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Dear bookseller

The conference and annual general meeting in Cape Town in August proved to be informative and enjoyable for all those who attended. It is a pity that we could not allow ourselves to be distracted more from the issues at hand by the beauty of the Vineyard Hotel gardens and other attractions.

Different booksellers had differing interests, and the educational specialists were particularly concerned about the continued threats from Edusolutions in Gauteng and in KwaZulu-Natal (KZN), as they appear to be setting up a retail arm to compete in the section 21 arena. While we are not adverse to fair competition we do not believe that a hybrid business claiming to wholesale and retail should be given wholesale discounts when it is not doing anything that present retailers do not do. Your executive has approached the publishers to try to ensure that an unfair situation does not develop. A special sub-committee has been formed to monitor developments and I look forward to their advice.

In the Eastern Cape we are encouraged by the changes giving schools the power to order books from booksellers again. Traders will develop new skills, proper bookshops will emerge and the public will benefit. We trust that booksellers will remember that it was poor business practices and a few booksellers failing to pay their bills that led to the change of procurement before. We all need to trade ethically for the good of all.

We are also pleased that the Learning Teaching Support Materials (LTSM) Forum is to meet again soon. Liaising with the Departments of Education is important and enables us to encourage the authorities to channel book purchases through booksellers. I will be attending the meeting to find the needs of the department and to help to find ways for booksellers to solve them.

Library specialists find the situations changing in different ways. In KZN a new procurement system aims to give more business to emerging and Previously Disadvantaged Individual (PDI) suppliers. It is too early to gauge whether it is functioning in a manner that best serves the interest of library users, however orders are being more widely distributed. In Gauteng and the Freestate book buying is at a low level and we hope that decisions will be taken to ensure the collections are brought to a high standard. Libraries are essential to provide information and encourage reading, especially among those who cannot buy books themselves.

Academic booksellers expressed concerns over an approach to University of South Africa (UNISA) by web based Kalahari.net which suggested they supply all students with their books. The ability to send student information to Kalahari.net and improved logistics makes this possible. Most official booksellers have their own websites and are able to give a similar service, so SABA has approached UNISA with a view to giving students easy access to them. The physical shops will still be the most convenient and quickest way for most students to obtain their texts.

The general book market has grown steadily in recent years and we see a steady growth in the number of shops. The areas of quickest growth in sales are local publications and Afrikaans language books are now again growing in popularity. The more difficult financial conditions are affecting general booksellers, however, and we were intrigued to hear from Willem Struik how the range of books in the shop is increasing, but sales decreasing.

The Rand weakened over the past year and paper prices shot up, increasing the price of books. Academic book sales were little affected, but this would have been a factor in reducing general book purchases. We need to do all we can to keep books at affordable prices to build the number of readers.

The traditional book market is unquestionably being eroded in many places. Photocopying is cheap and easy. The Access to Knowledge (A2K) project is seeking ways to give more access to knowledge within the ambit of the Copyright Act, while copyright infringements are commonplace with students being given photocopied material by their teachers. Much information is easily accessible on the web. The e-book will be here soon.

Fortunately for most of us a real book is the first choice, either for entertainment or for studying. As Penny Vinjevold commented, teaching in school with a text enables a teacher to structure his/her course. For university students it is the same and pages are not lost or out of order.

Our general bookshops offer a wonderful range of books. We must see that bookshops continue to trade in a favourable environment so that the public can enjoy what we have to offer.

G Redhi
President
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Hentie Gericke
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Steyn Du Toit

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PASA

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Your choice for success
Will 2008 be as good as 2007?

Willem Struik looks at the midyear results to get an idea on the immediate future of the industry.

2008 will most likely not be as profitable for trade booksellers as 2007 was. Can we, using midyear results obtained from the Nielsen BookScan sales reports, get some indication of what the immediate future holds for us?

