing industry on the African continent, as it carries both news and articles on areas of interest.
- In advocacy, APNET's collaboration with various organizations in the book industry (PABA, BAI, ADEA, ECOWAS, UEMOA, SADC. etc.), has generated greater understanding among the various sectoral players, awareness of African governments and policy makers, 'taxes-off-books' and national book policies, facilitated pilot projects for popular science books for the young (UNESCO-KAWI) and encouraged new attitudes on book procurement within the World Bank.

#### *Conclusion*

From the foregoing, it is clear that the African publishing industry is faced with daunting challenges. However, these challenges can also be turned into avenues of opportunities, if and when the professionals, in collaboration with their colleagues and partners, carefully dissect them. For instance, while trade financing is difficult to access, and buying capacity is low, the Buyers/Sellers meetings have demonstrated that many perceived obstacles could be overcome and that opportunities to increase intra-African book trade are largely unexploited by the industry.

It is pertinent to demand the active and developmental input of the World Bank and other organizations in efforts to energise the African book industry. The Bank funds and facilitates huge education projects in Africa every year and it is evident that its input if well implemented, can have a more lasting effect on the continent's book industry and hence on African development.



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**(An address by the APNET Chairman, M. Aliou Sow, to the Office of the Publisher, World Bank, in Washington D.C.)**

### **“Safeguard Authors’ Works”**

*A four-day workshop on “The Legal Aspects of Publishing” commenced on Tuesday in Ibadan, with the Vice Chairman/Anglophone West Africa Regional representative of the African Publishers Network (APNET), Mr. Ayo Ojeniyi, calling for measures to safeguard the works of authors and the investment of publishers.*

The Training of Trainers workshop, organized by APNET in collaboration with the Nigerian Publishers Association (NPA), had in attendance, top-flight editors and chief executives from the cream of publishing outfits in Tanzania, Uganda, Kenya, Ghana, Cote d’Ivoire and Nigeria.

Mr. Ojeniyi, who spoke as chairman at the workshop’s opening ceremony, added that the safeguard measures were necessary and urgent ‘considering the enormous loss of income arising from unauthorised photocopying of materials’.

Each year, according to World Intellectual Property Organisation (WIPO) estimates, some 300 billion photocopies of copyright materials are made worldwide, mostly illegal copies, as authorisation was not granted by law or by the right holders concerned. “It means that 570,000 photocopies of copyright materials are made each minute all year round. The report of WIPO seminar on Reprographic Rights held in Accra, Ghana, some two years ago, revealed that annually, this amounted to an equivalent of 1.5 billion books of 200 pages each”. Ojeniyi disclosed.

Ojeniyi said since publishers deal mainly with intellectual works protected by legal rights, it was crucial that the participants avail themselves of the opportunities provided by the workshop to acquire necessary knowledge and skills germane to the teaching and learning of legal aspects of publishing.

While reminding the participants that the primary concern of APNET was to safeguard and strengthen indigenous publishing in Africa, he charged them to work out enduring strategies and modalities instrumental to enhancing manpower and career development.

In his welcome address, the NPA vice-president, Mr. Gbenro Adegbola, enjoined the participants to consider the legal implications of new media in publishing, such as the internet and the growing democratisation in publishing.

A former NPA President and one of the resource persons, Chief S. B. Bankole, in his keynote address, said of the workshop: “It is to let you know the various areas of your practice, where you yourself run foul of the Right”.

The workshop ended on 3 July 2003

**Acknowledgements go to the Nigerian Tribune newspaper, July 2, 2003**



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**THE 2<sup>ND</sup> INTERNATIONAL CONFERENCE ON PUBLISHING IN THE CARIBBEAN, ORGANISED  
BY THE CARIBBEAN PUBLISHERS NETWORK (CAPNET) OCTOBER 29 – 31, WILLEMSTAD,  
CURACAO**

CAPNET's Second International Conference on Publishing in the Caribbean was successfully staged in Willemstad, Curacao under the theme GLOBALISATION AND CARIBBEAN PUBLISHING: CHALLENGES AND OPPORTUNITIES.

The Curacao conference brought together over 100 participants comprising the leading publishers in the region, librarians, booksellers, writers and academics as well as participants from the publishing industry and allied professions from the UK, US, Canada and Africa in three days of wide-ranging and intensive discussions under the general theme of the conference.

There were several notable features of the 2003 conference;

- i) the full participation of CAPNET members either as presenters, panel/session chairs and rapporteur. With few exceptions ALL CAPNET participating members were involved in one way or another in the delivery of the conference proceedings.
- ii) The strong support and participation of the University of the West Indies and especially the Mona Campus. The Mona delegation was led by Pro- Vice Chancellor and Principal Prof. Kenneth Hall who spoke on behalf of the University at the Opening Ceremony on October 28, and which included Prof. Mervyn Morris, Wayne Brown (Presenter) Cheryl Shelly-Robinson (Rapporteur) Cynthia Ferguson (Presenter) and Claude Robinson in addition to representatives of the UWI publishing units, Caribbean Quarterly, SALISES and the University of the West Indies Press. Chairman of the Board of the UWI Press, Pro-Vice Chancellor and Principal of the Cave Hill campus, Prof. Hilary Beckles set the stage for the conference discussions by delivering the lead presentation at the opening Plenary session on October 29. It is also noteworthy that the UWI Press had the single largest delegation among CAPNET members at the conference. The UWI as an institution has become a significant supporter of CAPNET and is providing leadership for the regional publishing industry.
- iii) The continuing support of colleagues from Africa led by the Chairman of the African Publishers Network (APNET), Mamadou Aliou Sow of Guinea. Also in attendance were Walter Bgoya, Chairman of the African Books Collective and Juliet Machoba representing the Zimbabwe International Book Fair. All three made presentations at the conference.
- iv) Greater involvement of writers as panellists and presenters.

### **THE CONFERENCE PROGRAMME**

With the exception of the plenary session on the new trade regimes, the announced programme was delivered intact. The cancellation of the "new trade regimes" session provided space in the programme for Graham van der Vyver to present a full report of the HIV/AIDS workshop held on Tuesday October 28. The workshop was hailed as the first of its kind anywhere in the world and is to be promoted and used as a prototype for similar workshops internationally to bring the publishing sector into the mainstream of HIV/AIDS prevention. Dr. Marjorie Thorpe of the UWI St. Augustine campus was also able to make a presentation on the 2004 Commonwealth Prize for Literature.

There were two featured lunchtime speakers; Austin Clarke the current Commonwealth Prize Winner spoke about the Social Responsibility of the Writer and read excerpts from his prize-winning work, "**The Polished Hoe**" while Raymond Santiago, Director of the Miami-Dade Public Library System outlined the workings of the public library system in the US and Miami-Dade in particular with its US\$6.5 million book purchasing budget catering to an essentially immigrant population.

An additional feature of the conference programme was the launching of the new CAPNET catalogue funded by the Prince Claus Fund. The 96-page catalogue was hailed by Linda Cameron, President of the Association of Canadian Publishers (ACP) as an important milestone for CAPNET and signalled the "coming of age" of Caribbean publishing. Copies of the catalogue were distributed to all conference participants.

*(Cover of CAPNET catalogue)*

Overall, the presentations were of a consistently high quality and touched on critical areas related to the participation of Caribbean publishers in the global publishing industry. Industry leaders like Lightning Source (Digital Printing Technology) H.B. Fenn, Canada's largest Book Distributor and the World Bank, by their very



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presence acknowledged that Caribbean publishers had the potential for greater participation in the global book industry. Incorporated as part of this report is a column by Claude Robinson, Senior Fellow in the Research and Policy Group, Mona School of Business at the UWI, which appeared in the Jamaica SUNDAY OBSERVER newspaper of November 2, less than 48 hours after the end of the conference. The Office of the Principal of the Mona campus facilitated Claude's presence at the conference in an effort to integrate publishing into the larger media industry. He has also been invited by Conference Chairman Ian Randle to be co-editor of the volume of the conference proceedings to be published in 2004.

While commenting on the quality of the papers, presentations and panel discussions, participants lamented the fact that there was insufficient time for questions from the floor and have asked the conference organizers to provide more time at future conferences for this feature as well as for greater networking among participants.

## OUTCOMES

It is difficult at this early stage to adequately assess the outcomes of the conference. However, a measure of its success can be seen in a number of outcomes that are immediately identifiable.

- i) The success of the HIV/AIDS publishing workshop has created a prototype for similar workshops in other parts of the world.
- ii) Agreement has been reached between CAPNET and the Association of Canadian Publishers for a collaborative relationship, which will include advocacy and sponsorship of Canadian development funding in three critical areas, namely Institutional Strengthening; Training; and Trade Development.
- iii) Decision by the CARICOM Secretariat to specifically include publishing as a component of its Regional Cultural Policy and has mandated CAPNET to prepare the outline document for this component. In addition, CARICOM has agreed to include CAPNET in all future meetings of its Council on Social and Human Development and has offered the Network the opportunity to co-ordinate the book fair component in a re-structured CARIFESTA.
- iv) Agreement reached between H.B. Fenn, Canada's largest distributor and the CAPNET council for the Canadian company to undertake distribution in Canada for CAPNET member publishers on a collective basis.
- v) Invitation by the Director of the Miami-Dade Public Library System to collaborate with CAPNET in the staging of a major book and cultural event in Miami along with an offer to stage the Third International Conference on Publishing in the Caribbean in Miami in 2005.
- vi) Advanced discussions with UNESCO for continued programme support for CAPNET in the coming triennium.

In addition to these major tangible outcomes, there were a number of business-to-business discussions among participants, which have led to new business arrangements in the areas of distribution, digital printing and co-editions and trading.

The next CAPNET conference will be held in 2005 at a venue to be decided. The Council of CAPNET already has an offer from Miami, Santiago de Cuba and St. Maarten.



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YEAR OF PUBLICATION: 2003/2004 (please circle)  
EDITION (please do not submit reprints) .....  
ISBN .....

SUBJECT MATTER: FICTION \_\_ GENERAL NON-FICTION \_\_ EDUCATIONAL \_\_ CHILDREN'S LITERATURE \_\_ NON-FICTION

TITLE: .....  
AUTHOR/EDITOR .....  
YEAR OF PUBLICATION: 2003/2004 (please circle)  
EDITION (please do not submit reprints) .....  
ISBN .....

SUBJECT MATTER: FICTION \_\_ GENERAL NON-FICTION \_\_ EDUCATIONAL \_\_ CHILDREN'S LITERATURE \_\_ NON-FICTION

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## 2002 NOMA AWARD WINNER

Walter and Albertina Sisulu: **In Our Lifetime** by Elinor Sisulu

Published by David Philip 2002

Review by Andries Walter Oliphant Published in The Sunday Independent of 16 February 2003

Should you wish to know how South Africa was liberated, there is a plethora of publications of varying quality on the shelves of the world's bookstores. **In Our Lifetime** is in a class of its own. It is an intimate account of one family's role in bringing South Africa to democracy. Sensitively written, it manages its enormous historical freight and its vast cast of actors with judicious balance and insight.

