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Publishing in Africa

2004 VOL 13 N°.2

**A F R I C A N P U B L I S H I N G
R E V I E W**

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TEN YEARS OF FREEDOM - WHITHER THE SOUTH AFRICAN PUBLISHING INDUSTRY?

Before proceeding with my presentation I would like to start by indicating its limitations. Whilst I have used statistics which I believe are reasonably accurate there is very little known about this enigmatic industry, even to the publishers themselves. Attempts to get vital statistics over the years have not been successful. Another attempt is being made now. The book chain is diverse and there are many interdependent components. I have concentrated on the publishing sector itself as opposed to other parts like writing, reading and distribution yet it is very difficult to have a proper scientific analysis of the issues without delving into the other factors on which publishing depends. I have therefore decided to look primarily at what the role of the publishing industry itself has been and should be and not on the role of the other sectors.

The question, "Where are we after 10 years of democracy?" solicits different answers from different people, depending on where one sits. My view on this is not of a mainstream publisher but an account of a publisher that saw a major opportunity to participate in this important sector after 1994. However, I do feel that my reflections will find resonance among a number of publishers, authors and readers who find themselves on the fringes of the sector.

There is very little that the publishing industry can really write home about with regard to the progress made since 1994. If this was a baby, we should be worried that at ten it has not even started sitting up yet and start considering some drastic interventions. This presentation will take a critical and candid look at the progress made by the publishing industry in the areas of broader participation, linguistic diversity, ownership and many other indicators before looking briefly at the way forward.

The departure point of this presentation is that an ideal publishing sector is one in which people of all races and cultural persuasion have the space to participate in the various aspects of the book sector, a sector where the knowledge pool is enriched by the diversity of the literature that is available and where the population indulges in reading beyond reading for instruction purposes in institutions of learning. In a nutshell it should be a sector where all these elements of the book sector reflect the demographics of the people who live in the land. It is an environment where the book is a readily available commodity on the market and in the homes across the whole society. It is an environment where different authors from different racial and cultural backgrounds can write with the confidence that if their work is good in a language of their choice, it will be published and where publishers feel that any good publication that they choose to do will be availed to the market through the distribution chain.

Otherwise one is dealing with a censorship that is not as overt as the apartheid one but just as vicious and as effective. This, in an age where the freedom to publish is being upheld worldwide and the freedom of expression is so well upheld in South Africa, is a major disaster.

Otherwise one is dealing with a censorship that is not as overt as the apartheid one but just as vicious and as effective. This, in an age where the freedom to publish is being upheld worldwide and the freedom of expression is so well upheld in South Africa, is a major disaster.

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After 1994, many doors were opened for the publishing industry, especially along the freedom of expression that is enshrined in the constitution. Publishers became free to publish without harassment, several books were unbanned and authors were free to write what they wanted. It is my opinion that despite this enabling environment, the participation of the majority of the population of this country has remained dismal and in some cases has even dwindled. There are many reasons for this. One is the sheer conservatism of an industry that has always been very secretive about what it does, an industry that has, because of its closed nature eluded the attention of the regulators because little is known about it. The other reason is the sheer financial requirements for entering the sector and the reluctance of financial institutions to participate in a sector that they do not regard as a viable business sector. Yet the others are the pre-conditions of literary and economic empowerment that would enable the industry to take off. One cannot under-estimate the barriers to entry that are strategically erected by the established participants through cutthroat and elimination competition, including acquisitions for market consolidation and anti-competitive behaviour.

Publishing before 1994

Before 1994, despite the repression of apartheid, participation in publishing was quite diverse. The impetus of apartheid and protest spurred people to write and publishers to publish beyond the mainstream. Publishers like Ravan Press, Lovedale Press, David Philip and Skotaville published books that appealed to a broader population. These books provided some decent reading beyond the state sponsored education publishing. The publishing philosophy of these companies was driven by the sheer desire to see change through content that appealed to a broader base. Sadly these companies disappeared with the withering of that impetus.

The period after 1994 was pregnant with promise. Many young and new players were recruited into the industry. Yet as early as that, one felt uneasy about the feeling that many publishers were driven by fear of the new order. Many companies feared that they would be excluded from participating in the lucrative schoolbooks business and that failure to comply with the requirements of the new curriculum would lead to the exclusion of their books. One did not feel that the publishers' practice was informed by a genuine conviction that participation in the transformation of the country, upholding the principles of democracy, reaching out to the broader population and tapping into the broader knowledge base of the population would create good business. Prior to this, even African languages publishers were almost exclusively white.

The major companies put senior black men in strategic positions. Were it not for the fact that the majority of these people had nothing to do with the editorial policies and the administration of the companies, one could have been excused for feeling that real change was taking place. The trade publishing sector, which was not affected by state business, remained lily white. It closed-in the laager and continued to publish for the very small white middle class.

The industry geared itself for an anticipated boom. Many new people were recruited, especially in African languages and in marketing positions. This was mainly meant to bring in government business. Apart from white senior

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executives who directed operations from the office, the marketing forces in education publishing became entirely black. The major companies put senior black men in strategic positions. Were it not for the fact that the majority of these people had nothing to do with the editorial policies and the administration of the companies, one could have been excused for feeling that real change was taking place. The trade publishing sector, which was not affected by state business, remained lily white. It closed-in the laager and continued to publish for the very small white middle class. Statements like "black people do not have a culture of reading" were recklessly and inconsiderately thrown about. This small, exclusive market has been able to sustain the established publishing houses but it cannot accommodate new writing and new players.

Soon after, even the education publishers realised that it was business as usual. The state market was big enough to sustain their business and no one really bothered about the composition of your staff as long as you sent "respectable black people to talk to their brothers for business and you sent black marketers to sell the books." The industry continues to elude regulators because most of the companies have very few internal staff and rely on freelance capacity. Such companies always escape the net of the regulators.

When the collapse of state funding happened in the 1997/98 year, companies were forced to downsize. In most cases, "the last in, first out" principle applied and many of the young black publishers were dropped by the industry. The many new publishers that were still trying to enter the lucrative schoolbook market disappeared too. The established companies gobbled those that survived, like helpless turtles hatched on the hot dry sand dunes, before they reached the safety of the water. The sheer financial exhaustion of investing over several years without returns, which characterises the education publishing industry, accounted for the demise of many.

It is therefore not very surprising that out of the more than ten new publishers that were established then, only one managed to get into mainstream education publishing.

Financial institutions, generally do not regard the publishing industry as a viable business sector. Borrowing money to finance the full implementation of the curriculum was not an option. Traditional companies that had benefited from the huge and corrupt monopolies of the apartheid state had built huge coffers that could comfortably see them through the implementation of the new curriculum. Very anti-competition behaviour like dumping huge quantities of free copies on the market also ensured that the new entrants would not come in. It is therefore not very surprising that out of the more than ten new publishers that were established then, only one managed to get into mainstream education publishing.

Education Publishing Today

Today, the two multinational companies that dominate the book sector everywhere on the continent account for more than 60 percent of the schools market. The other three multinational companies command approximately 20% of the market. The African Publishing Network, (APNET) whose mission is the development of indigenous publishing in Africa, is gravely concerned about the unhealthy domination of the book sector by the multinational companies, especially in Southern Africa and South Africa. The traditional local white companies command approximately 15%, leaving less than 8% for the local black players. There are no accurate statistics on the industry because publishers are

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reluctant to release their information. However these figures are reasonably accurate and are based on yearly information that is released by the Department of Education when it places its orders. This means that ownership and economic participation of black people in the industry is dismal and continues to dwindle, even ten years after freedom. Local participation is dismal too. Black people remain confined to selling and publishing African languages. It is ironic that while publishers found it possible that white people could exclusively publish African languages prior to 1994, the majority of them do not feel that black people, even with higher degrees in the English language can handle second language publishing for learners. At the senior executive level, a significant number of black people remain at the top but are not at all involved with the operations and decision-making in the companies. Because of the sheer volume of business that the big monopolies command, they sometimes battle to execute this business, sometimes resulting in learners going without books for the early part of the first school term.

******* PASA 2004 Directory**

(The Publishers Association of South Africa (PASA) Directory)

Despite commanding approximately 95% of the book market on the continent and more than 75% of the book market in South Africa, education publishing or reading alone cannot be used as a measure of a country's development. The health of a publishing sector and the country's reading level is determined better by the general publishing and reading sector. In the African Publishers' Network's submission to the World Bank in February 2003, the bank was encouraged to direct its effort also at general books in its book acquisition programme. It is true that education publishing, state tender business and World Bank programmes can indeed harm the trade publishing industry by killing off stock holding in general bookshops, discouraging general parent participation in book acquisition and diverting attention from general publishing. This is mainly so because state and donor tender business is seasonal and tends to divert attention from general books. The permanent book infrastructure like bookshops collapse because alternative and seasonal distribution systems are utilised. Given the significance of trade publishing in the development of a sustainable reading culture and the establishment of a permanent book infrastructure, I will dwell a bit on the trade publishing and reading sector.

The trade-publishing sector also provides the creative space that publishers and authors need because it is not constrained by the prescriptions of the curriculum. Mature reading communities and economies also indicate a healthy ratio of trade to education publishing. For example, the research done by APNET and ADEA in 2000, indicates that the education publishing sector in Europe averages 35% education publishing to 65% trade publishing while in Africa we average 95% education publishing to 5% trade publishing.

Yet it is in the trade-publishing sector that the least progress has been made. Today, we are reliably informed that among every 4 books sold in South Africa, 3 are from the UK. If one considers the other countries like the United States whose books are also sold here in significant quantities, one can have a better picture of how dire this situation is. A walk into any of the major bookshops gives a visual confirmation of this scenario. From the time that the Rand collapsed dramatically some three years ago, there has been an increase in the output of locally written books by the companies that rely heavily on distributing imported books. This was so because they could no longer rely exclusively on imported books that had become very expensive locally. However, this development is still in its infancy.

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This means that black people are not in any meaningful way involved in deciding what is published in the industry, even among the little that is published locally. In this sector it is also very rare to come across a black sales representative. It is very disturbing that in a country where the majority of the population are not English speaking, one cannot go into a bookshop and buy a book in an African language.

Racial participation in the industry is still almost exclusively white. I have worked very closely in this industry for a number of years, yet I know of no more than 3 professional publishers who work above the level of editor in the publishing industry. This means that black people are not in any meaningful way involved in deciding what is published in the industry, even among the little that is published locally. In this sector it is also very rare to come across a black sales representative. It is very disturbing that in a country where the majority of the population are not English speaking, one cannot go into a bookshop and buy a book in an African language. There is virtually no African languages publishing that takes place for adult reading in the trade-publishing sector. Neither can one walk into a shop and expect to find such a book on the shelves. In very rare cases one can stumble upon children's storybooks in African languages, mainly meant for library purchases. In terms of ownership I know of no more than two small black owned trade publishing companies, commanding between them no more than 5% of the market share.