Broad economic overview

At the beginning of 2007 the economy was still booming on many fronts, driven mainly by an unprecedented surge in consumer spending. During the third and fourth quarters of the year deliberate monetary measures were taken to cool the economy down somewhat. Interest rates were raised by 300 basis points to a prime rate of 15,5% (a 24% increase) and the R/$ exchange rate was allowed to fall from R6,68/$ in January 2007 to R7,85/$ (a 15% decline) in June 2008.

The result of the changing economic conditions was a marked slowing down of consumer spending from November 2007 onwards. Whereas consumer spending increased by 8,8% in the first five months of 2007, it fell by 4,4% in the same period in 2008. The annual increase in retail sales fell from 15,0% in 2005, through 14,1% in 2006 to 11,5% in 2007. The year-on-year increase at the end of June 2008 was a mere 9,7% at current prices, or a decline of 3,6% at inflation-adjusted prices.

Book retail industry overview

Booksellers are feeling the effect of the sharp downturn in consumer spending, albeit in varying degrees.

Total book sales increased by 15,9% in the 2007 calendar year, (compared with 11,5% in total retail spending). However, 2007 was remarkable in that a number of non-recurring events made significant contributions to sales. The Secret launched in May 2007 contributed more than R20 million to annual sales. Harry Potter and the Deathly Hallows (published July 2007) added nearly R 25 million, and In Black and White recorded more than R 22 million in just five weeks. The two Spud titles also recorded record sales.

Eliminating the sales of only the Harry Potter title and the Jake White title, because they are regarded as unique phenomena unlikely to be repeated soon, reduces the annual sales increase from 15,9% to 12,0%.

2007 started off very positively, and in the first eight months recorded a cumulative year-on-year growth rate of 15,3% over the same period in 2006. From September onwards the annual growth rate fell to single figures, dropping as low as 3,5% in certain weeks. Without In Black and White the weekly year-on-year increase in December was about 7%, still above overall consumer spending.

The downward trend continued in 2008. After a boost in February because of increased sales of school books and academic textbooks (not subject to normal economic forces), weekly sales changes fluctuate between decreases of 10% and increases of 11%, with an average increase of 5,5%. This nevertheless outperforms overall consumer spending over the same period. What is remarkable is that this sales performance was achieved with a book price inflation of only 3%, as opposed to 11,4% in the overall economy (end of June 2008).

The book industry’s response to the change in conditions.

Booksellers can adjust to the changed market conditions by discounting their products, changing and reducing their title range and by reducing their stockholding depth. There is very little evidence of price discounting. The small change in the difference between the recorded actual average selling prices (ASP) and the publisher recommended retail prices (RRP) is due mainly to the change in market share between the discounters and the full priced booksellers.

An analysis of weekly sales parameters per panel member indicates a gradual decline in the number of titles sold by the traditional brick-and-mortar trade retailers, but with an increasing overlap of titles. The trend seems to be to move toward titles with a wider appeal at the expense of a unique range of titles. The Internet bookellers showed a marked increase in their title range with a small decrease in their sales depth. This upward sales trend may be partially due to the decreased stock range of traditional booksellers.

The average weekly sales depth (copies sold per title) has dropped from 5,60 in week 26 of 2007 to 5,47 in the same week in 2008, and some trade booksellers record reduced weekly title sales ranges by between 300 and 500 titles.

Local publishers cannot respond to the changed market as quickly as booksellers can. They can either cancel or delay publication, and over the medium term they can change their production to less expensive titles. The sharply reduced frontlist title range in 2008 is evidence that local publishers have decided on this strategy.

Importers of books do not have to consider break-even print quantities and have adopted the opposite strategy. They have increased their title range and switched their focus to lower priced products.

This strategy has not been very successful, as indicated by sharply lower sales depths.