The humane values of the central individuals, Walter and Albertina, permeate the text. Both were born in the Transkei in the second decade of the twentieth century in villages a few kilometres apart. Walter, born in 1912, is the son of Alice Mase Sisulu and Victor Dickinson, a white South African. He grew up without his father and in the care of his maternal family in Qutubeni and Cofimvaba. Drifting after completing standard four, he ended up in Johannesburg contracted to work on the mines at the age of 16. But because he was too young, he was relieved of his contract and moved from one job to another in Johannesburg and later in East London. This was his baptism into the brutal realities of colonial South Africa.

Albertina, the second child of Bonilizwe and Monica Thethiwe, was born during the Spanish Flu in 1918. Her mother's health deteriorated while expecting her fifth child and in 1929, at the age of 11, her father died. On his deathbed, and in the presence of her elder brother, he asked Albertina to take care of her siblings. She reflects: "It could not have been easy for my elder brother standing next to me but I resolved that day that I would honour my fathers trust in me". This early undertaking signals three of her enduring attributes: honour, loyalty and trust.

We get a glimpse into Walter's make-up when he, still young slowly gravitated towards politics. Commenting on some of his early influences, he mentions the role of the Industrial Commercial Union and Clements Kadalie. When he first heard Kadalie address crowds in the 1930's, he found him "a powerful speaker and an impressive personality...who spoke more about himself" To Walter he "conveyed the impression that he was in a position to do anything for his own welfare but was sacrificing his time for the benefit of his people". Such wearisome self-appreciation is antithetical to Walter Sisulu. A cool, stable customer, he possesses all the attributes for coping with what most would find unbearable pressure.

These attributes constitute the kernels of the two principal figures. They shine with the lustre of proven truth in this double biography. Albertina, intent on becoming a nun was advised to go into nursing. This helped her to honour her promise to her father by supporting her siblings while still young.

Walter, with his rudimentary education found himself on the wrong side of the unacceptable labour conditions in Johannesburg from the very beginning. Casting about for some form of independent livelihood, he established an estate agency, which gradually became an advice office for the destitute and a recruitment centre for resistance organisations. When a destitute Nelson Mandela walked in to his office for assistance, Sisulu sensed the young man's potential, took him into his household and mentored him, striking a lifelong friendship central to the struggle for democracy.

Walter's leading role in many instances has been obscured by his self-effacing manner and Nelson Mandela's magnetism. Sisulu was central to the establishment of the Youth League in 1944 and later in reshaping the ANC into a well-organised and effective liberation movement when he became its first full-time Secretary-General in 1947. Sisulu was happy in keeping a low public profile and his and Mandela's contrasting personalities forged one of history's most remarkable political partnerships.

This is vividly conveyed where the text describes their respective performances during the Rivonia Trial. It was decided that Mandela would not face cross-examination by entering the witness box. He would make what turned out to be his historic statement from the dock at the opening of defence. Walter Sisulu faced the full onslaught of the cross-examination. Led by Percy Yutar, then the highest qualified state prosecutor in South Africa, and openly aided by the presiding judge, those who did not know Sisulu thought it a dangerous gamble.

If Mandela's statement was memorable and inspirational, Sisulu's handling of the cross examination was masterly. It became clear to the legal council that Sisulu was not just the organisational centre of the ANC at the time but also the person everyone, including Mandela, turned to for advice and guidance. By the end of the



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marathon cross-examination the world knew why his comrades considered him "the senior strategist" of their movement.

They expected death but received life sentences and were flown by military helicopter to Robben Island in 1964 to remain in Cape prisons for close to three decades. Albertina Sisulu, who had been active in the Women's League since 1955 had become the sole breadwinner. When he was jailed, besides raising her family alone, when she herself was not in prison, she served as a link between the incarcerated leaders and those in exile.

The security police constantly harassed her, and she was restricted and detained on several occasions. In fact, she was in prison when Walter was arrested at Rivonia. Hellish as this was, she did not buckle. By this time, their children had already picked up the struggle. Max, their eldest son was detained at the age of 17 and went into exile in August 1963 after detention at the age of 17 and weeks after his father's Rivonia Trial in July that year. The situation in South Africa then exacted enormous demands from the Sisulu's. They stuck to the struggle for change even when things seemed hopeless. He remained principled in his opposition to racism and never lapsed into ideological posturing.

This account registers only a fraction of the wealth of this text and the insightful illumination it casts into the lives of the Sisulu's and many generations of South Africans. If this seems like praising it to high-heaven it is so because the book is worthy of it. In Elinor Sisulu, the subjects of this account found a biographer equal to their lives.

If there is one gripe I have then it is the size of print. It is so small that Walter will need, not a magnifying glass but a microscope to read it. But perhaps, he will ask the biographer to read the text to him. If he protests that it is too flattering she will no doubt answer that the text is not sufficiently exalting.

'The NOMA Award for Publishing in Africa' judges had this to say about this book on awarding it the prize for 2002.

"This is a powerful and searing book, told with honesty and authority, of the lives of two heroic figures in South Africa's history. Bringing together the personal and political, the Sisulu story is a compelling account of their struggle against apartheid; the history of a close family transcending the separations of banning orders, imprisonment and exile; and a profoundly touching love story.

The moving and inspirational story is told in a riveting and wholly lucid manner. The author has an unerring command of the history and handles the narrative deftly, without losing sight of her goal to reveal the complexities of the political and personal choices of her protagonists. It is carefully researched, in full command of the wealth of original oral evidence, rich family correspondence, archival records and all relevant secondary sources."

The author, Elinor Sisulu, is uniquely placed to tell the story, as journalist, academic and daughter-in-law of Walter and Albertina Sisulu. She successfully marries personal engagements and an insider view, with the demands of historical scholarship. Walter and Albertina Sisulu shared extraordinary courage, fine judgement and unimpeachable integrity; the stories of their children and grandchildren, and their contribution to the liberation struggle and post-apartheid South Africa, are woven into the rich tapestry, providing a vivid illustration of Walter and Albertina's extraordinary personal qualities, and their ability to imbue their family with moral purpose, transcending the long years of persecution.



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## A REPORT OF THE ZIMBABWE INTERNATIONAL BOOK FAIR (ZIBF) HELD FROM 26 JULY TO 2 AUGUST 2003

### 1. BACKGROUND

ZIBF is one of the book fairs that have been in partnership with APNET since their early years. Through time, this relationship has strengthened and now APNET is almost synonymous with ZIBF and each time ZIBF holds and APNET is not present, a lot of questions are asked. As a result of this relationship, APNET was again present this year at this very important annual event of the African book industry. Notwithstanding APNET's relocation to Cote d' Ivoire, its participation was very active, while its activities were very noticeable. ZIBF and ZBPA offered APNET the needed secretarial backing, which made its activities successful.

### 2. ACTIVITIES

#### *a) Indaba*

The many activities of ZIBF kicked off with the Indaba whose central theme was: "History and Cultures in Africa: The Movement of Ideas, People and Books". APNET handled the publishing section of the Indaba and had speakers from Cameroon, Lesotho, Kenya, Malawi and Nigeria addressing the topic, 'Intra African Trade – Challenges and Opportunities'. The Chairman of this section was Mr. Wafawarowa who also made a presentation to the closing plenary and summarised the discussions from the publishing group to the Indaba. Papers presented were collected.

The other indaba groups covered the following topics:

- The Movement of Books
- The Movement of Ideas
- The Movement of People

All groups had to address this theme topic basing their presentations and discussions on their main area of operation.

This turned out to be the first Indaba that I have personally enjoyed in years maybe, because I had all the time to attend and listen to presentations, since I did not have to be running back and forth to the office. I hope to attend more indabas in future.

#### *b) Buyers/sellers Meeting*

This year's buyers/sellers meeting was well attended with 26 of the 30 pre-registered participants turning up. There were only 10 late registrants and this gave a total of 36 participants. The meeting kicked off with an opening plenary in the evening of Monday the 28th and the one-on-one meeting took place for the whole day of Tuesday the 29<sup>th</sup>, while the closing plenary took place in the afternoon of Wednesday the 30th. Of the 36 total participants, 28 attended the closing ceremony. I commend participants for showing professionalism in attending this important evaluation and closing session. It was such an encouragement and this showed the maturity of those present. I thank them for being such good participants. A full report with suggestions and recommendations made by participants will be done separately. ***The support of ITC was very crucial and much appreciated. Without their input this meeting would not have been such a success, as the matchmaking would not have happened.*** It was further confirmed that APNET will continue to hold these buyers/sellers meetings at different book fairs, as these meetings facilitate intra-African trade among African publishers and gives publishers the opportunity to interact with booksellers and librarians.

#### *c) Book Exhibition*

The book exhibition took place in the sculpture gardens and the APNET collective exhibit was in the APNET pavilion. Total exhibitors registered by ZIBF were about 138. A total of 436 books were exhibited from 21 countries representing 93 publishers. APNET had brought 43 books only from its offices and





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sponsored exhibitors brought more books from Angola, Cameroon, Lesotho, Kenya x 4, Malawi x 3, South Africa, Nigeria (country of focus), Zambia and Zimbabwe (host country).

The APNET Training Manuals generated a lot of interest from publishers and it is unfortunate that there were no copies for sale. It is hoped that NPAs will sell copies for APNET to their membership.

- d) Other activities included the Writers' Workshop and the Children's tent all organized in collaboration with the Zimbabwe Book Development Council. Some evenings were devoted to Official opening, honouring the country of focus guests and the ZBPA Literary Awards. The week was packed with activities taking place at the Book Café and at other venues in town, where readings took place from different local and visiting authors. Women's meetings took place throughout the week with other meetings centering on HIV/AIDS.

### 3. CONCLUSION

This year's ZIBF was a great success considering the difficult economic times the country is undergoing and the scarcity of forex and local cash for the purchase of books. It was comforting to know that some US\$ were made available for the purchase of books from foreign exhibitors. Some foreign exhibitors interviewed were happy to sell most of their books during this book fair. It was such a pleasant surprise for publishers to sell their books when they had not expected to sell any. Other local publishers were also happy with the sales, which did not match the volume of people going through the stands. Some analysts noted that the crowds were few but exhibitors noted that business was better than before.

It is hoped that the organizers of the funds for the purchase of books from African countries will offer the same facility at future ZIBFs. The availability of funds will certainly encourage exhibitors to future ZIBFs.

### 4. RECOMMENDATION

It is important that African publishers frequent book fairs like ZIBF as this gives them the opportunity to interact with publishers at their level and they can effectively implement intra-African trade.

It was regrettable that no PABA members participated at the buyers/sellers meeting during the NIBF in May in Lagos and their absence at ZIBF in July raised eyebrows as to the relevance and objectives of such a pan-African organization. Some participants noted that without PABA's participation at buyers/sellers meetings, there would be no other opportunity for booksellers to interact meaningfully with publishers. This would also jeopardize desired chances for intra-African trade. It is hoped that PABA will put its act and membership in order to be able to participate in such African activities.

### 5. ENQUIRIES FROM APNET STAND

The enquiries noted were for a book from NAE entitled "Nkosi's Story" and "Rogue State". Copies should be taken to Nairobi for the interested persons from EAEP and CANA. Another visitor wanted Portuguese literature. The Daily News reporter requested some copies to review for their daily paper. The last enquiry was for Corporate Law and Governance books.

We hope that future exhibitors to ZIBF will carry books of the same nature and more for sale to the public.