This state of affairs has far reaching implications for the cultural development of the country and democracy. Despite the free environment that we publish in, a new curtain of censorship is descending on the South African publishing industry. The 10% or so and dominantly white part of the population that reads is so powerful that it begins to dictate what publishers should publish. Over the years, we have seen the emergence and collapse of many new and old bookshops. The industry is left with one dominant chain. While the chain has done the best it can, it remains one chain. Efforts like Exclusive Books' Local Brew programme has helped but it happens once a year. The fact that there is need to intervene in this way confirms the problem that I am trying to expose here. Publishers have to consider seriously if a book that will not make it in the dominant chain will be worth publishing. The answer is no. As a result of this dictatorship of the small and exclusive market, publishers have tended to direct their publishing at the white middle class and suburban population. A bigger more diverse reading and distribution community would encourage more diverse and sustainable publishing.

The 10% or so and dominantly white part of the population that reads is so powerful that it begins to dictate what publishers should publish. Over the years, we have seen the emergence and collapse of many new and old bookshops.

The danger also is that the industry tends to regard this shocking scenario as normal and continues to develop along the same lines. Examples of this complacency is evident when multinational publishers and those that represent these interests argue that the development models of the publishing industry should reflect the fact that out of every four books purchased locally three are from the UK and that copyright protection structures should be based on the fact that more than 75% of books that are copied in South Africa are not published here. Such fundamentally flawed arguments and planning shows that this very strange set-up is quite settled among the captains of the industry. Despite being

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relatively less developed, publishing industries of the other African countries are sectors that the majority of the population can identify with and participate in.

Where to the publishing Industry?

If the publishing industry had any capacity to regulate and transform itself, we would have seen a lot of this already and the situation would not be as dire as it is today. While the publishers association can be trusted to ensure that the sector works well within the status quo, I do not think that members who represent their companies in the association can champion the cause of transformation beyond the immediate interests of their employers. It is therefore very clear that this push needs to come from outside the industry as well. The same laws that regulate the broader media sector and the objectives of these laws need to be applied to the publishing industry. The state and the relevant departments need to recognise the centrality of the publishing industry to national development and play a more proactive role. This should include the targeting of the industry for transformation and development and curbing developments that militate against national strategic interests in the sector. Certain sectors of the publishing industry, like African languages publishing, should be targeted and stimulated by programmes like library buy back schemes to attract writing, publishing and reading in such sectors. To enhance more diverse professional participation, the sector education training authority should spearhead training programmes aimed at placing more black professionals in the industry through internships while at the same time creating opportunities for these interns to be absorbed by the industry through the creation of publishing programmes, including outside the mainstream of the publishing industry. An example of this is the community publishing initiative of the Centre for the Book. Most importantly, development finance schemes need to be put into place to provide borrowing facilities for new entrants and for investors who want to establish alternative book distribution chains in communities that have no such facilities.

There is a limit to which the majority of this country will knock on the door of the publishing industry before they give up and resign to the fact that the adamantine rock gates will not open. The industry will then drift back into the discredited sector that it was before 1994 - an exclusive club that is not relevant to the needs of the majority of the country. As the industry fails to attract the majority of the population, it will remain stagnant and in real terms shrink due to natural attrition. The post 1994 expectations have eluded the industry in the first 10 years and very little about today suggests that this will change significantly.

The opinions expressed here are made in my personal capacity and as such should not be attributed to the organisation that I work for and those that I am associated with.

BRIAN WAFAROWA
DURBAN
26 MARCH 2004

Brief Biography

Brian Wafawarowa started publishing more than 10 years ago at Wits Press. He then joined Juta where he became the publishing director. Brian left Juta and founded New Africa Education in 2000. A year later he spearheaded the merger between New Africa Education, David Philip and Spearhead to create New Africa Books. Brian was chairperson of the Publishers Association of South Africa (PASA)

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from 2000 to 2003. He currently serves on the Board of the African Publishers Network, (APNET) based in Abidjan. APNET is a pan-African professional organisation that represents 46 African countries with the aim of developing indigenous publishing in Africa. Brian also serves on the copyright committee of the International Publishers' Association (IPA) based in Geneva. He is the author of the African position paper on legal exceptions on copyright to the UNESCO Info Ethics Initiative and the World Information Society Congress.



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APNET MESSAGE TO AFRICAN PUBLISHERS ON WORLD BOOK DAY

April 23 of every year is a symbolic date in the world of books and intellectual pursuit. It is the day set aside by UNESCO to celebrate world literature and intellectual production. It is also to highlight the case for and the initiatives being taken, to protect literary production through **copyright**.

According to UNESCO, *"by celebrating this Day throughout the world, UNESCO seeks to promote reading, publishing and the protection of intellectual property through copyright."*

APNET considers this celebration as very germane to its mission objective of strengthening indigenous publishing on the African continent. It therefore enjoins all African publishers to use the occasion to consciously evaluate the contribution of the Book, and by extension, their own contribution to human development. Indeed, this is the Day that African publishers should proudly celebrate their service to their national communities through production of books, which serve as the bedrock of culture, education, information, entertainment and skills acquisition. In the same breath, publishers ought to use the occasion to assess how to increase their contribution towards the creation of a more conducive environment for book development, through support for literacy and reading campaigns and support for efforts to protect literary works by copyright laws.

APNET encourages its members throughout Africa, to get actively involved with governments, institutions and collaborators in all initiatives aimed at national development, by supporting readership promotion, national book policies, library development, copyright promotion and friendly author-publisher relations.

Happy celebration!

*Mr. Akin Fasemore
Executive Secretary*

The above message was circulated to all National Publishers Associations (NPAs) by e-mail, and to all book organisations, directly. APNET knows that some of its members celebrate this day and is encouraging those that do not celebrate it, to do so, as a reminder to all concerned to respect and protect intellectual property. In response to the above message two NPAs decided to share the activities that took place at their celebrations. These are:

1. Mr. Serge Kouam of the Cameroonian Publishers Association reported that the celebrations for the World Book Day started on Monday 19th April and were concluded on Friday 23 April. This was the 9th edition of these celebrations and it was reported to have been a success. A book fair, which gathered 15 Cameroonian publishing houses and the British Council, was held to mark these celebrations. Cameroon radio and television (CRTV) also held discussions with publishers on how the local press could be more active in promoting the book. A commitment was made by the media to promote literature in future.

Other activities at this gathering, which took place at the British Council, Bamenda, included school visits and scholastic hat design

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competition, school quizzes, a talk on the art of writing a book, CD ROM demonstrations for school children, reading from websites and speeches by publishers, booksellers and the British Council.

The Cameroonian association also took this opportunity to prepare for the second edition of their national book week (SENAL 2004) **scheduled to take place from 30 August to 12 September**. The theme of this book week is, ***“Strengthening Partnership dialogue between book sector players – the first requirement being the promotion of literature through the media”***. A workshop for publishers, journalists and literary agents is also planned.

2. Mr. Arlindo Isabel of Editora Nzila who is a member of the Angolan Publishers Association (AELA) also reported that they had a week-long celebration to mark World Book Day. Their celebrations, like those in Bamenda, Cameroon started on Monday the 19th and ended on Friday the 23rd. The activities were held at the Angolan National Library and activities included readings and author signing sessions. A book fair accompanied the celebrations. Some of the authors involved included: Lopes Faria, Joao Melo, Jose Luis Mendonca, Decio Mateus, Domingos Florentino, Dario de Melo, Eugenia Neto, Prof. Dr. Angonio Fernanded da Costa, David Capelenguela and Raul David.

APNET takes this opportunity to thank the associations in Cameroon and Angola for some positive feed back. It is hoped that in 2005, more NPAs will share their experiences with the rest of the book community within and outside Africa.



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FUNDING OPPORTUNITIES FOR OPERATORS IN CULTURE-RELATED INDUSTRIES

For ten days in April (5 – 15), APNET was represented by its Training Coordinator at a train-the-trainers workshop held in Montreal, Canada and dealing with the management of culture-related industries. The Montreal training was organised by the Agence Intergouvernementale de la Francophonie as part of its Project for the Development of Culture-Related Enterprises in Southern Countries. The Economic Cooperation Department of that organisation set up a guarantee fund in 2003 for the private companies operating in culture-related industries with a view to facilitating their access to bank funds.

Books, music and films have been identified as target cultural products. The Culture-Related Industries Guarantee Fund (FGIC) has selected two regions for experimentation: North Africa (Morocco, Tunisia) and West Africa (Benin, Burkina Faso, Côte d'Ivoire, Mali, Niger, Senegal, and Togo). Central Africa should follow in 2005.

The risk in financing culture-related businesses and the difficult dialogue between their promoters and bankers has been singled out by the Agence as major obstacles for companies seeking to access funds. The first three seminars in the implementation of this project were meant for the bankers from the target countries, as an eye-opener on the potential and characteristics of culture-related enterprises. The impact of that first stage has been positive, as bankers in the test countries have begun to open up to the sectors concerned. As it is important for operators to be able to submit economically and financially viable project proposals, the next step therefore consists in training culture-related business promoters and in equipping them with the management tools peculiar to the various sectors. In the book sector, the emphasis shall be on project development and management, financial negotiations and formal application for funds.

The Agence de la Francophonie decided to entrust the training to African professionals specialising in the sectors concerned and coming from different parts of the continent. The Montreal training thus aimed at training trainers who will train business operators in the future. On account of its key role in the continent and its intensive activity in the training of publishers, APNET was invited to participate in the training, which will be replicated within the Network thereafter. To be operational, the trainers from the various sectors are expected to attend 3 training sessions; 2 as participants and 1 as co-trainers.

The training is centred on the following themes/topics:

a. Management of the Company

Accounting and Financial Aspects

- Formalisation of cash flow
- Simplified bookkeeping
- Detailed listing of assets
- Potential financing sources (Government subsidies, public orders, international backers...)