Looking at the details

The analysis sample excludes all school books and university textbooks, and the totals therefore don’t correlate directly with those quoted above. (See table below)

Six month period sales growth per product segment and category

<table>
<thead>
<tr>
<th>All Categories</th>
<th>2007</th>
<th>2008</th>
<th>Growth</th>
</tr>
</thead>
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<tr>
<td>Total Market</td>
<td>R472,399,699</td>
<td>R466,438,695</td>
<td>-1,2%</td>
</tr>
<tr>
<td>Imported Publications</td>
<td>R289,847,258</td>
<td>R292,085,488</td>
<td>1,0%</td>
</tr>
<tr>
<td>Local English Publications</td>
<td>R111,002,424</td>
<td>R108,944,537</td>
<td>-1,9%</td>
</tr>
<tr>
<td>Afrikaans Publications</td>
<td>R71,490,017</td>
<td>R64,808,970</td>
<td>-9,3%</td>
</tr>
<tr>
<td>Adult Fiction</td>
<td>R131,702,044</td>
<td>R129,038,202</td>
<td>-2,0%</td>
</tr>
<tr>
<td>Imported Publications</td>
<td>R104,548,024</td>
<td>R103,487,877</td>
<td>-1,0%</td>
</tr>
<tr>
<td>Local English Publications</td>
<td>R10,663,213</td>
<td>R7,616,066</td>
<td>-28,6%</td>
</tr>
<tr>
<td>Afrikaans Publications</td>
<td>R16,489,907</td>
<td>R17,934,318</td>
<td>8,8%</td>
</tr>
<tr>
<td>Adult Non-Fiction</td>
<td>R285,820,440</td>
<td>R288,706,608</td>
<td>1,0%</td>
</tr>
<tr>
<td>Imported Publications</td>
<td>R148,064,822</td>
<td>R154,099,002</td>
<td>4,1%</td>
</tr>
<tr>
<td>Local English Publications</td>
<td>R94,959,920</td>
<td>R96,446,853</td>
<td>2,3%</td>
</tr>
<tr>
<td>Afrikaans Publications</td>
<td>R43,660,258</td>
<td>R38,160,754</td>
<td>-12,5%</td>
</tr>
</tbody>
</table>

The sales value of the total market declined by 1,2% between the two reporting periods due to a decline in the sale of local publications. Local English fell by 1,9%, Afrikaans by 9,3%. The sales value of imported books increased by 1,0%.

Adult Fiction sales declined by 2% in total. Partly due to the success of Spud in the previous reporting period, the sales of local English titles declined by 28,6%. Afrikaans adult fiction increased its sales value by 8,8%.

Adult non-fiction recorded a very modest growth overall. The decline of 12,5% in Afrikaans titles is due partially to one very successful title in the previous period.

Children’s books recorded a significant decline in sales value, especially in the local segment of the market.
The next six months

How do the results of the first six month’s of a year relate to the second six months? In the analyses below based on the 2007 Nielsen BookScan extended panel results children’s non-fiction was excluded so as to avoid any contamination of the results by the sale of school books. Also excluded are the sales of In Black and White and the Harry Potter title.

<table>
<thead>
<tr>
<th>% Contribution to annual sales value</th>
<th>Jan - June</th>
<th>July - Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Fiction</td>
<td>46.0%</td>
<td>54.0%</td>
</tr>
<tr>
<td>Adult Non-Fiction</td>
<td>56.2%</td>
<td>53.8%</td>
</tr>
<tr>
<td>Children’s Fiction</td>
<td>43.5%</td>
<td>56.5%</td>
</tr>
<tr>
<td>Total</td>
<td>46.0%</td>
<td>54.0%</td>
</tr>
</tbody>
</table>

Sales in the second half of the year exceed that in the first half by 17% (54 to 46). For children’s books the ratio is even higher: 57 to 43 or 32%.

In all three product categories more frontlist titles are released in the first half of the year.

Prospects for the next six months

The sales value analysis for the first six months of 2008 as compared to the same period in 2007 revealed that:

- Excluding schoolbooks and university textbooks, the sale of consumer trade books fell by 1,2%.
- The contribution of frontlist titles to period sales declined by 15,2%, reducing the contribution of frontlist to total sales from 18,2% to 15,7%.
- Although the range of frontlist titles is marginally higher than last year, the sales depth is significantly lower. This is particularly true for locally published books.

Given the above three factors, and given the sales contribution frontlist titles make in the second half of the year, bookellers will this year be more dependent than ever on new product to see them through the second half of the year.