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## The University Training Course

For the first time since this project was launched in 2001, three sessions took place in different African Universities, partners of APNET, in 2003.

**1 – KWAME NKRUMAH UNIVERSITY, KUMASI, GHANA:** the first Institution to have tried out the programme, KNUST was not able to host any training in 2002, as the number of candidates was too small. For the 2003 session, the training course on « **Publishing Management** » began on 14 July with 12 participants from Nigeria and none from Ghana. Before the beginning of the session, the Training Co-ordinator went to Kumasi, to finalise the practical modalities with the lecturers in the Publishing Department.

Owing to the very busy academic calendar, the programme was organised to allow the Department to resume its normal activities at the end of August. The Official Closing Ceremony took place on 22 August. The Executive Secretary who was scheduled to take part was delayed at the last minute by the signing of the Accord for the establishment of APNET in Côte d'Ivoire. Similarly, the Vice-Chairman and Representative from Anglophone West Africa Region, also invited, was unable to come owing to other commitments.

Kumasi 2003 might have been more successful with a higher level of participation, if the Ghana Book Publishers' Association had advertised the course sufficiently to the local professionals. Despite many reminders, the Association merely made vague promises. A working session requested by the Training Co-ordinator, on her way to Kumasi, gave the GBPA Chairperson, Ms Akoss Ofori Mensah, the opportunity to express frankly the little interest the Association had in this training. According to the Chairperson, the local publishers felt that APNET should use GBPA professionals to conduct training and not the University. Fortunately, this attitude had no effect on the event, since the required number to confirm the session was exceeded. However, it must be mentioned that the University recruited the Ghanaian participants present.

- Photo – Moi

**2 – MOI UNIVERSITY, ELDORET, KENYA** continued the theme of the previous year: « **Publishing Management** ». The course began on 21 July, with participants from Tanzania and Kenya, while the other East African countries did not offer any candidates. The organisation of this session was, almost cancelled, as Kenya withdrew five candidates during the final phase of preparations. The swift intervention of, the Regional Representative, Mrs Janet Njoroge, thus ensured the quorum, at the last minute. These problems led to the late disbursement of funds, which also led to the course commencing under very difficult conditions.

However, things went off very well thereafter, despite several cases of illness. The session was officially closed on 5 September, and Mrs. Janet Njoroge represented APNET.

**3 – THE UNIVERSITY OF YAOUNDÉ II, CAMEROON.** The University training course intended for all the publishers of Francophone Africa began on 21 July at the Higher Institute of Science, Information and Communication Technology, University of Yaoundé II. Postponed in 2002 because of the low financial capacity of participating publishers of the region, the project came to fruition this year thanks to strategic financial support from AIF (APNET's collaborator). « **Editorial Practice** », was the theme chosen for this first course. The 15 participants came from Benin, Cameroon, Côte d'Ivoire, Guinea, Democratic Republic of Congo and Senegal.

This initial experience was satisfactory, despite a few organisational problems which the teaching team will certainly correct for future sessions.

The solemn closing ceremony took place on 5 September 2003 (simultaneously with that of Moi University, although the two institutions had not consulted each other about this). It was presided over by the Vice Chancellor of the University of Yaoundé. Several representatives of the Diplomatic Corps, invited at the request of the foreign trainees who took part in the ceremony.

The Convention linking APNET to the University of Yaoundé should have been signed on the occasion of this ceremony, but since Mr. Mamadou Aliou Sow, the Chairman of APNET, was not present in Yaoundé, this formality was postponed to a later date.



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**4 – THE UNIVERSITY OF PRETORIA.** The approaches made since the beginning of the project to the University of the Witwatersrand having proved fruitless, APNET looked for another training location in South Africa. The Chairperson of the Training Committee, Mr. Brian Wafawarowa and the Training Co-ordinator therefore visited the University of Pretoria in February. The Publishing Department of the said University showed great enthusiasm on the idea of hosting the APNET Training Programme. The programme of lectures agreed upon in advance, in accordance with the API programme, was approved. All that remained was to recruit the participants and to decide upon a date between June and August. **The advertisements sent to the NPAs concerned nevertheless elicited little response, and only five requests came to the Secretariat. This lack of enthusiasm could be attributed to the fact that the months of July and August are a period of intense activity for publishers in Southern Africa. The possibility of rescheduling this session in June 2004 is currently being examined.**

**5 – CONCERNING THE 5TH TRAINING LOCATION, APNET's representative in North Africa, Mr. Ashraf Hamouda, had undertaken some approaches to the American University of Cairo. As English is the medium of instruction, the choice of this institution would limit participation to individuals from Egypt and the Sudan only. While waiting for a mutually agreeable training location to be identified, the Training Committee suggested that Arab candidates should be directed towards English- or French-speaking Universities already working in partnership with APNET.**



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| Airmail:  | US\$60        | P40    | Euro 60 |         |          |        |     |         |                |        |     |         |          |        |     |         |  |



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## APNET at the 2003 Nairobi International Book Fair

### *The Challenge for African Book Professionals – Kenyan Minister of Education*

#### **SPEECH DELIVERED BY PROF. GEORGE SAITOTI, EGH, MP, MINISTER FOR EDUCATION, SCIENCE AND TECHNOLOGY DURING THE OFFICIAL OPENING OF THE SIXTH EDITION OF THE NAIROBI INTERNATIONAL BOOK FAIR ON 26<sup>TH</sup> SEPTEMBER 2003**

It gives me great pleasure to preside over the official opening of the Sixth Edition of the Nairobi International Book Fair and the Meeting of African Publishers Network. I take this opportunity to welcome you all to Kenya and particularly Nairobi. I am informed that this year's book fair is also incorporating the announcement of and the Award of the Jomo Kenyatta Prize of Literature.

I have noted that over fifty entries from the local publishing houses have been received for consideration. I do hope that the winning entry will be a true representation of the best from Kenya's literary scene and that it will motivate others to work hard for the award.

I have also noted with satisfaction that, the Wahome Mutahi Literary Award will be launched in honour and celebration of the life of the late Wahome Mutahi, popularly known as "*Whispers*", whose articles brought laughter to many Kenyan households. I thank you for your wise consideration.

Mr. Chairman, the theme of this years book fair, "*Conserving our Ecology and Environment*" is most appropriate as it comes at a time when nations are showing a growing concern on issues of environmental conservation as a way of enhancing food security and good health.

Reading materials provide immediate access to knowledge, information and works of the literate community regardless of race, nationality, age, gender, religion, language, economic, and employment status and educational attainment.

Ladies and Gentlemen, I wish to recognize the role played by the Kenya Publishers Association in promoting a reading culture. The Association also holds the Nairobi International Book Fair on an annual basis as a showcase of publishing initiatives in the country. The activities of the Kenya Publishers in the past forty (40) years have put the country in the fourth position as a success story in local publishing in Africa. The African Publishers' Network (APNET) Board meeting, which has been organized to coincide with the bookfair, is a testimony to this success. We in education commend you and all those who have supported you.

If you visit most of our university libraries, very good research findings, theses produced by students and other academic reports have all been shelved and most have not seen the light of day through publication.

Mr. Chairman, when it comes to publishing, this has lagged behind in most developing countries. If you visit most of our university libraries, very good research findings, theses produced by students and other academic reports have all been shelved and most have not seen the light of day through publication. As a result, scholars come later, some from other countries, repackage such information and claim it as their own original works. Unfortunately, we cannot question the credibility of the new works, as we have not shared the original work with others. This can only be countered if we have published all our academic works for all and sundry to see.

Ladies and Gentlemen, it is critical that the publishing industry finds ways and means of supporting, especially the young and upcoming authors, so that information generated can be disseminated for wider consumption. I do hope that this forum, which brings together national, regional, and international representatives of libraries, booksellers, printers, reading associations, writers associations, universities and other institutions of learning will come up with practical and action oriented resolutions that will impact positively on publication of shelved knowledge.

If such support is availed, it will go a long way in especially giving the younger generation and upcoming scholars an opportunity to extend the frontiers of knowledge. Otherwise, and you all agree with me, knowledge



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will only be a preserve of the very few post-graduate students and professors who can access it from international journals or during interactions with the academia of the developed world. In my view the private sector is the best actor to deal with issues of commercialization and dissemination of information.

Forums such as this present a rich array of ideas on information sharing and dissemination and also, serve as opportunities for training the young scholars on how to document and present their academic work for wider sharing and continuity in generating new knowledge and information. In addition, this forum will meet a specialized need among the young scholars who claim that

The cardinal point here is, do we have to go to the West to publish and deny our people access to information that is relevant to their own needs and contexts? The challenge, ladies and gentlemen, is for each one of us here today to do his/her part in improving the situation. Let us strive to make publication and dissemination of information part of our culture so that we may use the medium to address our own agenda as developing nations.

they have no access to “**refereed**” journals through which they can publish. The cardinal point here is, do we have to go to the West to publish and deny our people access to information that is relevant to their own needs and contexts? The challenge, ladies and gentlemen, is for each one of us here today to do his/her part in improving the situation. Let us strive to make publication and dissemination of information part of our culture so that we may use the medium to address our own agenda as developing nations. This is the only way the publishing industry can play its rightful role in contributing to national development.

Ladies and Gentlemen, I wish to recall the well-known adage, which says that you either “**publish or perish**”. I do hope that the institutions represented here will play their rightful role and create structures that will facilitate a friendly atmosphere to promote publishing. Let’s all move together and break down all the barriers that create desperation to those who feel that “publish or perish” is a trap.

Mr. Chairman, this is an appropriate occasion to make some observations and remarks concerning our reading habits. It is disheartening to note that most people in Africa, Kenyans included, read mainly for examinations and to a limited extent when such reading is related to their sphere of work. Rarely do they read for leisure or information. It’s no wonder therefore that those of us who are guardians of children in school can no longer differentiate prose from poetry, neither can we appreciate satire or humour because to us every book is just that, “a book”. It is very important that an activity such as this one be given wide publicity so that people can come to be educated on the “book”. In particular, parents and students should take time off to visit the book fair in order to familiarize themselves with new publications and also to understand the role books play in a society. In addition, a book fair should challenge those of our people who have the potential to write and inspire them to do so.

Ladies and gentlemen, the new Government of Kenya acknowledges that literacy levels and information flow drive modern economies. It is therefore not possible to achieve sustainable economic growth, alleviate or reduce poverty without improving the literacy base of our people. On the other hand, literacy cannot be sustained unless a reading culture is inculcated in a society. It is with this realization that the Government has declared Primary Education, free and included *Continuing Education* in the function of my Ministry.

Our immediate target is to provide a textbook to every three pupils in each subject in the lower classes, and a textbook to every two pupils in each subject in the upper classes. The Ministry has also liberalized the book trade in order to encourage competitiveness and ensure that children get value for the taxpayer’s money.

Mr. Chairman, introduction of free basic education has resulted in 1.3 million additional children, who in the past were not in a position to access education. The Ministry of Education, Science and Technology, with your support, aims at supplying every school with adequate teaching/learning materials of good quality and at reasonable prices. Our immediate target is to provide a textbook to every three pupils in each subject in the lower classes, and a textbook to every two pupils in each subject in the upper classes. The Ministry has also liberalized the book trade in order to encourage competitiveness and ensure that children get value for the taxpayer’s money. Quality books will enable the children to develop literacy, numeracy and life skills, to cope with the ever-increasing challenges of a changing society. It is for this reason that we consider the annual book fair an integral part of our endeavour to improve both quality of and access to education.