Aspects peculiar to the various sectors of activity

- Inventory control
- Co-production (cinema and audiovisual)
- Exploitation, marketing, valuation, divestment (per sector)
- Subcontracting

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- Production programming and management
- Relations with content providers
- Local partnerships
- Possible international partnerships for each sector
- Identification of sector-related risks for each sector

Marketing Aspects

- Distribution channels
- Contacts with distributors
- Participation in fairs – other forms of contact
- Promotion, specific to each sector

b. Intellectual Property Management

- Formalisation of culture-related business contracts
- Legal handling of cultural assets
- Legal copyright formalities and obligations, NTC copyright
- Intellectual property issues: legal risks, piracy, etc.

c. Project Management; Specificities per sector

- Financial balance of the project
- Legal aspects
- Bidding procedures (especially for textbooks)

d. Planning/conception and submission of an application for funds

- Presentation of company details
- Presentation of the application for funds
- Account statements
- Business plan
- Proposed guarantees

All sessions of the ten-day training were held at the *Centre d'Etudes en Administration Internationale de Montréal (CETAI)*. The training, method was based on case studies from the various fields presented in plenary sessions. Then the whole group would analyse the case study. It is worth noting that a whole day was devoted to each sector.

General Impression

Unaccustomed to the case study teaching method, some participants who expected a classical type of teaching were at a loss during the first days but they eventually understood that it was all about stimulating their organisational capacities and they were able to adapt. The second problem arose from the methods that were proposed (e.g. business plans). Presented as an essential prerequisite for the implementation of any project, business plans necessarily call for an application and negotiation for bank loans. The sources of financing presented included "love money", i.e. family money. However, the other procedures Africans resort to for the financing of their enterprises were overlooked. Moreover, the training did not take into account the fact that African bankers themselves are only starting to familiarise with culture-related projects. Those issues were raised during the final review. Hopefully, the observations of participants will make a difference in future training.



The next stages of the project shall proceed as follows:

Activity	Target Audience	Sector	Date	Venue
Trainers training	Trainers from all project beneficiary countries	Book, music, audiovisual	5-16 April	Montreal
1 st test seminar	Morocco and Tunisia	Book	14-19 June	Casablanca
Seminar 2	Morocco and Tunisia	Music	To be determined	Marrakech
Seminar 3	Burkina Faso, Niger, Togo and Benin	Audiovisual	To be determined	Ouagadougou
Seminar 4	Central African countries	Book	5-10 July	Kinshasa
Seminar 5	Côte d'Ivoire, Senegal and Mali	Music	To be determined	Dakar
Seminar 6	Togo, Benin, Niger and Burkina Faso	Book	To be determined	Cotonou
Seminar 7	Mali, Côte d'Ivoire and Senegal	Picture/ Audiovisual	To be determined	Bamako
Seminar 8	Senegal, Mali and Côte d'Ivoire	Book	To be determined	Abidjan

Seminar Participants

Sector	Name	Country/ Organisation
Book	Mrs Alice Mouko	APNET
	Mrs Marie Agathe Amoikon	Côte d'Ivoire
	Mrs Pulchérie Nomo Zibi	Cameroon
	Issoufi A. Oumarou	Niger
	François-Xavier Budimbani	DRC
	Bichr Bennani	Morocco
	Amadou Waziri	Agence Francophonie
Picture (Films)	Mrs DORA Bouchoucha	Tunisia
	Mrs Patricia Moune	Cameroon
	Mrs Aminata Diallo-Glez	Burkina Faso
	Mrs Souad Houssein	Agence Francophonie
Music	Ousseynou Gueye	Senegal
	Constant Anagonou	Côte d'Ivoire
	Manda Tchebwa	MASA (CI)
	Luc Mayitoukou	Africa Fête (Senegal)
	Rémy Sagna	Agence Francophonie
Banking	Mrs Nezha El Jai	Wafa Bank / Maroc
	Pierre Sedjro	BIDC / Togo
	Miroslav Koudolo	BIDC / Togo
	William Codjo	Ecobank / Benin
Guarantee Fund	Chékou Oussouman	Agence Francophonie
	Patricio Jeretic	<i>Agence Francophonie</i>

By Alice Mouko
APNET Training Coordinator



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4TH SALON INTERNATIONAL DU LIVRE D'ABIDJAN (SILA) 4 – 9 MAY 2004,

Background

By some strange coincidence, the plan to hold a book fair annually in Cote d' Ivoire has been constantly disturbed by unstable socio-political developments. The first SILA was held in 1999 at the National Library and APNET was offered a stand by ASSEDI. The second SILA was held in 2000 and APNET held a Board meeting at the same time. The 3rd SILA was held in 2002 but in 2003, ASSEDI could not organise a book fair due to the country's political problems. In 2004, ASSEDI decided to hold the 4th edition of SILA, even though the political situation was not conducive to the holding of such an activity. ASSEDI needs to be congratulated for braving the situation, against all odds, to hold this book fair. It was a good effort.

Activities

Before SILA took place, ITC held a training session for ASSEDI and APNET members in the use of the Matchmaker Programme. This meeting was scheduled to start on Friday the 30th of April but only took place on Saturday the 1st of May. Even though there were logistical problems, the session took off well. The lack of proper coordination between ASSEDI and APNET resulted in failure by some of the participants expected from Burkina Faso, Mali and Benin from attending this training session. The objective of the session was to train bsm organisers in the UEMOA/CEMAC region and APNET in organising future bsms with very little assistance from ITC.

After the training session, a buyers and sellers meeting was held from the 2nd to the 4th of May. The attendance was very poor as there were few Ivoirian publishers and only one other from Senegal. Expected participants from other neighbouring countries had not arrived and the opening session scheduled for Sunday the 2nd of May was held for only half the day and other details of the programme had to be postponed to Monday the 3rd. On this day, the participation improved and the session on "Rights and Contracts" went well with a total of 22 participants. Subsequent sessions were equally well attended, although the numbers were still not encouraging. It is hoped that future SILA's will be better organised to ensure full participation of local book industry stakeholders.

APNET held a regional training workshop on Marketing and Book Distribution at the Ibis Hotel, Plateau from the 5th to the 7th of May. Participants from Burkina Faso, Guinea, Niger, Senegal, Togo and Cote d' Ivoire attended this workshop. Benin and Mali did not send participants although they were expected.

During the week of SILA a couple of book launches were held at the Palais de la Culture. The President of the Republic, His Excellency, Mr. L. Gbagbo, attended one such event.

Friday the 7th of May was the Literature Prizes Award day, organised by ASSEDI for deserving publishers. Award of certificates to all exhibitors to 4th SILA marked the closing ceremony on Saturday the 8th.

*** photo (1)



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APNET sponsored participants visiting the stand

The APNET Stand

Setting up of stands was scheduled for Monday the 3rd but exhibitors only started setting up their stands on the 4th while the official opening of the fair was at 1600 hours. The APNET stand was set up in the morning of the 4th and other stands did not set up until the 5th and others even much later in the week. This left gaps of unused stands as some other exhibitors did not take up their stands. In all, there were a total of 31 exhibitors with only about five from outside Cote d' Ivoire.

ASSEDI offered APNET a strategic position at the entrance to the exhibition hall and this attracted a lot of visitors, as they could not pass without looking at the books on exhibit and asking questions about APNET.

***** PHOTO (2)**

The Minister of Culture, Mrs. Anne Messou signing the visitors' book at the APNET stand

The Minister of Culture, H.E. Mrs. Anne Messou, performed the official opening of the 4th edition of SILA. She took her time to visit all the stands and concluded her visit at the APNET stand. The APNET stand had a total of 156 books, from 29 publishers, representing 26 countries.

Even though the fair visitors were fewer than the last time APNET exhibited at SILA, the venue was very well set up, neat and spacious. For those selling, business was very poor and as a result, exhibitors packed up on Saturday evening instead of Sunday afternoon. This also prompted the organisers to hold the closing ceremony on Saturday evening instead of Sunday. It was quite disturbing for participants that most of the activities started at least one hour or two hours behind schedule. In the circumstance, participants were never sure of what was happening and when.

Business Opportunities

NAME	ADDRESS	TEL/FAX/E-MAIL	REQUEST
Sissoko Aminata	054022 13/Cissoko 77	05402213 Cissoko77@yahoo.fr	Would like information on the traditional institution on the initiation (female circumcision) in the Baoule community and the Bouke region of Cote d'Ivoire. She is working on her thesis.
Ngon Kouakou Elizabeth	01 BP 11465 Abidjan 01, RCI	adorableother@yahoo.fr	Would like a copy of "The History of the Yorubas" by Samuel Johnson, published by CSS. She wants more information on the Yoruba people of Nigeria.
Egnifi Jean-Marc	01 BP 1280 Abidjan 01	07602209 jegnifi@yahoo.fr	Wants the English edition of "So Long a Letter" as she has read the French version three times.
Niangoram Thierry Martial	09 BP 3573 Abidjan 03 Cote d' Ivoire	niangthierry@yahoo.fr Cell: 05846690	Interested in "Les CLES du Commerce Electronique" by Faycal Ben Amor published by Editions CLE of Tunis.



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Ahadsi Gilles	23 BP 2486 Abidjan 23	07987184 ahadjijules@yahoo.fr	Wanted a copy of "Les CLES du Commerce Electronique" by Facal Ben Amor published by Editions CLE of Tunis.
Tuo Lenissongui	21 BP 632 Abidjan 21	05660500/05591786	Wanted a copy of "Les CLES du Commerce Electronique" by Facal Ben Amor published by Editions CLE of Tunis.
Hovedanou Luciba	25 BP 1604 Abidjan 25	22475292/20318375 lucien.Hovedanou@rec.eu.int	Wanted a copy of "Le Chapelet et La Machete" by Camile Karangwa of Edition du Jour in SA.
Ahoutou Kouame Serge	06 BP 1281 Abidjan 06	07112045	Wanted a copy of "Life's Little Secrets" by Janima Dharani, published by Focus Publications of Kenya.
Kouman Kobenan Justin	10 BP 2326 Abidjan 10	07929711	Wanted a copy of "Les CLES du Commerce Electronique" by Facal Ben Amor published by Editions CLE of Tunis.
Medrid Henri	Ambassad du Benin, Rue de Jardins, II Plateau, Abidjan	ambabenin@globeaccess.net	Wanted a copy of "Les CLES du Commerce Electronique" by Facal Ben Amor published by Editions CLE of Tunis.

Conclusion

It is hoped that for future editions of SILA, the organisers will seriously consider the issue of dates clashing with other book fairs in West Africa, to avoid the split of attention within the region. Although SILA is considered a French speaking fair, it would be of benefit to the public and the other publishers in neighbouring English speaking countries to exhibit at this fair. It was sad to see people looking for novels written in English and only finding just a handful that was exhibited at the APNET stand. The participation of Anglophone publishers should be encouraged to ensure the cross-fertilisation of ideas, larger participation at the buyers/sellers meetings and the encouragement of bookshops to stock more English books, for those learning English. Surprisingly, there are a lot of colleges offering English courses while the students do not get any reading materials in English other than those offered by the colleges. This is an area that bookshops need to cover, in servicing the community.