Prospects for the next six months

If these expectations are not met, booksellers will need to focus on the correct stock maintenance of backlist titles in order to sustain sales values at current levels.

Conclusion

A six month period is too short to illustrate the full effect of the decline in economic conditions on book sales. At the end of June 2008 the economic downturn was still in full swing and most weekly sales parameters were still in decline.

Over the next six months we should be able to illustrate a more conclusive degree the reactions of book buyers, booksellers and book publishers to adverse market conditions.

Willem Struik is an analyst for Nieslen BookScan. He presented these stats at the SABA AGM in August.

The range of frontlist titles

Across all product categories the number of new titles released in 2008 was marginally higher than the corresponding number for 2007. The frontlist adult fiction title range increased sharply to 920 titles, driven almost exclusively by imported titles. Local new title production in this category remained at previous low levels. The number of new adult non-fiction and children’s titles was less in 2008 than in 2007 across all three product segments.

Frontlist titles made a smaller contribution to total sales in all three product categories and in all product segments. Afrikaans adult fiction recorded an increase in the market share of frontlist titles from 12,5% to 13,9%. The increase in the contribution made by frontlist children’s books to total period sales was driven by imported books.
Technological Advances in Book Design ~ a double-edged sword ~

WILLIAM DICEY

Perfection of means and confusion of good men, in my opinion, is characteristic of our age. — ALBERT RUSSELL

The typography module included in most graphic design courses is typically brief and is intended more to prepare students for the reality of setting type by hand. Graphic design students are encouraged to experiment and to improve and to treat their instincts and their eyes. Good typography, however, needs to be studied and learned. It's easier principles are not at all apparent to an innovative eye.

Typography is not an art, but a craft, and is done by its very nature deeply conscientious. Master artisans have been refining the tools and tools of legibility for centuries. The contemporary typographer possesses, on, wares yet, remaining ignores of their existence at the heart of his craft. These in little chances of talented graphic designers, one who is interested in the ways of book design, stumbling upon the clarity and grace of the Renaissance page. Or, indeed, of producing work as exquisite as, say, William Johnson's typography in The Abundant Herds (published by Persephone Press in 1995).

I should perhaps provide at least some justification for my house choice that we are currently producing some of the best books in history. I will consider a single book in some detail (a novel recently published by one of the biggest publishers in the local market). Sadly, its typographical shortcomings are not reflective of the industry as a whole.

The Elements of Typographic Style

Robert Bringhurst

The Elements of Typographic Style

Robert Bringhurst

William Dicey is a freelance book designer and author (New Delhi, India, 2003).
There are a number of factors affecting the publishing industry in South Africa at various levels. Like the rest of the world, economic fluctuations, along with a drop in consumer confidence and a general increase in costs across the board due to rising petrol prices are affecting the industry in a myriad of different ways. Paper prices have gone up between 40 and 45% and shipping costs have gone up 25% in the last year.

Besides the economy, the move towards a digital world has also had a profound effect on the publishing industry. South African publishers are well aware of the need to adapt to this new world. The debates are heated at all levels from the copyright issues surrounding the publishing and delivery of electronic books to how to market the traditional book through the online mechanisms.

“In a world “gone digital” it’s interesting to take stock of how the trade publishing industry in general and in South Africa are measuring up and keeping abreast of world trends,” says Terry Morris of Pan Macmillan South Africa.

“Luckily as an industry we don’t have our heads in the sands as the music industry did and we shouldn’t be taken by surprise by a young upstart like Napster. But, on the other hand less people are reading as their time is taken up by the internet and more specifically socializing on web 2.0 platforms such as MySpace, Facebook and YouTube. So we either need to adapt to this new world and ensure that our books are represented and available in the kinds of places and digital formats where people are engaging and spending time, or continue to hope that people will remain loyal to the traditional book,” concludes Terry.

The South African publishing industry is moving necessarily fast to embrace digital technology and ramp up their online marketing presence, although many are still waiting and watching on the sidelines to see where the South African market will go.