Mr. Chairman, our vision of providing quality education will not yield the desired results unless we fully commit ourselves and push forward the global agenda on Education For All. Our collective commitment and conviction



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should be to ensure that every child, youth and adult has access to basic literacy skills. This must be the goal for all our African nations, because only then can we have a large enough market within the global economy.

In the case of Kenya, to realize this goal, it is hoped that since the government does not impose taxes on books, your Association, will consider lowering the cost of reading materials as part of your contribution to free primary education as well as education for all.

In addition, a reading culture should be continually cultivated and sustained. However, I acknowledge that one way of promoting this culture is through improved National Library Services. The service is vital to us in education since most people frequenting these libraries are students pursuing specific courses at primary, secondary or tertiary institutions. Increasingly, we are also seeing workers joining evening and distance education programmes to improve their skills. This is a good beginning. As a Ministry, we will continue to advocate for the establishment of good libraries, not only in schools, but also within the communities with a view to popularizing books and making knowledge accessible to the rural populace.

Finally Mr. Chairman, the East African Book Development Association should consider taking the book fairs to the people by organizing local level fairs instead of bringing people to the fair. The current arrangement is that the book fairs are only held in major urban centers. I wish to suggest that in future, you consider rotating the book fairs to other major rural towns or embark on a programme of holding mini book fairs in other urban areas. Although this might be an expensive exercise, it may prove beneficial in the long run. You may also consider exploiting major annual events such as music or drama festivals to advocate for and exhibit your books.

With these remarks, Ladies and Gentlemen, it is now my pleasure to declare this Fair officially open.

Thank You.



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## **The Jomo Kenyatta Prize – B.O. Muluka, Chairman KPA.**

**26 September 2003.**

Our Chief Guest, Prof. Henry Indangasi, Mr. Walter Bgoya and Lady Mary Jay of the Noma Award for Publishing in Africa, Mr. S. V. Shah of Text Book Centre who are the sponsors of the Jomo Kenyatta Prize for Literature, Mr. Aliou Sow, Chairman of APNET and APNET Board members as well as secretariat staff with us here tonight, Henry Chakava of the East African Book Development Association, Members of the Literary Fraternity and scholarship as well as admirers of literature, KPA Council Members, the entire KPA family, fellow publishers and exhibitors at this year's Nairobi International Book Fair, visitors, ladies and gentlemen.

It is my humble and delightful pleasure to welcome you here this evening, to this distinguished function. We are assembled here tonight to celebrate the best in Kenyan literature over the past two years. We are here to bear testimony to the fact that our creative pens have not been idle these past two years. We are gathered here, to celebrate the 2<sup>nd</sup> edition of the Jomo Kenyatta Prize for Literature.

The Jomo Kenyatta Prize for Literature is the prime award for excellence in creative writing and publishing in Kenya. The evening that we are here to mark is therefore one, which the entire literary fraternity in the country habitually waits for with mounting keenness over a two-year period. We are gratified that through the generous sponsorship of the Text Book Centre, the presentation of this award is now an assured event in the calendar of activities in our book industry.

When some four years ago no winners were announced on account of what the judges said was an all time low in the quality of writing, they sparked off a heated debate on the direction our writing and literary publishing was headed. But more significantly, we all felt challenged as authors and publishers. Two years later, it was possible for us to announce winners and to award prizes.

Although I still do not know who this year's winners are up to this very minute, I have no doubt that the judges shall today give us winners. The Executive Secretary of KPA has pleaded with me several times to sign the cheque for the winning entries, but I have stubbornly refused to sign the cheque, because I would like my heart to throb along with all the others in expectancy. There is always something exciting about that expectancy as I am sure all of you here tonight can attest, going by what is happening in your own chests just now. And so who would not want to join the party? But equally important, it is our firm belief in the KPA Council that the integrity of this prize must be protected at all times. We are satisfied that the evaluation process has been above board and that the winners to be announced in a few moments deserve the prizes.

This gathering will be pleased to learn that KPA places literature very high in her priorities. Only this morning we launched the Wahome Mutahi Literary Award, which shall from next year be awarded biennially and alternate the Jomo Kenyatta Prize. We are pleased to note that the initial seed money of KShs. 250 000.00 with which the Wahome Mutahi Award was launched this morning has already enjoyed an injection of a further KShs. 130 000.00; with 30 000.00 coming from Suba Books. The other KShs. 100 000.00 came from Text Book Centre. The involvement of Text Book Centre with the Kenyatta Prize and their very generous contribution to the Wahome Mutahi Award this morning is clear testimony that the Management of TBC shares with us in the love of literature. We would like to express our greatest gratitude to TBC for keeping literature vibrant. Indeed, it was TBC, which resuscitated the Kenyatta award in the early 1990s when this award was moribund, due to absence of funds to sustain it. This year's award has cost thousands of Shillings, in all, and TBC we say to you, 'Asante sana'.





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I would like to thank the Secretariat at KPA and David Muita and his committee for the facilitation they have made in ensuring that everything went smoothly over the past six months that the judging has been on-going. Their service has been truly selfless. I also wish to thank the KPA secretariat for putting up with all the pressures that go with managing an exercise of this kind. To Lynette and her team I say, 'Asante sana'.

In the same breath, I wish to appeal to all Kenyan publishers to subscribe to KPA membership. We recognize for example that while competition for the Kenyatta Award is open to all publishers, not all entrants are KPA paid up members. This does not seem to be fair, noting that we have to keep alive the secretariat for it to manage the prize.

We condemn censorship in the strongest possible language. We would like to restate that the literary fraternity shall not cave in to intimidation and arm-twisting by fundamentalists, no matter how strong their zealotry is, nor to other enemies of freedom of expression, no matter how strong their muscles and muzzles are. We know censorship to be cancerous. We know that censorship knows no bounds. We are prepared to rally the entire literary fraternity in the country and beyond to ward off the leprous hand of censorship.

**Finally, I wish to reiterate and reemphasize the concern of the literary fraternity in the country and elsewhere on the globe regarding the vituperative campaign we have been witness to in recent times, against our books, by people who know next to nothing about literature. When gynecologists and obstetricians interact closely with human anatomy, we in literature do not insinuate ourselves upon them, wondering why they would engage in such interaction. We recognize that such interaction and intimacy should not be judged out of context. We have not been trained in obs and gyno and so we respect those who have been trained in that area and their judgment and activities in respect to that area. By the same token, we would expect that those who have not been prepared for literary appreciation shall conduct themselves with the humility called of them when addressing literary issues.**

We condemn censorship in the strongest possible language. We would like to restate that the literary fraternity shall not cave in to intimidation and arm-twisting by fundamentalists, no matter how strong their zealotry is, nor to other enemies of freedom of expression, no matter how strong their muscles and muzzles are. We know censorship to be cancerous. We know that censorship knows no bounds. We are prepared to rally the entire literary fraternity in the country and beyond to ward off the leprous hand of censorship.

We know that if censors have their way, celebrations such as we are to witness here tonight shall soon belong to history. The KPA shall not bow in to censorship.



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### Business Opportunities arising from the 6<sup>th</sup> NIBF, Nairobi, Kenya

The following were enquiries made at the APNET stand. Members should follow up on items that relate to their companies.

|    | Name                      | Address  | Comment   |
|----|---------------------------|--|---|
| 1  | E. S. Kisamo              | LATF, P O Box 3533, Nairobi Tel: 0722949907 E-mail: <a href="mailto:Skisamo@lusakaagreement.org">Skisamo@lusakaagreement.org</a>             | Needs 5 copies of "Rogue State".  |
| 2  | Karina Arellano           | Guadalupe Fathers, P O Box 21245 – 00505 Tel: 892152   | Needs a copy of "Women in Folktales and Short Stories of Africa".   |
| 3  | Hon. John Barasa Munyasia | P O Box 2566, Bungoma  | Would appreciate assistance to know where to buy Dan Nabudere's Epistemological Methodological Foundations  |
| 4  | Margaret Wang'oma         | Education Department, P O Box 3029, Nairobi E-mail: <a href="mailto:margaretwangoma2000@yahoo.com">margaretwangoma2000@yahoo.com</a>         | Would appreciate it if a catalogue for juvenile collection would be available to her.   |
| 5  | Njoki Kamau               | Release Political Prisoners, P O Box 4636-00200, Nairobi, Kenya  | Would like a copy of "Jailed for Life" by Kunle Ajibade.  |
| 6  | Chenai Mufanawejingo      | E-mail: <a href="mailto:cmufanowejingo@yahoo.co.uk">cmufanowejingo@yahoo.co.uk</a>   | They are looking for distributors of "Science and Health" by Mary Baker Eddy in Botswana, Namibia, Malawi and Francophone Africa.   |
| 7  | Seraphinah Mwangi         | Focus Publications Ltd., P O Box 289176, 00200 Nairobi, Kenya E-mail: <a href="mailto:focus@africaonline.co.ke">focus@africaonline.co.ke</a> | Interested in "Escape from the Match Box" by Rasmed Publishers. She got a copy to read from the APNET stand.  |
| 8  | Mr. Pascally Mayega       | MPB Enterprises, P O Box 70077, Dar es Salaam, Tanzania E-mail: <a href="mailto:mpb_1986@hotmail.com">mpb_1986@hotmail.com</a>               | He is selling translation rights on three of his books, "Korongo naKobe", "Mwalimu Mkuu", and "Kisa Chakiboko naChura". He is also looking for co-publishing partners. Would like to attend future buyers/sellers meetings to meet more African publishers. |
| 9  | Mr. Jaspal S. Nyotta      | AG Printing & Publishing Ltd., P O Box 43863, GPO-00100, Nairobi, Kenya. E-mail: <a href="mailto:agpph@wananchi.com">agpph@wananchi.com</a>  | Would like to get into contact with publishers and UN Agencies in different African countries. Please contact him.  |
| 10 | Dixon Mbori Aomo          | Suba Books & Periodicals Distributors Ltd., E-mail: <a href="mailto:subabooks@iconnect.co.ke">subabooks@iconnect.co.ke</a>                   | They are interested in African books mainly from Malawi and South Africa. They own a big bookshop. Send your catalogues   |
| 11 | Wangui Ng'ang'a           | Private Box 60750, Nairobi E-mail: <a href="mailto:wanguhu2002@yahoo.com">wanguhu2002@yahoo.com</a>  | Has a manuscript on Kenya's Ethnic Communities, which he believes could be an international read.   |



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## Frankfurt Book Fair 2003 8 – 13 October