Recommendation

Sponsored participants should bring collective exhibits from their NPA members to exhibit at the APNET stand. This would boost the number of books on the APNET collective exhibit as well as showcase latest publications from different member countries. Of the participants who were sponsored by APNET to the regional workshop in Abidjan, only Mrs. Aminata Sy from NEAS Senegal, brought books from NPA members. If all the other participants from Guinea, Togo, Burkina Faso and Niger had brought books from their NPA members, this would have boosted the number of books on the APNET stand and showcased more books at SILA than was shown during this exhibit.

In future sponsored participants and exhibitors must remember to bring books from other NPA members to show that they work as an association and not as individuals within the association.

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THE NIGERIAN INTERNATIONAL BOOK FAIR (NIBF) 6 - 10 MAY 2004.

Theme: Book Trade Across Boundaries

Introduction

The third edition of the Nigerian International Book Fair (NIBF) was held in Lagos, Nigeria from 6 - 10 May. The event, which was organized by the Nigerian Book Fair Trust (NBFT), took place at the Multi-purpose hall, University of Lagos.

The organizers exhibited a high sense of aesthetics in choosing and partitioning of the venue of the book fair while the exhibitors filled up all existing stands. In terms of preparation, organisation and administration, NIBF 2004 was adjudged the best ever organised book fair in Nigeria in recent years,

Exhibitions

Various exhibitors, both from within and outside Nigeria displayed their wares. There were nine (9) foreign, 56 (fifty-six) local exhibitors. Among those from outside Nigeria were exhibitors from India, the Zimbabwe International Book Fair (ZIBF), Senegal (CODESRIA), and Kenya. The British Council and the World Bank were also present.

The fair opened daily from 9:00 hours till 18:00 hours. The books on display were on different subject areas including Science, Engineering, Religion, Tales, Arts, etc. while visitors from both within and outside the university campus thronged the venue of the fair daily to select their choice of books.

Conferences

A series of conferences were held alongside the exhibition. Preceding the official opening of the exhibition was an International Conference, where a series of papers were presented on the theme of the Book fair - Book Trade Across Boundaries. Mr. H. Dirk Koehler, the Publisher at the World Bank, Washington, delivered the keynote address. Amongst the dignitaries present at this International Conference were: the Norwegian Ambassador to Nigeria, His Excellency Dag Nissen; the Chairman of the Reproduction Rights Organisation of Norway (KOPINOR), Mr. Helge Ronning and the Executive Director of KOPINOR, Mr. John-Willy Rudolf. Also present were Mr. Jens Bammel, the Secretary-General of International Publishers Association (IPA), Switzerland; Prof. Niyi Osundare and Prof. Oye Ibidapo Obe, the Vice Chancellor of the University of Lagos. Hon. Maccido chaired the conference representing the Chairman of the Senate Committee on Education, while Hon. Justice Kayode Eso (Rtd.) was the Special Guest of Honour. Four hundred and fifty-three (453) participants attended this conference.

******* NIBFT Brochure**

Nigeria International Book Fair (NIBF) brochure

Day two of the book fair continued with more conferences. The Reproduction Rights Society of Nigeria (REPRONIG) and the Nigerian Copyright Commission (NCC) came up with the "Copy, But Copy Right" conference. The conference sensitised participants on the dangers of photocopying, as an infringement on the copyright of authors and publishers of intellectual property as well as educating them on the role of a Reproduction Right Organisation (RRO) - a collecting society. Eighty –(80) people attended this workshop.

The book fair also featured a two-day children's programme, jointly sponsored by

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the Nigeria Educational Research and Development Council (NERDC) and The British Council, where prizes were given to deserving students. Over ninety-three (93) children attended this programme, while another children's programme organised by the ETF/NBFT-NIBF had over one thousand children participating.

Other events at the book fair were, Writers' Forum attended by fifty-seven (57) people, Librarian's Day, Publishers and Printers Interface with fifty-five (55) people, Buyers and Sellers Meeting (BSM) with thirty-four (34) participants and an Award Dinner attended by forty-nine (49) guests. At the Awards Dinner, two Nigerian authors were conferred with Life Time Achievement Awards in recognition of their immense contributions to the Literary World. These were Cyprian Ekwensi and Amos Tutuola.

Buyers and Sellers Meeting

Many intending buyers and sellers of Rights had their desires fulfilled when they were matched. This was organised by the Nigerian Publishers Association.

The NPA Executive Secretary had earlier participated in a training programme organized by ITC and facilitated by APNET, on how to organise a Buyers/Sellers Meeting. He therefore used the experience gathered at the training to match the participants. The b/s meeting was successful as negotiations took place and participants exceeded the time allocated for the bsm by the NBFT.

Conclusion

While the fair was notably the best so far in the history of NIBF as organisers, there is still a lot of improvement required so that it reaches the desired level. One area of improvement urgently needed is publicity to bring in more active international exhibitors' participation and constant communication with prospective exhibitors so as not to lose them down the line.

By Olakunle Sogbein
Executive Secretary – NPA



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THE NOMA AWARD 2003 PRESENTATION

The Noma Award for the best book published in Africa is an important annual book event. This year's ceremony, the 25th since the inception of the prize, took place on June 4 in Addis Ababa, Ethiopia, at the Sheraton Hotel.

The Noma Award committee and the University of Addis hosted the event, which attracted an array of distinguished personalities, speaker of the Ethiopian Parliament, diplomats, intellectuals and professionals.

President Girma of the Democratic Federal Republic of Ethiopia presented the award to this year's winner, Elinor Sisulu, for her book, "**In Our Lifetime**". The award ceremony was the highlight of a book fair, the first held in Addis and a stunning exhibition of book making in Ethiopia at Haile Selassie's old palace, now the Institute of Ethiopian Studies. Ethiopians have a nine centuries-old indigenous book-making tradition. It is sad that with such a long tradition, book development and publishing in modern Ethiopia is so weak. The government and publishers are trying to address it though and they hope that this book fair will be an annual event.

***** Photo of President making the award presentation

Brian Wafawarowa (MD-New Africa Books) and Elinor Sisulu (author) receive the Noma Award for Publishing in Africa from President Girma of the Democratic Federal Republic of Ethiopia. Mary Jay (Noma Secretary) and Walter Bgoya (Noma Chairman), back row look on.

Noma Award acceptance speech

Your Excellency, President Girma Woldegiorgis of the Federal Democratic Republic of Ethiopia,
Professor Andreas Eshete,
Honourable Ministers
Honourable Baso Sangqu, Ambassador of the Republic of South Africa
Excellencies, Ambassadors,
Distinguished guests and friends

In my part of the world there is a Zulu saying which I believe is found in most Southern African languages - *Umuntu ngumuntu ngabantu*. This translates roughly as "a person is a person only because of other people". The same wisdom I believe can be applied to writers – "a writer is a writer only because of other writers." I would therefore like to start by acknowledging the inspiration I have drawn from the work of former Noma laureates.

A couple of decades ago, when I was a young student in Dakar, Senegal, I read a novel by Senegalese writer Mariama Ba which had a profound effect on me. Told in the form of a letter to a childhood friend (hence its title *Une Si Longue Lettre*) the protagonist of Ba's novel narrates the breakdown of her marriage when her husband decides to take a second wife as young as their own daughter. The agony and disillusionment she experiences is conveyed in a voice so powerful that it resonates long after the reader has put the novel down. Economically written, perfect in pace, this exquisitely crafted novel is a feminist classic that opened up new vistas of possibility for African women writers.

**** Photo



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(Mary Jay (Noma Sec.), Brian Wafawarowa (MD- NAEB), Walter Bgoya (Noma Chair) and Elinor Silulu (author)

I subsequently learned that Mariama Ba was the first Noma Award winner in 1979. This fact naturally sparked my interest in the Noma Award. This interest has been increased by the fact that some of the Noma laureates have not only been writers whose work has inspired me, but also people who I came to know personally and consider to be friends who have encouraged and supported me in my own writing endeavours. Among these I would include Chenjerai Hove, 1989 winner for his novel *Bones*, Njabulo Ndebele, 1983 winner for *Fools and other stories*, Wally Serote, 1992 winner for *The World Express*, Paul Tiyambe Zeleza, 1993 winner for *A Modern Economic History of Africa* and Gcina Mhlophe who won the 1991 Children's Book award for *Queen of the Tortoises*. I must make special mention here of the 1987 Noma laureate, Luli Callinicos, who went out of her way to assist and encourage me at a very critical time in the writing of the biography of Walter and Albertina Sisulu. Her winning book *Working life: Factories, townships, and popular culture on the Rand, 1886-1940* was enormously helpful to me in my research. It is a huge honour to be counted among these distinguished African writers.

The Noma award is also very special to me because it is the only truly pan-African award, inclusive of all African languages for fiction and non-fiction, scholarly/academic work and children's literature. Writers confine the other major continental literary award, the Commonwealth Writer's Prize, to English language novels from Commonwealth countries. Another major literary award, the Caine prize is for short stories in English. Unlike these awards the Noma has transcended the regional and linguistic divisions of Africa and we have had Noma winners from Anglophone, Francophone and Lusophone Africa as well as winning entries in Arabic, Afrikaans, Swahili and Gikuyu and honourable mention of works in Afrikaans and Shona.

The Noma award is unique in that the winner must be an African author domiciled in Africa and published on the continent. In this era of globalisation and advanced information technology it is a simple matter for an author sitting in Johannesburg, Nairobi, Dakar or Addis Ababa to write a book and at the press of the button send the manuscript to a publisher in New York, London or Paris. The financial rewards of publishing in Western countries with huge book markets are certainly many times greater than publishing in Africa. Unfortunately, incentives to encourage African writers to publish on the continent are few and far between. As a literary prize set up to encourage and reward African writers and genuinely autonomous African publishers, the Noma award is distinctive.

As the Noma approaches its twenty-fifth birthday, we as Africans need to ask ourselves the question – how far have we built on the legacy of Shoichi Noma? Because of the nature of the award and the fact that the jury of the Noma has always been African, there has always been a strong sense of ownership of the award in African writing and publishing circles. I confess that I was surprised when I learned that the sponsor after whom the award is named was Japanese. When he set up the generous endowment that makes the Noma award possible, Shoichi Noma set an example to all those dedicated to developing a strong writing culture and building a vibrant publishing industry on the continent. I think it is a sad reflection on us as Africans that almost twenty-five years later, there is no African-sponsored continental literary award. I would like to challenge the literary and publishing communities of this continent, African governments and African individuals who, either personally or institutionally, are able to mobilise

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the resources to establish similar literary awards and indeed to do more to build and strengthen the publishing industry in Africa.