“One of the major differences in South Africa and a space where we do tend to leapfrog other international trends is in the mobile sphere,” says Terry

Like India, it is very likely that most South Africans will bypass computers as we know them and go straight to accessing information digitally via their mobile phones. According to Terry, a good example of how this will happen in the book sector is CellBook, a dynamic, young company started in 2007, which provides solutions for unleashing the potential of book publishers in the mobile market in South Africa. Their innovative technology CellBook™ and SellBook™ allows book publishers to effortlessly reach billions of mobile users with a highly optimized mobile book user experience, effectively bridging the gap between publishing in print and publishing on mobile phones. In a country with over 10 million people owning mobile phones that’s a significant target market. This kind of technology is one that can overcome many of the distribution problems currently facing the trade industry.

South African trade publishers have also embraced online marketing with almost all having websites that cater to both end consumers and to bookshops. Many have teamed up with BookSA which allows publishers to create their own blogs and author pages.

“Another uniquely South African concept Mixit has proven successful for certain types of direct marketing and advertising to the teen market,” expands Terry.

“More SA publishers have profiles on Facebook and use the various functions to create chat groups and online events.”

Google set up offices in Johannesburg, South Africa a year ago and more and more local books can now be found on Google’s Book Search.

“Online retail sales have grown enormously in SA through Kalahari.net, Loot.com and Exclusive Books.com. Alongside these B2C sales channels, the use of EDI and online ordering in the B2B sphere is now widespread,” explains Terry. “The Sony eReader or Amazon Kindle have still not reached our shores but I have no doubt that the time is near.”

Publishing literature in the indigenous languages is self-evidently an area with great growth potential for publishers in South Africa looking for new markets in uncertain times.

One project that went a long way towards supporting this, is the Writings in Nine Tongues catalogue produced by the Publishers Association of South Africa (PASA) with the endorsement and financial assistance of the Department of Arts and Culture and the National Library of South Africa. The first edition listed over 4000 works ranging from novels to traditional literature and short stories, to essays, prose and poetry. The response to the catalogues was so positive and led to so many more titles being uncovered, that PASA has recently published a supplement to the catalogue listing another 931 titles.

Nhlanhla Ngubane, the Chair of PASA, was quoted recently saying “Our aim of promoting existing titles in African languages has been largely met... and we also believe that the catalogue has acted as a catalyst for the development of new titles. Bringing the literature available in the previously marginalized languages together in one publication, has given publishers an opportunity to identify gaps and niches in the market. Many have revised their publishing plans and we are seeing more and more titles being published in these languages all the time. We are incredibly proud of this!”

It seems that the catalogue has helped to shift the apparent reluctance of the mainstream publishing industry to venture into African languages. One of the main limiting factors, however, continues to be a lack of material.

Local author development is something that will convert to more local material for local publishers be it in the form of a book or digitally and there are a number of initiatives and events in place to support this. One of the cornerstone of this are the many awards to commemorate the rich and diverse literary talent in South Africa.

Despite all these technological and other advancements we still have many problems within South Africa that need to be addressed at a most basic level.

“If we don’t improve our literacy levels and access to books, the industry will face a dire future with fewer and fewer readers coming through the ranks. For children who have not grown up with access to books, reading will remain a distant luxury and the electronic book will mean very little in their lives,” concludes Terry.

For further reading about digital publishing, visit www.thedigitalist.net, www.printisdead.com and http://wowio.wordpress.com

Terry Morris is Managing Director of Pan Macmillan South Africa
President and Chairman, Central Region

Guru Redh has been in the bookselling industry since 1968 when he took over the family business in Tongaat, KwaZulu-Natal and changed its core focus to bookselling. Guru was elected Chairman of the then Associated Booksellers of South Africa (ABSA) KwaZulu-Natal in 1985 and has been on the executive committee of SABA since its inception in 1998. Guru is now four years into his second term as SABA’s President.