### *Business Opportunities*

|    | Name                    | Address  | Phone/Fax & E-mail   | Comment/Request  |
|----|-------------------------|--|--|--|
| 1  | Fabio Mertinelli        | Pena Terra Editora, Al. Franca 74 G 114, Sao Paulo SP, Brazil 01422-000  |  | Looking for compilations of typical African tales and travel tales and accounts.   |
| 2  | Jane Hindle             | VERSO, 6 Meard Street, London W1F 0EG  |  | Looking for information on bookshops in Rwanda   |
| 3  | Dominique Raccah        | Sourcebooks, 1935 Brookdale Rd, Ste 139, Naperville IL 60563   | <a href="mailto:Dominique@sourcebooks.com">Dominique@sourcebooks.com</a><br>630 961 2168<br><a href="http://www.sourcebooks.com">www.sourcebooks.com</a> | They promote African literature, offer training, and promote authors through development in publishing of fiction and non-fiction  |
| 4  | Saurabh Gupta           | Laxmi Publications, 22, Ansari Road, Daryaganj, Delhi – 2, India   | 91-11-23252574/91-11-23252572<br><a href="mailto:guptas@global.t-bird.edu">guptas@global.t-bird.edu</a>  | Are looking for buyers for science and technical books   |
| 5  | Cardbox Company         | 5 – 8 – 55/A, Nampally Station Road, Hyderabad 500001 AP India   | 01 40 23341968<br>91 40 23343381<br><a href="mailto:cbc_333@yahoo.com">cbc_333@yahoo.com</a>   | Interested in printing single, two or multicolour books. Can handle both soft and hard case binding.   |
| 6  | Anja Oed                | Jahn-Library for African Literatures Forum 6, D-55099 Mainz, University of Mainz   | 49 (0) 6131 3925933<br>49 (0) 6131 2925933<br><a href="http://www.jahn-bibliothek.ifeas.uni-mainz.de">www.jahn-bibliothek.ifeas.uni-mainz.de</a>         | They would like to buy fiction, literature and also children's books in African local languages like Bambara, Wolof, Yoruba and Kiswahili. Also interested in literary texts.  |
| 7  | Saso Krumpak            | Druzina Krumpak K.D., Bojsova 12, 4001 Kranj, Slovenia   | 386 4 2369 750 / 386 4 369 755<br><a href="mailto:info@happyforum.net">info@happyforum.net</a>   | Would like information on the Nigerian and Ivoirian Book Fairs in 2004.  |
| 8  | Khadija Rezgaou         | Bieber str 1, DRK, Zi 1, D 20146, Hamburg  |  | De beaux bourquvis por les enfants qu'on trouve<br>helas pas en Allemagne!   |
| 9  | Achim Schlott           | Schweizer Str. 10, D-60594 Frankfurt,  | <a href="mailto:Schlott-al-muhami@t-online.de">Schlott-al-muhami@t-online.de</a>   | Looking for Arabic language and writing in Africa excluding the North African countries.   |
| 10 | Frankcy Yamin           | Actar Publishing, Rocai Batlle 2, 08023 Barcelona, Spain   |  | Looking for distributors for books of architecture and contemporary art in Africa.   |
| 11 | Joseph Shariff          | 33 Gloucester Place, London W1, England  |  | Looking for publishers of Travel Guide books in Africa for African and other world destinations.   |
| 12 | Dedi Felman             | Words Without Borders, c/o Institute for International Liberal Education, Bard College, Annandale-on-Hudson, New York 12504-5000 | <a href="mailto:felman@bard.edu">felman@bard.edu</a><br><a href="http://www.wordswithoutborders.org">www.wordswithoutborders.org</a>                     | Looking for African books to feature in their online Magazine for International Literature. They offer reviews as well of selected books. African books are in focus in Spring and Summer. ( <i>Write to them or visit their website</i> ) |
| 13 | Alain Bontemps          | Publisher of Language Learning, 2 rue de la Guinguette, B7803 – ATH- Belgium   | 00324 77 454482<br><a href="mailto:espmulti@skynet.be">espmulti@skynet.be</a>  | They sell DVDs and CDs on teaching English and French for children from 5 – 12 years. They are looking for a distributor in Africa.  |
| 14 | PhDr. Marketa Hejkalova | Podzimni knizni trh, Dolni ul. 153, 580 01 Havlickuv Brod, Czech Republic  | 420 569424115<br>Mobile:<br>420777616158<br><a href="mailto:marketa@hejkal.cz">marketa@hejkal.cz</a>   | Looking for contemporary fiction and non-fiction with emphasis on humanities.  |



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|----|--|--|--|--|
| 15 | Anuj Bahri<br>Malhotra                                     | India Research Press, Plat<br>#6, Khan Market, New<br>Delhi 110 003, India   | 11 24694610<br>11 24618637<br><a href="mailto:bahrison@vsnl.com">bahrison@vsnl.com</a>   | They have a new book on Mahatma Gandhi. They are offering rights to an African publisher.  |
| 16 | Mohamad Jamil  | Malaysian Book Industry<br>Council, B510, Block B,<br>Kelana Square, Jalan<br>SS6/26, Kelana Jaya,<br>47301 Petaling Jaya,<br>Malaysia | 603 7805 1353<br>603 7808 2505<br><a href="mailto:jamilmo7@hotmail.com">jamilmo7@hotmail.com</a>   | They would like to have an APNET collective exhibit at their book fair in 2004. They are offering APNET a free booth to exhibit.   |
| 17 | Raquel Orce  | International Missionary<br>Society, SDA Reform<br>Movement, Friedrich-<br>Ebert-Str. 17, D-74803<br>Mosbach-Baden, Germany            | 49 6261 4357<br>49 6261 14327<br><a href="mailto:sda.refmov@t-online.de">sda.refmov@t-online.de</a>  | Looking for addresses of printing houses in Africa to print little religious help books and educational textbooks in Kiswahili, Portuguese and French.                           |
| 18 | Monica Prodon  | Globlivres, rue Neuve 2<br>bis, CH-1020, Renens<br>(Switzerland)   | 41 21 6350236<br><a href="mailto:globlivres@bluewin.ch">globlivres@bluewin.ch</a>  | Would like to buy books in Portuguese and Lingala for their libraries.   |
| 19 | Dr. Irene Bark   | HamppVerlag, Hampp<br>Media GmbH,<br>Schockenriedstrabe 4,<br>70565 Stuttgart  | 0711 78292-132<br>0711 782920199<br><a href="mailto:ibark@hamppverlag.de">ibark@hamppverlag.de</a>   | Urgently looking for lists of publishers, libraries and bookshops in Africa.   |
| 20 | Anil Jain  | Research Periodicals<br>Organization, 25-B/2, New<br>Rohtak Rd. (near Liberty<br>Cinema), New Delhi 110<br>005, India                  | 25781565/25781566<br>91 11 25781561<br><a href="mailto:akjain@del2.vsnl.net.in">akjain@del2.vsnl.net.in</a>  | They are looking for distributors in Africa for their research periodicals.  |
| 21 | Yan Juxin  | Orient Publishing Center,<br>Roon 1802, 345 Xian Xia<br>Rd., Shanghai, China<br>200336   | 86 21 62330716<br>86 21 62344019<br><a href="mailto:yanjxl@hotmail.com">yanjxl@hotmail.com</a><br>/ <a href="mailto:dfcbzx@263.net">dfcbzx@263.net</a> | Looking for fiction and children's books to translate into Chinese from English and French. They also want to be a trade visitor to ZIBF 2004.                                   |
| 22 | Helena Olsson  | Nordiska Afrikainstitutet,<br>P O Box 1703, SE – 751<br>47 Uppsala, Sweden   | 46 18 562200/46 18<br>562205<br>46 18 562290<br><a href="mailto:Helena.Olsson@nai.uu.se">Helena.Olsson@nai.uu.se</a>                                   | Would like to attend African book fairs in Nigeria, Abidjan and consider other venues as well. Would like to receive the APNET Trade Calendar.                                   |
| 23 | Dr. Silvia Brunelli  | International Literary<br>Agency, Via San Romano,<br>60, 50135 Firenze, Italy  | 055 697773<br>056 697626<br><a href="mailto:brunelli@studionabu.it">brunelli@studionabu.it</a>   | They would like to select books to consider for publication through licence buying from Africa. Would be happy to get catalogues from publishers.                                |
| 24 | Rok Zavrtanik  | The Dream Publisher,<br>Cesta 24, Junija 23, 1231<br>Ljubljana, Slovenia   | 386 1 5880129<br>386 1 5612303<br><a href="mailto:rok.zavrtanik@sanje.si">rok.zavrtanik@sanje.si</a>   | Are translating Amadou Korouma's book and would like to licence more literature books to exhibit at cultural events in Slovenia. They have one such event in May 2004.           |
| 25 | Chantal Leonard-<br>Foreign rights for<br>children's books | La Renaissance du Livre,<br>14/1, rue de Paris, 7500<br>Rournai, Belgium   | 32 (0) 69891555<br>32 (0) 69891550<br><a href="mailto:Chantal.Leonard@skynet.be">Chantal.Leonard@skynet.be</a>   | They license two children's books each year. This was their 15 <sup>th</sup> year at Frankfurt where they make good contacts. Would like to receive children's books catalogues. |
| 26 | Yeshimebet Tsige   | Alexandria librairie et<br>services d'information,<br>Bettina Foellmi-<br>Zinnenlauf, 90, rue de la<br>Ziegelau, F-67100<br>Strasbourg | 0388364107<br><a href="mailto:contacttez@lifre-buch.com">contacttez@lifre-buch.com</a>   | They are looking for French publishers in Africa to work with in promoting African literature and stories. Please contact them for more details.                                 |
| 27 | Michael Ong &<br>T. Thirugnana                             | BHS Book Printing Sdn.<br>Bhd., Lot 17 – 22 & Lot<br>17 – 23, Jalan Satu,<br>Bersatu Industrial Park,<br>Cheras Jaya, 43200            | 603<br>90747017/90747018<br>603 90747015<br><a href="mailto:bhssales@tm.net.my">bhssales@tm.net.my</a><br>603  | They would like to visit as many African Book fairs as possible to meet with the publishers and to discuss their printing requirements.  |