Despite advances in some areas the publishing environment in Africa is perhaps even more unfavourable than it was twenty-five years ago. The World Bank-inspired structural adjustment policies of the 1980s not only deepened the poverty of poor and vulnerable communities across the continent through market liberalization and elimination of social programs, they also dramatically reduced access to books by cut-backs to library expenditures. Even in countries in which the majority of the population can afford books, libraries form the bedrock of a strong literary culture and a buoyant publishing industry. In an article on "The Dynamics of Book and Library Development in Africa", Noma laureate Paul Zeleza, writes: "If books constitute an important part of the social and cultural capital of society, libraries are the banks where this capital is most productively invested for private and public use and profit. Thus books and libraries go together, two poles in a chain that links writers, publishers and readers, as mediated by the state, educational policies and marketing networks".

The Noma award-winning books of the past twenty-four years as well as all the books that have received honourable mention constitute a substantive body of high quality literature. These are books that should be available to libraries and institutions across the continent, yet sadly this is not the case. I would wager that there is not one library in this continent that could boast a collection of all the Noma award titles.

In this first decade of the 21st century it has become even more imperative to provide access to books through libraries. Africa is at the epicentre of the greatest catastrophe of modern times – the HIV/AIDS epidemic. Like termites boring through a wooden frame, the HIV/AIDS pandemic has quietly and steadily ravaged Southern African societies, causing incalculable harm to communities and households by removing their most productive members. One of the gravest consequences of the pandemic is that it has left millions of orphans in its wake. A UNAIDS report of 2002 estimated that AIDS has orphaned more than 15 million children, 11 million of them in Southern Africa. It is a major challenge for any government to meet the most basic requirements of these orphans.

Humanitarian assistance, whether from governments or international agencies, has to focus on providing on food and shelter. In this context books are becoming even more of a luxury for the poor and vulnerable than ever before. Yet we have to address the question – how will these orphans get access to books? The intergenerational transfer of knowledge through oral traditions has been seriously compromised by the death of parents and adults in the community. It is therefore even more important for orphans to have access to books that will help them to construct and affirm their identities. A massive continental investment in improving access to books through public institutions such as schools and libraries is a matter of absolute urgency on this continent.

At this point I would like to pay tribute to my father and mother-in-law Walter and Albertina Sisulu whose lives have been the subject of the winning book for 2003. They were both passionately committed to improving the conditions of existence for African children. Naturally they were deeply concerned about the situation of orphans in our communities. Fortunately the South African government and our various communities have been keen to develop their legacy and the past few years have seen the building of the Walter Sisulu Home for abandoned and neglected children and the Albertina Sisulu Centre for Children

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with Special Needs. Walter and Albertina were delighted by the publication of their biography to the point that I was embarrassed by their repeated expressions of gratitude. However there was one issue they were unhappy about and that was the cost of the book. "What about the children?" Albertina asked, "how many of them can afford R200?" As a result of her concerns a family friend mobilised individual and corporate support for the Department of Education of the province of Gauteng to purchase copies of the book for every public library and many of the high schools in Gauteng.

Albertina was overjoyed as I was to receive the good news about the 2003 Noma Award and she has asked me to convey her gratitude to the Award committee for this honour and to convey her best wishes to this august assembly. Sadly Walter is no longer with us but I know that he would have expressed exactly the same sentiments. I take this opportunity to thank both of them as well as my husband Max, represented here today by my son Sandile, and the entire Sisulu clan, without whose support and encouragement I could not have written this book. The fact that the book has won the Noma Award has for us been a fitting celebration of South Africa's tenth year of democracy.

I would like now to acknowledge Zene Tadesse, not because she has been a good friend for many years, but because she is the President of CODESRIA, an organisation that has nurtured African academics across the continent and has certainly played a role in my intellectual development. Today we have also been pleasantly surprised by the presence of Thandika Mkandawire, a former Executive Secretary of CODESRIA and currently director of the United Nations Research Institute of Social Development (UNRISD).

I am most grateful that my publisher Brian Wafawarowa, the Managing Director of New Africa Books, was able to travel with me to Addis Ababa for this event. I should mention that David Philip Publishers, which is an imprint of New Africa Books, must have broken some kind of record in publishing this book. I confess to being a terrible writer as far as the meeting of deadlines is concerned. I thank Brian and the David Philip team for squeezing the final chapters of the book out of me like the proverbial blood from a stone. I wrote the final paragraph of the book on 7 November 2002 and the book was launched on 10 December 2002. I will be eternally grateful that Walter Sisulu was able to read the book before he passed away on 17 May 2003.

I would like to thank the Noma committee for acknowledging my work in this way. I must say a special thank you to Walter Bgoya and Mary Jay for their encouragement and support. Mary, thank you for ironing out all the practical details of getting me here and organising this wonderful presentation award.

Finally I would like to thank the President of Addis Ababa University, the Director of the Institute of Ethiopian Studies and all the people at these institutions who worked so hard to put together the incredible exhibition on book-making in Ethiopia and the book fair. I am also deeply honoured by the presence of the President of Ethiopia whose presence here is testimony to the seriousness that the Ethiopian government attaches to book development.

The choice of Ethiopia as a venue for this award has been auspicious. As the Professor Eshete mentioned, I am writing a children's book on Haile Gebreselassie in collaboration with Konjit Seyoum and Bekele Mekonnen. Life is full of strange coincidences. In 2002 I spent five months trying to complete the Sisulu biography at the African Gender Institute at the University of Cape Town. At that time my

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friend of longstanding Zene Tadesse was lecturing for one semester at the AGI. Zene was incredibly comforting and supportive as I agonised over the final stages of this book. I told her how I was longing to complete the writing of this book because I wanted to go on to work on other projects, one of which was a children's book on Haile Gebreselassie. Zene encouraged me to nurse this dream and promised to introduce me to the right people in Ethiopia when I was ready. We could not have imagined at the time that by 4 June 2004, I would have completed the first draft of the story on Haile and be in Addis Ababa receiving the Noma Award for the Sisulu biography. I feel truly blessed.

Thank you all.



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A NEW CONSULTANCY FIRM IS FORMED

A New consulting group on books called African Synergy Consulting joins the ranks of Consultancy firms on the continent. Their brief portfolio is attached for your information. For more details please contact Mr. Paul Brickhill on bricks@mweb.co.zw

African Synergy Consulting

The African Synergy Group

Based in Harare, Zimbabwe, African Synergy has an overall goal of promoting the education and literary culture of Africa, with special emphasis on book and educational materials development. African Synergy was consolidated during 2003 based on the long experience of its component companies and the core ethos of literary and social development within Africa.

Under its umbrella African Synergy has, in addition to AS Consulting, companies in bookselling, book distribution, printing, publishing and an NGO development trust, the Africa Book Marketing Trust. It has working partnerships with publishing, educational and consulting companies across the region and beyond.

African Synergy is committed to, and believes in, the potential for African business and the book trade in particular, to grow in scale and prosperity. We believe that to be successful, African business and development must be driven from within the continent.

African Synergy Consulting

Within this vision, African Synergy Consulting (ASC) has been established as a broad-based technical consulting service, based in Zimbabwe.

African Synergy Consulting uses primarily technical expertise from within Africa, supplemented only where necessary, with associates from other regions. Our focus and core expertise is in the specific sectors of books and education and, generically, leadership, training and project management. We maintain a strong and growing portfolio of collaborators that share this vision and who have been meticulously selected on their track record, commitment and technical skills.

Expertise Offered

African Synergy Consulting offers technical consulting services in:

- **Textbook provision, authorship, publishing and book distribution**
Publishing is a strategic industry. Africa is moving away from centralized-state models of textbook provision towards liberalized, commercial book-industry systems. This complex process requires policy cohesion in the education ministries and practical tasks re-orientating publishing and procurement systems. African Synergy has a pool of specialists in textbook provision and offers skills training, contacts and advice in book industry development, with parallel capacity-building programs in authorship, publishing, textbook evaluation, book selling, marketing and distribution. The hands-on business experience of African Synergy in the book industry ensures that our skills and knowledge are kept permanently at the cutting edge of trends in the industry.
- **Education**



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ASC recognizes the pivotal role of education in effective and sustained progress in any society. ASC understands the successes and failures of the past and in tune with current trends – quality, equity, appropriate language and cultural context, accountability, parent and client participation, community level schooling and non-formal education for adults and children, financial responsibility, preventing marginalisation on gender and other grounds, response to specific issues such as HIV/AIDS, Innovation, etc...

Our own expertise is proven and is at the centre of many of these developments. ASC has proven experience in curriculum development, educational planning, teacher education, school management, education reform and re-structuring (decentralisation), education economics, finance and sector wide education planning and partnership.

➤ **Training**

ASC can facilitate both the organization and delivery of training programmes both within our core sectors and in other areas that are consistent with the overall ethos (e.g. books and publishing, education, local language, literacy, life-skills, community schooling, HIV-AIDS awareness, gender and leadership). Training can be tailor-made to specific client needs or provided in standard forms and great care is taken to ensure excellence in tuition offered and material produced.

➤ **Leadership**

Leadership has often been stated as the most important factor in driving economic and social progress in Africa and, in practice, one of our biggest constraints. We offer support to leadership development of groups and individuals across all sectors through training, workshops and individual coaching. In all cases we build on experience and role models from within Africa and place the person at the centre- particularly values, personal trust, effective communication and space for individual creativity. Support to institution building follows the same people centred approach and makes link with those systems of ownership and management, whether modern or traditional, that have worked in Africa.

➤ **Project Management and Partnership development**

ASC is able to take on the direct management of development and business projects. ASC has experience in bringing together the skills and balance of people that are necessary, effective and sensitive to cultural and social backgrounds. Our skills in this area have been honed over the many decades of experience of our in-house and associate consultants. In this context we bring proven expertise in planning, organisation, delivering results and monitoring and evaluation.

African Synergy's senior consultants have:

- Designed comprehensive (draft) textbook studies and policies for Zimbabwe (1998) Mozambique (1999), Zambia (2002).
- Worked extensively since 1991 on the organisation of Africa's premier book fair (Zimbabwe International Book Fair).
- Worked with a range of Publishers' Associations, Booksellers' Associations and Authors' bodies in Africa on different projects.
- Established several enterprises in publishing, bookselling and printing.

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- Trained booksellers and publishers in book distribution and marketing in Tanzania and developed strategy for transition to commercial textbook distribution (1997-99).
Produced feasibility study for the Tanzania Children's Book Project, a prominent NGO supporting children's books (2000).
- Researched and written an up-to-date 13-country study into all facets of public-private partnership in the book sector in Africa (2002-2003).
- Helped establish the African Publishers Network 1992-1995 and the Pan-African Booksellers Association 1998-2000.
- Worked extensively in the cultural sector in Zimbabwe, including performing arts, music, theatre, literary culture and film.
- Written a textbook study for Zambia (2002) and worked on implementation of decentralized procurement systems in textbook provision (2003-2004)
- Written a gender study in primary textbooks in SADC countries (1997).
- Established leadership programmes for managers across Africa.
- Initiated leadership network as partnership of NGO's and private sector institutions in Southern Africa.
- Supported institutional building initiatives for HIV/AIDS focused organisations in Uganda, Malawi and Zimbabwe.
- Designed international governance structure for large NGO.
- Promoted the creation of ANCEFA, a leading network of organisations working to hold governments accountable for EFA commitments at the 2001 Dakar conference.
- Provided executive coaching to senior managers in public/private sectors.



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EDILIS HOLDS DEDICATION CEREMONY

On Friday 16th April 2004, at the Librairie de France, Abidjan Plateau, EDILIS, an upcoming indigenous publisher in Cote d' Ivoire, held a literary event to discuss the importance of literature in society. One of the authors present, Mr. Jean-Pierre MUKENDI, commenting on his book, "*Michelle Habiakame ou le témoignage d'une jeune Rwandaise*" (*Michelle Habiakame – the testimony of a young Rwandan Girl*) had the following to say:

PEACE AND WAR

Our lovely and rich continent Africa has been rocked by social and political crises since 1960, when most countries became independent. In fact, Africa is deeply weakened by many civil and fratricidal wars, such as the secession attempts in Katanga (DRC), Biafra (Nigeria); the rebellions in DRC, Angola, Mozambique, Côte D'Ivoire and inter-ethnic conflicts in Rwanda and Burundi. This situation accounts for much of the patent backwardness of Africa, compared to the other continents. Human losses and material destruction are countless. And as long as Africa does not experience long-term peace, its development will still be endangered.

This destruction is evident throughout Africa. For example, in the Democratic Republic of Congo, about four million people have been killed and three million displaced since August 2, 1998, when the conflict involving the armed forces from six neighbouring countries, the national army and rebel forces, broke out.

In Sudan, the civil war that began after independence in 1956 between the Arab-Islamic northerners, and the Christian and Animist southerners has claimed about two million lives and resulted in more than four million refugees.

The Rwanda genocide started on April 7, 1994, after the assassination of Hutu President Juvénal Habyarimana, and brought about the death of one million and one hundred thousand people.

***** Cover of book

Burundi, ranking among the poorest and smallest countries on the continent, has for ten years now, experienced a conflict that has claimed half a million victims. In addition, one Burundian out of six lives in exile.

The war in Sierra Leone caused the death of two million people.

In Angola, about one million civilians were killed, and three million people were displaced from their home country during the three-decade civil war period.

In 1989, a new war broke out in Liberia, bringing about the death of two hundred thousand people and two and half million refugees.

Once reputed to be a haven of peace and a lovely assylum of stability and joy, Côte d'Ivoire has been experiencing the torments of war since September 19, 2002. Five thousand people have died and one million others have been displaced.

From the preceding, we propose to deal, in our analysis, with two essential points:

- 1- How do armed conflicts arise in Africa?

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2- How do we regain and experience peace fully?

1- The Origin of Armed Conflicts in Africa

a) In minds

Armed conflicts spring up in people's minds, as men seek to assert themselves by opposing and imposing themselves upon each other. Hence the conflicts between individual persons, ethnic groups and nations. As we sow hatred and violence in our minds, we will reap barbarism. We should therefore foster positive ideas and human values in our minds.

b) The Colonial Inheritance

Colonial practices which were based on violence and an unfair partitioning of Africa since the Berlin Conference in 1885, and the conditional manner in which independence was granted to countries, could make one think that Africa got a poisoned chalice, as everything was predicting that the continent would sooner or later be plunged into fratricidal wars or border disputes.

c) Tribalism

Ethnic groups were not initially an exclusion factor, but rather a unifying element and a vehicle for friendship and brotherhood. Yet, after the independences of African countries, and mainly because of politicking, ethnic groups became a means of asserting oneself and excluding others. Since 1960, some evil-minded politicians, longing for absolute power, have used their ethnic groups as a pretext to become ministers or presidents.

d) Religion

We notice that more and more people belong to religious groups to get closer to some people and be opposed to others. Yet any religion that advocates or encourages the use of violence and war, whatever the reasons may be, cannot claim to be Godly as God is love, and He created man in His own image, so that we may be like Him.

d) Poverty

One of the basic causes of wars in Africa is unquestionably poverty. That is financial poverty (an average of less than 1 dollar per day per person); moral poverty (depravity); spiritual poverty (lack of spiritual training); and intellectual poverty (illiteracy).

f) The Quest for Political and Financial Power

In Africa, people fight either for power, or over rich land for financial benefit. In such cases they stir up tribalism and regionalism to set up their power.

g) Land

Land is still a major cause of many conflicts between social groups or neighbouring countries.

h) National and International Media

Since 1990, some media have become specialist in infecting African people's minds with hatred.

i) The Wealth of Africa

The resources and wealth of Africa attract many predators and arms dealers.

j) Impunity



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Impunity often begets revenge and revolt in victims. War can only result in destruction and loss of life. No real and secure victory is ever gained through armed conflict. Any victory gained in this way is a mere reflection of defeat, the defeat of reason by human madness. This is why it should be everybody's duty to tirelessly seek peace within him and with others.

2- How to Bring Back and Experience Peace Fully?

The following proposals may help:

- 1- The belief that peace among people is possible, therefore work towards it in our minds.
- 2- The establishment of closer diplomatic ties in a bid to understand each other better.
- 3- Be humble and desist from accusing others unjustifiably.
- 4- Apologize even if we are the victims.
- 5- Do not humiliate our adversaries or enemies, but rather show them kindness, so that they may become our friends or brothers.
- 6- Accept and love others.
- 7- Foster a forgiving attitude and let time relieve the pains in our hearts.
- 8- Learn to live together again by seeing others as part of ourselves.
- 9- Reconstitute the *palaver tree* or the forum of dialogue where one is free to say his mind and defend himself if need be.
- 10- Disarm our minds with the word of God.
- 11- Disarm our pens through a good education.
- 12- Disarm our hearts through a good morality.
- 13- Avoid prejudices, which are a source of mutual incomprehension and misunderstanding.
- 14- Lend no credence to rumours.
- 15- Punish culprits according to the law.
- 16- Put an end to politicking, as this furthers the *burning land* philosophy.
- 17- Teach the youth moral and religious values in schools.
- 18- Encourage people to improve their knowledge through reading.
- 19- Sensitise parents on the importance of education at home.
- 20- Fight against poverty and unemployment.

3- The Contribution of my Novel to the Reconciliation Process in Côte d'Ivoire

Although the scenes are Rwanda and the Democratic Republic of Congo, the situation described in *Michelle Habiakamé ou le témoignage d'une jeune rwandaïse* is practically similar to what is happening in Côte d'Ivoire. We just had to replace Rwanda with Côte d'Ivoire or Liberia, and it would be the same reality.

The novel conveys a message, which is the starting point for any true reconciliation: the acceptance of and love for others. For, as St Paul puts it, "*love is patient, love is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth ...*"

(1 Corinthians 13, 4-6)



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This is exactly the message conveyed by Michelle Habiakamé, at a time when Côte d'Ivoire is going through the hardest times it has ever experienced. We should therefore practise peace by learning to live together again. As Michelle points out on page 72, "*For, to live is to accept and love others. To live in and for others. Whatever our social position, there is no life without the others.*"

The novel undoubtedly appeared at the right moment, as it commands each of us to come back to reason and practise love and unconditional forgiveness instead of hatred and violence. This is, indeed, the cement, the foundation of any lasting reconciliation.

Jean-Pierre Mukendi

(Dedication ceremony on April 16, 2004 at Librairie de France, Abidjan)



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LETTERS TO THE EDITOR

SA: WHITES-ONLY TOWN ISSUES CURRENCY

By Gabriel Packard (Global Information Network)

May 10 (GIN) – A whites-only town named Orania has announced that it is launching its own currency as part of a wider plan to break away from South Africa, reports the country's Business Day newspaper.

"The whole idea centres around Orania's ultimate goal of independence," says Eleanor Lombard, quoted in Business Day.

Orana is populated by about 600 Afrikaners – descendants of French and Dutch settlers – reportedly including the grandson of Henrik Vorwoerd, who masterminded the apartheid system. The town was bought in its entirety by a private firm within months of apartheid laws being revoked in 1990.

The new currency is called the ora, a name based on the town's name, and it comes in 10, 20, 50 and 100 ora notes. Each note bears a picture of a traditionally dressed Afrikaner woman, in a Dutch bonnet and frilled gown, holding a baby.

"The ora is to be used by residents on a voluntary basis, and some businesses will give discounts if you buy with the ora," said Lombard.

"It will promote local economic growth."

She rejected suggestions that the currency was a return to apartheid mentality, and said rather that it was a way to preserve Afrikaner culture and history.

Dear Editor,

I want to believe that there are children in this community? If the answer is yes, I would like to know the role that African publishers in general and South African publishers in particular are playing to ensure an integrated apartheid free nation? South Africa just celebrated ten years of independence. In their celebrations, a lot was said about the death of apartheid. Basing on the article above, can I rightly say that apartheid is alive and healthy in the same South Africa?

Dear Editor, I would like to know what could be done through the '**power of the word**' to convince these 600 Afrikaners to join the world in celebrating the ending and total annihilation of the cruel and dehumanising system of apartheid? I hope that some publishers have already published books that can help in the education of these Afrikaners to integrate with the rest of South African society. I



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am interested in reading some of them, hopefully, those in English or other South African indigenous languages.