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|----|----------------------|--|--|---|
|    |                      | Cheras, Selangor,<br>Malaysia  | 90747558/90747604<br>603 90747573<br><a href="mailto:bhsprint@tm.net.my">bhsprint@tm.net.my</a>  |   |
| 28 | Halldor Palsson      | The New Millennium Series, The House of Commerce, Kringlan 7, 9 <sup>th</sup> Floor, IS – 103 Reykjavik, Iceland | 354 533 6200<br>354 533 6202<br>Mob-Iceland 354 893 0250<br>Mob-Finland 040 870 3353<br><a href="mailto:carol@carol.is">carol@carol.is</a>   | They are looking for partner publishers in Africa to publish country editions of the New Millennium Series. These books could also be translated into any language. They have editions in Chinese, French and others. These books are usually bought by governments and used for exchange at international meetings, foreign Ministry activities and other diplomatic events. |
| 29 | Aunali Khalfan       | Islamic Books, Tahrike Tarsile Qur'an, Inc., 80-0851 <sup>st</sup> Ave, Elmhurst, N.Y. 11373-4141                | 718 446 6472<br>718 446 4370<br><a href="mailto:read@koranusa.org">read@koranusa.org</a>   | He would like to attend buyers/sellers meetings at book fairs in Africa. He would also like the trade calendar to show him dates for African book fairs.  |
| 30 | Kalyan Shah          | Publishers & Booksellers Guild, Guild House, 2B, Jhama Pukur Lane, Kolkata – 700 009                             | 241 3680/360 4588<br>Res: 493 3025/245 0858<br>360 4566<br><a href="mailto:guild@cal2.vsnl.net.in">guild@cal2.vsnl.net.in</a>  | They need the PAWA address. They are also looking for African writers like Gordimar, Wole Soyinka, Niyi Osundare, Coetzee to attend their book fair. They can provide tickets, local hospitality to enable them give readings and talks to the public.  |
| 31 | Alexandra Buchler    | Literature Across Frontiers, 1 Moon Grove, Manchester M14 5 HE, UK   | 44 161 2490235<br>44 161 2490210<br><a href="mailto:info@lit-across-frontiers.org">info@lit-across-frontiers.org</a><br><a href="http://www.lit-across-frontiers.org">www.lit-across-frontiers.org</a> | They promote literature from Africa and have a special project that is aimed at moving literature from country to country. They work very closely with Mr. Mario Rosi of UNESCO.  |
| 32 | Alejandro Sanchez    | Graficas Diaz Tuduri S.L., Jaen 5, E48012 Biblbao, Bizkaia, Spain  | 94 4217453<br>94 4436636<br><a href="mailto:alejandrosanchez@di-azgraficas.com">alejandrosanchez@di-azgraficas.com</a>   | They are a printer in Spain who work from computer to machine direct without films. They are highly technical which is cost effective.  |
| 33 | Katja D. Morgenstern | BookSurge, LLC, 5341 Dorchester Road, Suite 16, North Charleston, SC 29418, USA                                  | 001 843 579 0000<br>309 210 4313<br><a href="mailto:katja.morgenstern@booksurge.com">katja.morgenstern@booksurge.com</a>   | They offer a one-book-at-a-time printing and distribution system. A system that eliminates inventory, shipping and warehousing expenses. Your books can now cross national and continental publishing boundaries through their services.  |
| 34 | Olla Ries            | Heerstr 324, 60488 Frankfurt/Main  | Mob: 49 (0) 179 4473260<br>49 (0) 69 7071143<br>(0) 1212 533087048<br><a href="mailto:Olla.Ries@web.de">Olla.Ries@web.de</a>   | They offer accommodation to visitors to Frankfurt. Their rates are Euro 65 for a single and Euro 88 for a double. Contact them for your 2004 visit.   |



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## Report of the 4<sup>th</sup> Foire Internationale du Livre de Ouagadougou (FILO) which took place from 22 – 27 November 2003

### 1. INTRODUCTION

APNET continues to support book fairs in member countries through participation. This is the second time APNET had a collective exhibit in Ouagadougou. APNET has been offered a stand from the time FILO started in 2000. The Ministry of Culture, in association with the Ministry of Education and ASSEDIF, the NPA organizes FILO. This year the Ministry of Culture sponsored the participation of 8 people from France and Africa. The theme of this year's FILO was *Books and Education*.

### 2. THE EXHIBITION

The Minister of Culture, Arts and Tourism, H. E. Mahamoudou Ouedraogo officially opened FILO. Other guest speakers at the official opening were the Canadian and French Ambassadors. FILO had **26 exhibitors** of which **7 were from outside** Burkina Faso. FILO is a selling fair and exhibitors sell their books from day one. APNET had a total of **76 books from 21 countries representing 38 publishers**. Visitors to the APNET stand wanted to know why APNET only exhibits and do not sell. They were told that the collective exhibit is there to showcase some of the books from other African countries and to enable publishers present to select titles for possible licensing or co-publication even when the publisher is not available.

FILO was busy right from the first day with groups of school children coming in with their teachers. Parents also came to buy books for their children. Foreign exhibitors expressed satisfaction with the business done during FILO, as they sold their books directly to fair visitors and left the remainder with bookshops and their agents.

### 3. MEETINGS

Meetings were planned from the 23<sup>rd</sup> till the 27<sup>th</sup> of November. These were to discuss different issues related to publishing, distribution and the future of FILO. Apart from the meetings organized by the Ministry and ASSEDIF, I managed to talk to a number of exhibitors and visitors to FILO.

- a) Mr. Nadie W. Abel, Directeur General de la Bibliotheque Nationale du Burkina Faso noted that APNET is not known in this country and when asked what APNET should do to get known he suggested the following:
  - APNET should send its posters to national libraries and bookshops in Burkina Faso.
  - APNET should broadcast a message to the nation through the radio and television on the World Book Day, the 23<sup>rd</sup> of April each year.
  - APR/REA is not reaching many African publishers, librarians and bookshops and therefore information is not filtering down to the intended audience of APR/REA.

This issue was raised at a meeting of authors and professionals where the APNET Chairman was present.

- b) A visitor to the APNET stand and requested that APNET opens bookshops in the different villages to cater for local students and teachers. His request came after he bought books for his daughter at a rural school. He sent these books through a bus driver but the books were never delivered. He cannot locate the driver and his daughter is going without books therefore his suggestion.
- c) On the last day, after the official closing ceremony, Mr. NABA invited TPO to attend a meeting with the interviewer of Radio Number 1 based in Congo Brazzaville. In the group of interviewees was Mr. Ben Khader of Tunisia, Mr. Nadie from the National Library and Mr. NABA. The interview was based on the importance of publishing and distribution of books in Africa and the role of FILO to achieve this objective. TPO ended up answering some of the questions from the interviewer.
- d) Met with the Minister of Culture, Arts and Tourism on the evening of the 27<sup>th</sup>. This meeting was organized for participants to thank the Minister for the invitation and sponsorship to FILO. This meeting was greatly appreciated by those who went to meet with the Minister as it took place after working hours and the Minister was willing to meet and have time with the participants. 7 invitees met with the Minister.
- e) A meeting to discuss the future of FILO was held and TPO was later briefed by Mr. Ben Khader that the following was suggested:



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Publishing in Africa

- That the title of FILO should be changed to “Book Marketing” to match with the promotion of a reading culture.
  - FILO should take place every two years and not annually.
  - A Director should be appointed for a period of three years to organize the fair to ensure continuity and concentration on the organization.
  - FILO should work closely with APNET in future to reinforce the participation of more African publishers.
  - FILO should look for external funding other than the Ministry of Culture, Arts and Tourism to ensure that more sponsored participants come to Ouagadougou.
  - FILO should last 5 days to ensure maximum participation at both the seminars and the exhibition.
  - FILO should have an exhibitors’ catalogue, which could be used as a reference tool for follow-up after the fair, instead of having a booklet for programmes, which change before the fair even starts. (Not suggested at the meeting but later).
- f) A meeting with Mr. Hien, the Chairman of ASSEDIF, revealed that FILO 2004 would invite 300 writers from the Francophone zone to a special conference. Due to the large numbers coming, they plan to have the exhibition at the ‘Salon International des Artisanats de Ouagadougou (SIAO) grounds near the crafts village.
- g) Mr. Hien also noted that SIAO was in session at the same time as FILO. SIAO takes place every two years and it alternates with FESPACO, a film festival for all Africa.
- h) A meeting with Mr. Coulibally explained that Ouagadougou was a cultural centre with a number of festivals taking place. Some of the cultural activities include Festival Internationale des Theatres pour le developpement (FITD), the National week for culture takes place every two years at Boubou. NAK – le nuit atepiques de Koudougou takes place annually at the 3<sup>rd</sup> largest city in Burkina Faso. Mr. Coulibally also revealed that FILO 2004 is scheduled to take place from 24 – 30 November.

#### 4. BUSINESS OPPORTUNITIES

Even though Burkina Faso is a French speaking country, some of the visitors to the fair were interested in the few English books on exhibit. Some of the most sought after titles were:

- i) English Picture Book for Children 1 by Mtire Educational Publishers.
- ii) Keep your Dreams Alive! An AIDS story book by Focus Publications
- iii) The Trap by Malawi Writers Union
- iv) High Heels and Hijack by New Africa Educational Publishers
- v) Women in Folktales and Short Stories of Africa by Azalea Publishers

Other French titles were also in demand and it is unfortunate that the booksellers present did not have stocks of even “Une si longue lettre” by NEA-Senegal. Other titles from Cote d’ Ivoire, Togo, and Cameroon were also in demand but the bookshops did not have any copies.

It is hoped that in future the booksellers and bookshops in Ouagadougou and French speaking towns will also stock a few English titles for those who need them. Some students from the University of Ouagadougou came to the APNET stand looking for “Things Fall Apart” which is a set text in English for their course. They will not get copies unless someone supplies. It is unfortunate that there is this demand, though little which could grow in the near future as a number of people have learnt English but are sliding back into French only because of lack of appropriate reading materials.

#### 5. CONCLUSION

It is important that exhibitors to FILO carry a variety of books including English titles, to satisfy the demand that exists. No one is doing anything to cater for this small market. APNET should look seriously into the advice given by the National librarian and do the same in all member countries to ensure that APNET gets the appropriate mileage that befits its image and work in these different member countries.



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Publishing in Africa

## APNET's Second Strategic Plan: 2005 - 2010

In an effort to assess the impact/success of its current 5-Year Strategic Plan which ends in September 2004 and to map out strategies for a second plan, the African Publishers Network (APNET) held a workshop to look at "APNET Beyond 2004" at the Panafric Hotel in Nairobi, Kenya from 23 – 25 October 2003. Mr. Titus Moetsabi of Africa Community Communications, based in Harare, Zimbabwe, facilitated this workshop.

**The workshop objectives:** The consultants were tasked to:

- a) Prepare appropriate topics and sub-themes within the general seminar theme "APNET Beyond 2004" for discussions at this three-day Strategic Seminar.
- b) Facilitate and lead the discussions at the seminar, to enable participants to do an objective appraisal of the goals of the Current Five Year Strategic Plan and results achieved by the plan.
- c) Facilitate discussions to enable participants identify desirable goals for the next plan period of APNET and strategies for achieving these goals.

### Workshop Expectations:

The participants who were Board Members, former Board members, program staff from the Secretariat and founder members of APNET, had the following expectations for the Strategic plan to come up with:

- A practical program to strengthen indigenous publishers in Africa.
- Clear guidelines of operations for the next Five Year Plan.
- A clear definition of an indigenous publisher.
- Useful ideas and strategies for 'APNET beyond 2004'.
- A discussion of APNET's challenges and prospects.
- The objective of a strategic plan.
- Fruitful discussions of prospects
- Firm future for APNET.
- Information about African publishing.

### *Situation Analysis*

It was noted and agreed that a lot has been achieved by APNET through its efforts of working through strengthening and empowering NPAs in Africa. A set of quantifiable (verifiable indicators) for every program was used for monitoring and evaluation of the programs.

On charting the way forward, the following are some of the pertinent issues raised for each program.

- a) **Training**
  - Remain committed to the agenda of increasing professionalism through skills development whilst meeting the global challenges posed by e-book, e-commerce, etc.
  - Facilitate exchange of staff among publishing houses in Africa for increased participation and sharing of experiences.
  - Play a more prominent accreditation role in publishing training through liaison with appropriate institutions.
- b) **Capacity Building**
  - Work closely with NPAs to facilitate their development as organizations and help them attain greater impact in their activities.
- c) **Information – Sharing and Networking**
  - To 'engender greater co-operation amongst African publishers' and promote the formation of a body that would become the clearinghouse for books published in Africa.
  - Extend the networking arm of APNET to reach out to collaborators and founders outside Africa.
  - Work through governments to establish strong networks with regional economic groupings for example, ECOWAS, SADC, COMESA.
- d) **Research and Advocacy**
  - To continue to sponsor research into relevant areas of publishing.