Yours faithfully,
Equal Human Rights Campaigner
(World Peace Lover)



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COUNTRY REPORTS

Eritrea

Dekemhare Public Library
"Expand your Awareness"

Mailing Address: P O Box 177 Dekemhare, Eritrea Tel: 291 1 641077 Fax: 291 1 641517 E-mail: mail2dpl@tfanus.com.er

HOW AND WHEN OUR LIBRARY WAS ESTABLISHED

A generous grant given by the **Royal Danish Embassy** has enabled the Municipality of Dekemhare in Eritrea, to set up a Public Library. In turn, the Municipality made available a building and covered the expenses for its renovation and other miscellaneous expenses. It now provides the salaries of the staff and is responsible for the upkeep of the Library. The bulk of the Embassy grant was used for the purchase of books but a substantial sum was also used to provide bookshelves, tables, chairs, Librarian's desk and chairs, etc. Because of this, the Library can boast a good selection of new books, as well as attractive and long lasting wooden furniture. **The British Council** has played a very important role in the development of the Library through advice, training and periodic donation of books. It maintains an on-going relationship with DPL. The **Information Resource Center** (formerly USIS) has also made some generous contributions including two computers, a TV and a VCR.

Photo of building

It's also important to mention that various organisations and individuals have given material and moral support to the Library.

DPL opened on **21 July 2000** with three Librarians (two on National Service). It counts on the active participation and support of a Library committee, which includes community members.

ACKNOWLEDGEMENTS

Dekemhare Public Library would like to take this opportunity to extend its thanks and appreciation to the following organisations and individuals for their kind assistance and support:

- Royal Danish Embassy
- Royal Netherlands Embassy
- The British Council:
 - Dr. Negusse Araya
 - Mr. Mikael Tekie
- Embassy of Nigeria
- Embassy of Israel
- Research and Documentation Centre
- MoE: Division of Adult Education
- Asmara University Library
- Arlington Public Library
- Massawa Public Library
- USIS – Information Resource Centre
- Ato Ibrahim Mohammed
- Ato Yemane Mekonen (Lilo)
- Eng. Alazar Hailemikael (CTS-ISP)

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- Ms. Laraine Black
- Woz. Lemlem Araya
- Africa World Press
- Dr. Sondra Hale
- Karen Hauser and Dr. Karl Horsburgh
- Dr. Ayana Yonemura
- Two concerned Eritreans – Nairobi

DPL OBJECTIVES

It is the declared policy of DPL to provide books, related materials, services and programs to the public of Dekemhare and its surrounding. The aim of this is to promote an enlightened, creative and interesting citizenry that in turn enriches the quality and living standard of the people.

A primary goal of DPL is to develop a collection of excellence. The Library strives, within the limitations of budget and space, to provide a wide range of materials, which meet the divers educational, informational, cultural and recreational needs of the community.

DPL believes that, access to information is essential to a free, creative and enthusiastic society. Therefore, the Library makes every effort to provide the community with an appropriate environment for the dissemination, exchange and evaluation of ideas and information. This mission is only achieved by providing a wide variety of materials and resources, services, modern facilities and competent staff.

Objective:

1. To have capable and knowledgeable staff
2. To keep information current
3. To encourage library use
4. To review periodically community needs and initiate long-range plans to meet those needs.

Implementation:

1. Provide a progressive environment
2. Seek a reasonable budget to insure availability of current materials
3. Maintain and support good relations and friendship with governmental and non-governmental organisations.
4. Maintain and support good cooperative inter-library relationships.
5. Develop and/or maintain good relations with a wide-range of individuals likely to support our efforts.
6. Provide a pleasant atmosphere for patrons and staff.

Photo of inside library

END

Zimbabwe

The Zimbabwe Book Publishers Association (ZBPA) held their Annual General Meeting on the 2nd of April and elected a new Executive to run the affairs of the Association. The new Executive for ZBPA is as follows:

Mr. Ben Mugabe of College Press Publishers (Pvt) Ltd. – Chairman

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Mr. Gerald McCullough of Prestige Books - Vice Chairman
Mrs. Ndai Nyamakura of Zimbabwe Publishing House - Comm. Member
Ms. Lonkina Viriri of Legal Resources Foundation - Comm. Member
Mrs. S. Chitapi of Longman Zimbabwe - Comm. Member

For further details on the activities of ZBPA please contact the Chairman on bmugabe@collegepress.co.zw or their secretariat on zbpa@ecoweb.co.zw

END

Sierra Leone – Appeals for help!

PEN Sierra Leone and Sierra Leone Book Trust are seeking financial help to hold a workshop for their book industry. The theme of the workshop is, "Enhancing networking among stakeholders in the book chain in Sierra Leone: Moving forward together".

Aim

The aim of the workshop is to examine the overall situation of the book chain and bring together major stakeholders in the book chain.

Objectives

- To bring together 40 writers, printers, publishers, librarians, booksellers and readers.
- To give books and access to information greater prominence at national level.
- To facilitate networking among stakeholders.
- To develop a code of conduct for the book industry.

For further details please contact Sierra Leone Book Trust on sierrabookt@yahoo.com or Sierra Leone PEN Centre on sierraleonepen@yahoo.co.uk

END

Malawi

2004 Malawi schools book fair

This year's schools book fair took place in all three regions of Malawi (Northern, Central and Southern). BPAM selected nine secondary schools in all the regions. The book fairs took place from 4th to 17th March 2004. Patronage was good. Publishers, Booksellers, teachers, students, parents and many people from NGO's who have libraries also participated.

This fair was jointly organised by publishers and booksellers in conjunction with the Ministry of Education. Nine publishers participated in this book fair, most of whom are the ones who have books on the Text Revolving Fund (TRF) list for secondary schools. BPAM are planning to have a national book fair towards the end of the year where they expect to have more activities like essay-writing competitions, games and others. At these book fairs publishers have the opportunity to sell their books to the public.

These book fairs help all who participate, like teachers and pupils, who are thus provided a wide range of books from which to select what they need. Since most

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of the places where BPAM organises these fairs, are far from where most publishers and booksellers are found, visitors to the fairs are able to save on transport costs as the books are brought to where the people are.

Chance Mkandawire
BPAM Administrator

END

Democratic Republic of Congo

The chairman of the Book Publishers Association of the DRC (ANEDIL), Mr. Bertin Makolo Muswaswa has informed APNET that they held the second edition of "the Scientific books Review" book fair from 4 – 8 May. They intend to rotate the venue of this fair to different provinces, as agreed by most publishers present.

ANEDIL are also planning to have the seventh edition of the Kinshasa International Book Fair from 24 July to 14 August. They are hopeful that the prevailing socio-political situation will not disrupt this activity.

They also take this opportunity to invite exhibitors to this book fair. For more details on stand bookings, accommodation, visa application, please contact Mr. Muswaswa on anedil2003@yahoo.fr or bmakolomuswaswa@yahoo.fr or the Executive Secretary of ANEDIL on raphmuamba@hotmail.com

END

International Press Recognises Book Events in Africa

Nigeria Hosts its 3rd International Book Fair

By Gabriel Packard

May 18 (GIN) – The capital city of Lagos hosted the third annual Nigeria International Book Fair last week. It brought together authors, readers, publishers and booksellers from around the world. But the focus remained on the work of Nigerian writers.

As well as showcasing new books, there were workshops, including one on copyright laws by the newly established Reproduction Rights Society of Nigeria; a writing workshop for children; and numerous panel discussions featuring members of the Association of Nigerian Authors.

The book fair ended with an award ceremony, which this year, honoured Nigerian writers Amos Tutuola, who died in 1997, and Cyprian Ekwensi.

Even though he only had six years of formal schooling, Tutuola published two short-story collections, nine folkloric narratives and a book of traditional Yoruba folktales.

Ekwensi, who is 82, is a renowned novelist in Nigeria. His works include, "Jagua Nana" and "An African Night's Entertainment."

Nigeria has a strong literary tradition, and the first African to win the Nobel Prize for Literature was Nigerian poet, playwright and novelist, Wole Soyinka.

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Uganda Dominates Shortlist for African Writing Prize

By Gabriel Packard

May 18 (GIN) – Ugandan women dominate the shortlist of this year's US\$15 000 Caine Prize for African Writing, taking two of the five places.

They are Doreen Baingana, for her piece entitled, "Hunger" published in Sun Magazine, and Monica Arac de Nyeko, for her "Strange Fruit", in the online magazine AuthorMe.

The other writers to be short listed are Zimbabwe's Brian Chikwawa, for his "Seventh Street Alchemy", published by Weaver Press; Nigeria's Chika Unigwe, for "The Secret", published in the online magazine Open Wide; and Kenya's Parselelo Kantai, for "The Story of Comrade Lemma" and the "Black Jerusalem Boys Band" from Kwani, Published by Nairobi Press.

Kenya writers have been successful with this prize recently, winning it last year and the year before.

The 2004 winner will be announced in July at a ceremony to be held in Oxford University's Bodlean Library.

Articles from Global International Network (GIN)



NEWS FROM PARTNER ORGANISATIONS

Intra-African Trade Promoted in UEMOA/CEMAC Regions

APNET was represented at the Paris meeting, which took place from 22 – 23 December 2003. The purpose of this meeting was to assess the Dakar buyers/sellers meeting, which had taken place from 5 – 7 May.

Mr. Fred Ngandu the Central Africa Regional representative on the APNET Board, and part of the APNET delegation to the Paris meeting wrote the following brief report.

As a follow-up meeting of the Dakar activities last May 2003, the Paris meeting focused on the common planning of the strategic programme for 2004 – 2005 in terms of the intensification of trade actions within the two African regions (Central and Western). The International Trade Centre (ITC) based in Geneva has already done some successful and useful research studies about the trade opportunities in the following countries:

- Benin
- Mali
- Tchad
- Burkina Faso
- Central African Republic
- Congo Brazzaville
- Gabon
- Senegal
- Togo
- Cameroon
- Cote d' Ivoire

Meanwhile, two meetings for buyers and sellers have been organised in Dakar (Senegal) 5 – 7 May 2003 on the book sector, and in Douala (Cameroon) 12 – 14 November 2003 on the textile and dressing industry. The aim of the Paris meeting was to evaluate the difficulties and the positive points that occurred on the implementation process. Unfortunately, the textile and dressing representatives did not attend the meeting, so discussions were centred on the book industry. Among the crucial problems raised were the lack of funds (and the difficulty in getting loans from banks) for sustaining the publishing projects in Africa in general and within the two regions in particular. AIF would therefore like to involve bankers in the procedure of sustaining the African book industry. A workshop has been organised in Lome (Togo) 17 – 20 November in order to sensitise some of the bankers working in the West Africa region, and three countries Morocco, Tunisia and Burkina Faso have been selected to start a pilot initiative of involving banks in promoting cultural activities such as book production and distribution. Depending on the results from these pilot projects, AIF would like to extend the programme to many other countries. The Abidjan Book Fair (SILA) 2004 will be helpful in going a step further in that direction through the buyers/sellers meeting.