## APNET

### Strengthening indigenous Publishing in Africa

- To foster the empowerment of women through a policy that deliberately advocates and supports the cause of women in publishing,
  - Be involved in advocacy targeted at changing policies that hinder the progress of the book industry e.g. advocate for duty and VAT exemption and the promotion of 'intra-African book trade'.
- e) Publications**
- Reinforce the African Publishing Review (APR) as a professional journal and generate revenue this way.
- f) Trade Promotion**
- Put more effort in lobbying governments and economic groups to create a better enabling environment for intra-African book trade.
  - Hold more buyers/sellers meetings to facilitate existing intra-African trade channels.
- g) Partnerships and International Relations**
- APNET should move from Public Partnerships (PP) to Public Private Partnerships (PPP).

Participants and those invited but who could not make it to the workshop sent in their written contributions. These contributions were discussed and noted as follows:

- a) Note by **Andoh Mensah and Richard Crabbe** – African Publishing Initiative: (The World Bank).  
Summary of important action areas:
- Identify best practice models to learn from what other countries and Business Management Organizations (BMOs) such as APNET are doing.
  - Identify the institutions involved (e.g. Booksellers, customs, education and procurement policy entities and publishers.)
  - Examine how different entities are harmonised.
  - Research the basic techniques used in business advocacy activities.
  - Identify and partner with the players in national poverty reduction and country assistance strategies within national governments and regional trade and economic bodies.
  - Build strengths in capacity of weak National Publishers Association (NPAs).
  - Reconstitute APNET's International Relations Committee with persons to enable APNET proactively engage national and regional entities in dialogue and action in the advancement of the publishing industry.
- b) Reflections **by Egidio Mpanga**.
- Come up with a strategy to deal with multinationals that are in most cases a draw back and not an asset.
  - Fight by lobbying governments for policy change that will 'level the playing field for the benefit of indigenous outfits, who are usually too weak' to face the competition.
  - APNET's programs must be responsive to individual needs or priorities.
  - Strengthen weak indigenous publishers (by using indirect subsidies, for instance) for them to be able to influence activities in the NPAs. Consider starting 'three year literary support projects'.
- c) **Presentation by Katherine Salahi** summarised important areas for action. Her emphasis was on two major areas.
- i) *Organization*
- Conduct self-evaluation to ensure that your organization does not lose the momentum with which it started.
  - Engage in training if need be for the Board and Secretariat to ensure that the organization keeps abreast with the demands of globalisation and technology.
- ii) *Funding*
- No donor can be taken for granted so it is always prudent to act proactively and start the search for funds for 2004 early and also to 'cast the net wide'.
  - Make strategic alliances with other initiatives and expand the same principle as is being cultivated with the Education for All program possibly with the UN's Decade of Education for Sustainable Development, etc.



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Strengthening indigenous  
Publishing in Africa

- Consider going into partnerships with northern-based NGOs if this will help APNET to get funding.
  
  - d) **Brian Wafawarowa** noted that APNET has undoubtedly achieved a lot of breadth and feels that it is now time to focus on depth. He gave areas for special consideration in 2004 as follows:
    - How can APNET as an organization achieve more for less?
    - The ultimate test for APNET's value, real and perceived, is whether it would still be subscribed if members had to pay to be included.
- On organizational issues he noted that:*
- There is need to improve communications between the Board and Secretariat.
  - Specific missions by Board members need to be monitored and matched to organizational objectives by the secretariat, that is, the Board Member who goes on a mission should be determined solely by who is best qualified to do the job at hand, not, for instance; by the fact that they have not gone on a mission before.
  - There is need to set up an Executive Management Committee that deals with matters similar to the one above.
  - The Board was seen as 'a club for black men'. The role of women in the Board and in APNET's programs as a whole should continue to be redressed.

### *Pillars of the Strategic Plan 2005 – 2010*

Participants paused and reconsidered whether APNET's first vision still captured what the organization was endeavouring to achieve. The results were as follows:

#### **Vision:**

*The transformation of African peoples through access to books.*

This was regarded as still a worthy cause APNET was fighting to attain for the benefit of all African people.

#### **Mission:**

The mission was changed to read: Strengthen African publishing through networking, training, trade promotion and advocacy, in partnership with other stakeholders, to fully meet Africa's need for quality, relevant books.

It was agreed that in the second phase the focus should no longer be on initiating but rather strengthening initiatives already present, and whilst striving to excel in this dimension, also focus on forming strategic alliances with relevant and interested partners inside and outside our own continent.

#### *Outcome*

After exhaustive discussions on the above, participants revisited each program area using a logical framework matrix. The final document will be circulated to all members through the NPAs. All interested parties should contact their NPA for a view. Others can contact the secretariat for copies of the final Strategic Document 2005 – 2010.



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Publishing in Africa

## **Fifth Pan African Booksellers Association Convention 20th September, 2003, Nairobi, Kenya**

**Theme: Strengthening the Role of Book selling in Africa through Enhanced  
Collaboration with Publishers**

### **WAY FORWARD**

The way forward at the 5th African Booksellers Convention was formulated in three resolutions as follows:

1. Having acknowledged that book selling in Africa is still weak, and that its advancement is dependent on strengthened collaboration with African publishers, the 5th African Booksellers Convention hereby resolves to undertake the following activities in four broad programmes, aimed at strengthening the role of book selling and enhancing collaboration with African publishers as follows:

**a) Programme on Collaboration with Publishers**

- All NBAs to formulate and enforce national “Code of Conduct”, which shall outline eligibility criteria for NBA membership, standardised national Trade Terms in Bookseller/Publisher agreements, and enforcement of trust and discipline among booksellers and publishers
- NBAs to lobby governments to legalise national codes of conduct
- NBAs and NPAs to form joint national committees to oversee enforcement of national codes of conduct and to implement book development and promotional activities such as book weeks, fairs and exhibitions, etc.
- NBAs and NPAs to exchange membership lists to ensure that trading is restricted among bona-fide members of both associations
- PABA and APNET to develop and launch programmes on Intra-African Book Trade to include research and strategies for cross border trade (e.g. booksellers to be included in continental donor funded book projects such as Book Aid International ‘s IABT)
- PABA and APNET to establish a forum for holding periodical collaborative meetings
- PABA to establish a secretariat

**b) Capacity Building Programme**

- PABA to encourage establishment of NBAs in countries where they do not exist and to strengthen NBAs that are weakening
- PABA to train NBAs on conflict resolution
- NBAs to join National Book Development Councils in countries where they exist and initiate their establishment where they do not exist, and to lobby for formulation of national book policies
- NBAs to actively lobby their governments for removal of all forms of taxation on books and book production materials as a measure of lowering prices and expanding book markets
- NBAs to mobilise capital resources in the form of a revolving fund to initiate all recommended activities such as establishment of book clubs

**c) Training and Research Programme**



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Publishing in Africa

- Develop PABA Certificate Course in promotion and marketing and business management to be implemented jointly with APNET alongside the API Training Programme
- Undertake research on
  - Reading habits
  - Book market (size, location and trends)
  - Markets for books for special interest groups
  - Local language book markets
- Organise, jointly with APNET, workshops and seminars to discuss and disseminate research findings

**d) Strategy on Book Provision Schemes**

- NBAs to establish national book policy committees to formulate position papers for inclusion of booksellers in government book provision schemes and donor-funded projects
- All national book provision policies to be based on the “Free Market” model in which schools and institutions make their own selection of books through local bookshops
- All national book provision policies to cover both primary and secondary schools
- National book provision schemes to offer joint technical training to publishers and booksellers
- National book provision policies to allow participation of eligible members of NBAs as stipulated in national “Code of Conduct”
- Incorporate “Code of Conduct” in governments, tendering requirements for book provision schemes, and where possible, establish a tripartite agreement among booksellers, publishers and governments on participation in the schemes

2. Noting that the Memorandum of Understanding between PABA and APNET, which was signed in 2001 has not been fully assimilated by both APNET and PABA members; and that, based on APNET’s paper to the 5th ABC, APNET does not seem to have fully embraced the forward-looking spirit of the Mo U, THE 5TH ABC hereby empowers the PABA Executive Committee to undertake the following:

- a) Organise a consultative meeting between PABA and APNET to review MoU to read “**Memorandum of Understanding between PABA and APNET and Code of Conduct Book Trade in Africa**” and include all the activities of PABA *Programme on collaboration with Publishers*.
- b) Legalise, jointly with APNET the Memorandum of Understanding between PABA and APNET and Code of Conduct Book Trade in Africa
- c) Disseminate Memorandum of Understanding between PABA and APNET and Code of Conduct Book Trade in Africa to all members of PABA and APNET through NBAs

3. Understanding the urgency of resolutions 1 & 3 above as the means of achieving the objectives of the 5th ABC, the Convention hereby mandates the PABA Executive Committee to mobilise resources (write a proposal to raise funds from external donors and solicit for contributions from PABA members) and to embark on the implementation of the 5th ABC’s Way Forward.



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Publishing in Africa

## NOTICES

### GOURMAND WORLD COOKBOOK AWARDS 2003 February 2004

- There are over 24.000 different food and wine books published around the world every year. In 2003, over 4000 books in 40 languages from 60 countries competed in the **Gourmand World Cookbook Awards**. In 2003, we organized 53 competitions worldwide. Books compete first in their own language, then the winners compete for Best in the World. In 2004, even more entries are expected.
- Winning books get a new “launch” thanks to the awards, and even more books are sold. More importantly, the winners get international recognition and may thereby acquire international rights deals and have their books translated into other languages.
- The list with winners in the national and regional competitions will start to be made public in December 2004. The list will be posted on [www.cookbookfair.com](http://www.cookbookfair.com)
- Languages include: English, Spanish, Catalan, Gallego, Euskera, French, Afrikaans, German, Italian, Portuguese, Greek, Dutch, Swedish, Norwegian, Danish, Finn, Icelandic, Flemish, Hebrew, Japanese, Chinese, Bahasa Malaysian, Russian, Polish, Hungarian, Czech, Croatian, Slovenian, Arabic, Turkish, Korean. The winners in these languages will be announced in November.
- The International Jury made up of Jean Jacques Ratier, Mayor of Sorges, capital of the truffles of Perigord, Dun Gifford, President of Oldways, a non profit foundation (USA), Oscar Caballero, a journalist from Argentina, Prince Franz-Wilhem of Prussia, from Germany, Edouard Cointreau, publisher of ICR-The International Cookbook Revue.
- All food and wine books published between October 30, 2003 and September 2004 qualify. Projects, manuscripts, blads are accepted and even most welcome. There are no entry fees. Three copies of each book have to be sent to:

**Gourmand – Edouard Cointreau**  
**Pintor Rosales, 36-8°A**  
**28008 Madrid – Spain**  
**Tel: +34 91 541 67 68**  
**Fax: +34 91 541 68 21**  
**E-mail: [icr@virtualsw.es](mailto:icr@virtualsw.es)**  
**[www.gourmandbooks.com](http://www.gourmandbooks.com)**  
**[www.cookbookfair.com](http://www.cookbookfair.com)**

#### Awards Rules:

- All books about food or/and wine quality. There are no entry fees.
- You can participate in the awards without visiting the fair.
- Books have to be published between October 2003 and November 15, 2004.
- Deadline for receiving books is November 15, 2004. Projects, manuscripts, blads are accepted.
- Three copies of each book have to be sent to Gourmand, Pintor Rosales 36,8°A, 28008 Madrid. Spain
- Books first compete within each language category, then for the “**Best in the World**”
- Authors and Publishers who enter in the competition for the **Gourmand World Cookbook Awards 2004** agree to participate in the Gourmand Television Program and the yearly Gourmand Awards “**World Best Cookbook**” if so requested by **Gourmand** after winning a prize.



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## CHALLENGES AND OPPORTUNITIES OF INTRA-AFRICAN TRADE IN EAST AFRICA

Silas Okutoyi  
ZIBF July 2003

### BACKGROUND INFORMATION

East Africa has had a long history of Regional Trade Arrangements. In 1948, the region's unity was strengthened through the foundation of the East Africa High Commission, which aimed at providing common services e.g. railway, transport, harbors, posts and communications and air transport. In 1964, it was replaced by the East African Common Services Organization. The objectives were basically the same. The difference was that the people in charge were now the leaders of newly independent states.

To further strengthen economic and political integration, the East African Community was created in 1967 with Arusha, Tanzania, as the main headquarters. Unfortunately, political differences caused it to collapse in 1977.

The need for co-operation, however, did not die completely. Beginning with efforts in the 1990's, the East African Community was reborn at Arusha in January 2001. It aims at enhancing balanced and effective development of Kenya, Tanzania and Uganda in matters economic, political, social, cultural, security, legal and judicial.

The three nations of Uganda, Kenya and Tanzania make up a region that is ideal for co-operation because of their common historical background. Communities living in the three countries of Uganda, Kenya and Tanzania are cousins and share a socio-cultural grounding. The countries were also under British colonial domination. The experience provided them with a uniform official language (English) and other social, political and economic ties.

What challenges are on the way of harnessing publishing opportunities in this region?

This brings in the crux of this presentation. It is ironic that publishing is one cultural pursuit, which is more or less expected to be economically self-supporting. All other forms of cultural work are fully understood to require subsidy. This despite the central and critical role that books have played in the generation and conservation of culture, including the elaboration of the theory, practice and uses of the other species of cultural endeavour like music, drama and painting.

### LANGUAGE

Language as a vehicle of communication plays a pivotal role in the publishing industry.

After all, publishing is about communication. The challenge that publishers face is to use a language, which will relay their message effectively.

In the East African Region, Kiswahili has the potential to be the *lingua franca*. However, there is no clear language policy in the region, and Kiswahili has not received an official nod across all countries. In Uganda, English is used as the *lingua franca* alongside mother tongues. In Tanzania, Kiswahili is the language used by everyone. Kenya has an ambivalent language policy where English and Kiswahili have to be used alongside the mother tongue.

The choice of which language to publish in is thus a challenge for the local publishers, especially those who wish to publish for the region as a whole. To publish materials in various languages in order to capture a wider population would be extremely expensive. The problem is that the majority of these people do not offer an opportunity in the economic sense to publishers. For this majority lacks the economic wherewithal to purchase books and, moreover, lacks a disposition to having or creating a reading culture.

The region does have an elite group which speaks English and which is in a position to provide a reasonable market for books. The publishers cannot leave out those who speak and read English and who by extension have the wherewithal to buy the books as they have the ability by virtue of the job status that knowing English language bestows upon them.

However, by publishing only in English, publishers would be leaving out the majority who may not have the books but have a moral right to read. This is the challenge. How it is tackled needs a concerted effort of all those



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Publishing in Africa

concerned in the region, even government bodies, for publishing serves a cultural and social tool, as well as an important vehicle through which to develop the region.

### **Opportunity**

The language problem for publishers presents itself as a Godsend opportunity to streamline the language question in the region. We are presented with an opportunity to make one language a centre of focus for this region. If this language is Kiswahili, the people of this region will acquire an identity associated with the region.

### **EDUCATION SYSTEM**

Publishing in the East African region heavily leans towards textbook publishing, and so publishing is closely tied with education systems. There is, however, no homogeneous education system in the region. Thus one set of books cannot serve educational needs across the region. This translates to less economies of scale as publishers who will want to venture regionally will have to publish books to suit each system in particular countries.

### **Opportunity**

In order to publish separate books for each particular country, a publisher must have more resources to manage their projects. By so doing, some hidden talented authors for textbooks will be plucked from their hideouts.

### **CURRENCY**

Lack of a single currency in this region presents itself as a challenge for publishers in a sense that the pricing and costing of books becomes a daunting task, especially when considered in the context of fluctuating exchange rates

Take for instance the Kenyan currency against the Ugandan. From December of last year (2002), the Ugandan currency had depreciated by 30% against Kenya currency. Suppose a publisher, beckoned by the opportunity to sell throughout the region, had done the costing and pricing based on last year's exchange rates. After the 30% depreciation, he/she has to change all of his/her prices, and perhaps re-think the profitability of some titles.

### **Opportunity**

The difference in currency presents an opportunity to be explored. A publishing company might base its operations in a country with a weak currency and then sell to countries with a strong currency. For instance if a publisher decides to base all operations in Uganda, the price will be affordable when such a product is exported to a county with a strong currency like Kenya. This principle is the same, which is used to advance a case that a weak currency boosts exports from a country, as its goods are fairly affordable in countries with strong currency.

### **CULTURE**

The region is inhabited mainly by Bantus, Nilotes and Cushites who are spread across the national borders so that, culturally, the national boundaries are less pronounced. However, with time those cultures have been changing and taking on a more nationalistic outlook. An Ankole in Uganda is ethnically and linguistically close to a Kisii in Kenya.

However the nuances and innuendos in the use of language makes a joke cracked by a Kisii in Kenya to be misunderstood by the Ankole in Uganda. Similarly, an illustrator in Tanzania could do an illustration in a book whose meaning would be missed by a Kenyan reader. This situation would call for care on the part of publishers when choosing materials for the whole region.

The culture of people at times affects the choice of materials read. Some products may be acceptable in one area and not in another due to some slight cultural differences. About two years ago our publishing house submitted a comic book to our neighbouring country for vetting for use in schools as supplementary reading material. One of the comments raised was that some parts of the book were not appropriate for readers as they did not fall within the culture of the majority of target readers.

### **Opportunity**

Publishers can harness the cultural heritage of the region to produce works of fiction, which will be enthralling to all. They will be working on the principle of unity in diversity, where people would be encouraged to read outside materials manufactured in their own backyard. Through such books, a Kakwa from northern Uganda could share cultural experiences through publishing with a Chaga from southern Tanzania.

### **COMMUNICATION**



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Communication is vital to the publishing industry, but fails in many ways, especially in crossing national borders. Sometimes it is a very slow and difficult task for an author in Tanzania just to communicate with a publisher in Nairobi. Even more difficult is actually receiving books, documents or other materials across borders. How fast can a customer in Tanzania order and get a book from Uganda? It is said that bureaucracy still dogs communication in the region, even in this era when we purport to be “borderless”.

### **Opportunity**

We are seeing an opportunity where, through the regional integration, publishers will have an opportunity to push for reduction in officialdom so that ideas in books would flow unhindered as the paperwork will be lessened by reduced bureaucracy.

### **TRANSPORT**

Just like communication, transport in the region is fraught with many hiccups. Free movement across borders is still a nightmare and dogged with a lot of officialdom. This presents a daunting challenge to publishers, as they will need efficient and effective transport systems for their products.

This challenge must be seen as a microcosm of the wider infrastructural problems. The impact of the state of infrastructure on distribution of products in the region is enormous, from delay in shipping to increased freight costs.

### **Opportunity**

Until there is a more reliable transport system and supporting infrastructure, the situation at hand offers the publisher an opportunity to prove that publishers are a creative lot. We are talking here of a situation where publishers will employ unconventional creative means of transporting their books across the border where the terrain is unforgiving. For example, in northern Kenya, books are transported via camel to postoralists deep in the desert.

### **TAXATION**

The three finance ministers of Kenya, Uganda and Tanzania present their budgets on the same day of the year, and one would hope that this would bring with it further similarities. However, that is where the comparison ends. Taxation varies as each country strives to achieve its own fiscal and monetary goals. These variations in the taxation systems are a source of enormous difficulties at borders. Even in countries where import duty is not charged on reading materials, invariably other fees and taxes will be charged by clearing and forwarding agents and there might be hassles involving government officials. Publishers therefore face the challenge of walking through the middle of these different sorts of taxation and still emerge with products, which are not very different in terms of price and quality across the boundaries.

### **Opportunity**

Fortunately, the three East African countries are now seriously working on a scheme, which will standardize the taxation policy in all three nations. In the meantime, a clever publisher can benefit by taking the better of the two worlds. This will translate to operating from countries with favourable taxes but spreading tentacles to other countries.

### **ILLITERACY**

Although Tanzania at one time was a shining example of high literacy levels in Africa, the situation has slowly worsened. This is the case across the region. The irony is that much as we are living in the information age, we are still confronted with the dark realities of illiteracy. Moreover, even among the many people who do read and write, there is very little of a reading culture in the region. People tend to associate reading with going to school and there is very little reading for leisure or for information seeking outside of the classroom context. Of course, this results in a very limited market for books other than textbooks.

### **Opportunity**

Publishers can seize this opportunity to introduce information materials, which are non-print.

Can we see publishers translating their works into audio-visual formats in local languages so that illiterate communities will also benefit from the information materials? Or would that result in encouraging illiteracy? It is a vexatious issue.

### **POLITICAL SITUATION**





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The region has political realities which have been shaped by historical circumstances and which have an impact on publishing. One is the influence of censorship. For example, in Uganda recently police invaded *Monitor* publication offices because of the publication of an article. It is noted that *Monitor* not only publishes newspapers but also publishes books. Also, the many years of socialism in Tanzania have resulted in a level of conservatism that allows a subtle style of censorship to creep in. Some magazines seen in Kenyan and Ugandan streets cannot find their way in Tanzania. Nevertheless, enough change has occurred so that, generally, any book can be published without publishers looking over the shoulders to see whether secret police are approaching. Another challenge has to do with the uncertainty of government policy. The challenge for publishers here is how to marry different political realities in this region. There are frequent policy changes at Ministry levels, which seem to serve political contingencies of the moment. How are publishers expected to plan for the future when important shifts in policy can change the publishing landscape overnight?

### **Opportunity**

Even so, allow me to use the cliché that there is no force which can stop an idea whose time has come. This idea is usually conveyed through some channel. Why can't publishers in the region use their books to channel ideas across the region to break artificial political boundaries? Why can't publishers seize the opportunity to stand on a high moral agora and present their books as a podium to confront political realities? It is an opportunity for publishers to shape their people in the region to think along certain lines, which will ensure that the people march ahead in the right direction and for good goals.

### **Conclusion**

Having said the above, the fact is that at the end of the day, the ball remains in the court of the publisher. The point of departure is for the publishers to gauge whether the light at the end of the tunnel is an approaching train about to crush them into smithereens, or it is the light to harvesting of *manna* in Canaan.



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