Another important decision was to let APNET, AIF and ITC work together in order to harmonise the training activities and manuals as they are intended for publishers. The AIF and ITC delegations will be sent to Abidjan by mid-January 2004 in order to meet APNET staff and check on existing documents, manuals and curricular. Such work will help to harmonise the training programmes throughout Africa.

The meeting ended on 23 December with the commitment from AIF and ITC to work closely with APNET for a better future for the African book industry.

Participants at this meeting were as follows:

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- AIF delegation:
Mr. Isidore NDAYWEL (Director of languages and publications)
Mr. Amadou WAZIRI (Projects Manager)
Mr. Issifou KOGUI (Economic cooperation Representative)
Mr. Particio JERETIC (Economic and financial Advisor)
- ITC delegation
Mr. Joseph SMADJA (Deputy Executive Manager)
Mr. Imamo Ben Mohamed (Trade Promotion Associated Advisor)
- African Economic Regions
Mr. Pierre YETE (CEMAC Representative) Central Africa monetary & economic Commission
Mr. Koffi Addoh GNAKADJA (UEMOA Representative) West Africa
- APNET delegation
Mr. Freddy NGANDU (Board Member)
Mrs. Alice MOUKO (Training Coordinator)
Mr. Roger OZE (ASSEDI Representative)

As rightly stated in the report above, these meetings are ongoing and both the buyers/sellers meeting and the training session for organisers of bsms planned for SILA, Abidjan in April/May 2004 took place as planned. Reports on other meetings on the same subject will be published as and when made available.

END

ZIBF APPOINTS NEW INFORMATION OFFICER

Ms Sibonile Ngwenya has been appointed Information Officer for the Zimbabwe International Book Fair with effect from the 1st of April. She assumes the reigns after the post fell vacant following the death of Mrs Spike Gaura.

Ms Ngwenya joins the organisation with a sound career background in journalism and public relations. Between 1997 and 1999, she worked as a journalist for The Chronicle in Bulawayo. She was later appointed as the Information Officer for a local NGO. In 2001, Ms Ngwenya joined the SMM Holdings group of companies where she became Public Relations Officer. She was later appointed as a Public Relations Consultant within the group, a post she held before joining ZIBF.

“With such a wealth of experience, all stakeholders can be reassured that news on the ZIBF and events will be timeously released,” said the Executive Director of ZIBF, Mr Samuel Matsangaise.

Ms Ngwenya holds a National Diploma in Mass Communication from the Harare Polytechnic and a Bachelor of Science Honours Degree in Sociology from the



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University of Zimbabwe. She is currently studying for a Master of Arts in Organisational Communication with the University of South Africa.

“This appointment should see an increased efficiency in ZIBF’s response to any inquiries from exhibitors, the media, the public and all stakeholders, particularly at this time of the year when ZIBF prepares itself for yet another book fair,” said Mr Matsangaise.

ZIBF 2004 will be hosted at the Harare Gardens between 31 July and 7 August and has already attracted 30 exhibitors from Africa, Europe, the United States and the Caribbean who have taken up 133 stands out of the 450 total available.

News Release from the office of the ZIBF Executive Director

Thursday, 01 April 2004

END



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NOTICES

WELCOME BACK TO APNET WEB SITE!!

In the past twelve months, a lot of questions have been asked about the state of the APNET web site – is it suspended? Is it cancelled? Neither of the above!

Like all programs and projects of the Network, the website too has been affected by two phenomena: a) the new location of APNET, b) the end of Plan re-appraisal;

As APNET approaches the end of its first 5-Year Strategic Plan in September, it has been necessary to use the last 12 months as a “transition” period, to review the major points of the first plan and establish the pillars for the next Plan period. Thus, all programs were evaluated on the basis of planned results, funding, implementation, and cost effectiveness.

The **website** has returned in a new format that will endear it to our members, friends and stakeholders. Click on www.apnet.org and let us get talking again. We want to read about you; we also believe that we have information and news for you about publishing and the book industry in Africa.

APNET website is back!

END

Dear Sir/Madam,

Please find at the end of this mail an event notification on Online Education Berlin 2004, 10th International Conference & Accompanying Exhibition on Technology Supported Learning and Training (www.online-educa.com).

We would be very pleased if you could make a reference to this conference in your newsletter or forward this information to the members of your organisation.

Please do not hesitate to contact me if you need any more information.

Thanking you for your support.

Yours sincerely,

Beate Kleessen
ICWE GmbH
Leibnizstr. 32
10625 Berlin
Tel: +49-30-327 6140
Fax: +49-30-324 98 33
www.icwe.net

ONLINE EDUCA BERLIN
10th International Conference on Technology Supported Learning and Training

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www.online-educa.com

When: December 1 – 3, 2004

Where: Hotel InterContinental Berlin, Budapester Str. 2, D-10787 Berlin, Germany

Organisers: ICWE GmbH, Leibnizstrasse 32, 10625 Berlin –Germany, Tel/Fax (as above)

Contact: Rebecca Stromeyer, info@online-educa.com, www.online-educa.com

ONLINE EDUCA BERLIN is the world's largest international conference on technology supported learning and training. Meeting the networking needs of the international e-learning and distance education industry, the annual Online Educa Berlin conference is the key networking venue for strategists and practitioners from all over the world. Last year 1486 participants from 68 countries attended the Berlin event. ONLINE EDUCA BERLIN delegates are high-level decision makers from education, business and government – the three key areas driving e-learning adoption and innovation – making it the most important networking venue for experts, practitioners and newcomers from all over the world. The conference language is English.

An exhibition and demonstration area for e-learning manufacturers, suppliers and service providers accompanies the conference. Participants have come to value the exhibition as a central meeting point within the conference and an excellent opportunity to meet with and compare the offerings of the exhibiting companies and institutions.

END

Dear Sir/Madam,

I am writing this letter in request for a collaborative publishing of a book that I have prepared in my country's (Ethiopia) national language entitled "All in One Practical Guide to Dairy Farming". Two well-known scientists and a dairy specialist (Ministry of Agriculture) have reviewed it.

I have attached herewith an attachment for more information about the book.

So, would you please help the publishing of the books so that the primary beneficiaries, the dairy farmers, could benefit from it?

Hoping to hear from you.

Best regards,

Desalegn G. Medhin
Ethiopia

For details of the attachment please write to gdesalegn2000@yahoo.com

END

General Information
29th IBBY WORLD CONGRESS

Published by the African Publishers Network (APNET)



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Cape Town, South Africa

- Theme** *Books for Africa*
- Dates** 5 to 9 September 2004
(with optional Post-Congress Tour: 10-15 September)
- Place** Baxter Theatre Centre, Rondebosch, Cape Town

The biennial Congress of the International Board on Books for Young People.
The first ever IBBY Congress in Africa.
A must for all involved with the impact of children's literature world-wide.

Registration Anyone may register and attend. (You don't have to be a member of an IBBY section.)

FULL REGISTRATION - Covers the three days of conference at the Baxter with refreshment breaks and lunches, the Gala Opening, Red Carpet Party, Closing Ceremony & Farewell Dinner, and transport from the Congress hotels to all events.

BUDGET REGISTRATION Covers the three days of conference at the Baxter with refreshment breaks and lunches only. (Suitable for people living in the Cape Town area who have their own transport.)

Languages English will be the main language of the 29th IBBY Congress.
English/French simultaneous translation will be provided in the Baxter Concert Hall for all plenary sessions.

Programme (subject to alteration)

SUNDAY Gala Opening at the Artscape Opera House – presentation of the Hans Christian Andersen Awards – entertainment – reception.

MONDAY First day of conference at the Baxter – main theme: "The situation regarding children's literature in Africa" – presentation of IBBY Honour List – evening free for you to explore Cape Town.

TUESDAY Second day of conference at the Baxter – main theme: "Storytelling and the Oral Tradition" – session on the Future of IBBY – informal Red Carpet Party in the evening.

WEDNESDAY Third day of conference at the Baxter – main theme: "The need for mother-tongue children's literature" – IBBY General Meeting and elections - evening free for you to explore Cape Town.

THURSDAY Optional half-day tour up Table Mountain and into the townships to visit local schools and libraries – afternoon bus ride into the winelands for the Closing Ceremony – then on to the Farewell Dinner.

Speakers Those so far confirmed include:
Professor Osazee Fayose (University of Ibadan)
Teresa Cardenas (Cuba)
Professor Elwyn Jenkins (Vista University)
Gcina Mhlophe (Durban)
Beverley Naidoo (United Kingdom)
Professor Neville Alexander (University of Cape Town)
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[Issued 30.7.2003]

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African Journals Online (AJOL) seeks New Host

Author Pippa Smart

Date 10 May 2004

Summary This document has been prepared to invite expressions of
interest from African-based organisations in undertaking the
management of the existing African Journals OnLine (AJOL)
service. The document presents a summary of the vision of
AJOL, and the current situation and status of the service.
This document has been prepared to give an overview of
AJOL, and once interested parties have declared themselves,
a process of negotiation and discussion will be undertaken
with INASP.

For further details and a copy of the document please contact:

Mrs Pippa Smart
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BOOKWORLD PRAGUE 2004: 6 – 9 MAY

As follow up to the Africa focus in 2003, APNET was offered a free stand at the same fair in 2004. This was meant to facilitate dialogue that was started in 2004. The letter that follows came from one of the interested exhibitors met in 2003.

Dear Sirs/Madam,

Our company is attending the next book fair (Bookworld 2004) in Prague.

Our company works out the Internet bookstores. We provide solutions (graphic design, programming and launching) that can help your publishing houses display and sell books through Internet site by means of the easily updatable on-line catalogue.

If you are interested on how we can assist you in organising professional, tailored to your needs and convenient in management Internet site, we would be pleased to meet you at our stand at any time suitable for you during the Fair.

We could then discuss how to start selling your books and develop a relationship with readers and wholesalers, thanks to the Internet support.

Looking forward to your reply.

Yours faithfully,

Diana Sarlinska
Marketing Director
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**GBPA Announces the 5th Ghana International Book Fair
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Mr. Stephen Brobbey on stevebrob@yahoo.com

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An Opportunity for African Books to go International

Dear Madam,

I am a writer with Global Information Network (GIN), an international news service that distributes news and features to primarily African, African-American and Latin independent media.

I am interested in reviewing books that are thematically relevant to the African and Caribbean diasporas.

I am particularly impressed with APNET and would very much like to learn about recent books that fit into the general theme.

If you have any questions please contact me and I look forward to hearing from you.

Sincerely,
Jade Sanchez-Ventura

NB: Publishers interested in having their books reviewed should contact her on noticias@mindspring.com to discuss the review copies etc. etc.



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