Vice President, Honorary Treasurer and Chairman Southern Region

Hentie Gericke found his niche in the book industry with Naspers 19 years ago. Until very recently, Hentie was the regional manager for the Southern Provinces at Afribooks. In 200, however, Hentie started his own business called 2/ Books, which recently won the Sefika Award for Education Bookseller of the year. Hentie has been on the National Executive since 199. Hentie acted as President in between Guru’s first and second term, and has now been Vice President for four years

Secretary and Chairman, Academic

Peter Adams is a third generation bookseller and joined the family business as soon as he had finished his first degree at the University of Natal. While working at Adams Bookshop in West Street Durban, Peter continued to study, adding a B. Comm. to his BA and also studying botany and history when he had the time. With Peter, the family business grew from a single shop entity to a group of seven specialist bookshops in Durban, Pietermaritzburg and Cape Town. Peter joined the executive in 1998 as secretary.

Chairman, General Trade and Northern Region

Caroline Nixon has been with Edcon since 1986 and has extensive buying and planning portfolio experience, mostly on the fashion side of the business. When Edcon procured CNA in 2002, she moved across as the Divisional Buying Manager of the Stationery, Toys, Gifting and Photographic Division and three years later moved into the Book and Newsstand Division. This is Caroline’s second term on the SABA executive.

Chairman, Education

Joseph Klassen entered the bookselling & Stationery trade in 1973 with Premfare/Paperbacks and Octo Booksellers in Athlone. He is has been co-owner of Rynew Educational Enterprises since 2000. Joseph was a member of SABA from 1978 till 1982 and rejoined again in 2003. He has been on the executive since 2005.

Chairman, Libraries

Jay Rangiah was born in and grew up in Pietermaritzburg, where he then became a School Teacher from 1980 – 1986. Jay managed the school library and helped the school win first prize in the National School Library Competition in 1986. Jay joined Shuter & Shooter Publishers in its sales and marketing division as an Educational Representative in 1987 where he initiated the take-over of the sponsorship of the school library competition from SHELL and facilitated the Shuter & Shooter School Library Competition thereafter. In 1998, Jay joined Hargraves Library Service where he is currently the KZN Area Manager.

Chairman, Eastern Region

Clifford Vazi is a teacher by profession. After working as teacher for a number of years, he became an inspector and then a director of education in the former Ciskei. In 1995 Clifford started Khulani Bookshops, which is a business that has grown to be one of the most respected black owned bookshops in East London. Clifford joined SABA in 2005 in a move to begin interacting more seriously with the major role players in the industry. This is his second year as a member of the executive.

Co-opted Member

Maureen Hargraves had an early start in the book trade, joining Pilgrims Booksellers in 1963. In 1976, together with Philip Joseph (then of Exclusive Books Hilbrow), she opened the first Cape Town Branch of exclusive Books. In 1996, Hargraves Library Service was launched as a specialist library supplier, and Maureen was joined by her son Richard a year later: He opened a Hargraves branch in KwaZulu-Natal. Hargraves later acquired Books Only in Gauteng. Maureen was president of ABSA (Associated Booksellers of South Africa) for nine years and is an honorary life member of SABA. She has served as a member of the SABA Executive in various capacities since its launch.

SABA National Manager

IBF Conference in Amsterdam

More than 60 booksellers and book trade professionals from 24 countries around the world gathered from the 11th to the 14th of June 2008 in Amsterdam, this year’s World Capital City, to attend the annual conference of the International Booksellers Federation (IBF).

Under this year’s theme of “From Basic to Virtual Bookselling”, the conference addressed the challenges the book trade is currently facing and the necessary strategies booksellers need to adapt to, from changing business models to technological innovations in particular due to increased digitization.

Bob Jackson from Gardners revealed the strategies of one of the UK’s leading wholesalers in terms of virtual distribution, while Michael Healy from BISG reported about the latest trends in reading and book-selling in the USA. Luc Tessens from the Flemish book trade federation Boek.be presented the web-based database for bibliographical information and teleordering called “Boekenbank”, whereas Adriaan Langendonk from the Royal Dutch BA presented the Dutch counterpart called “Boekbalie”.

Some of the seminars and working sessions took place at the Centraal Boekhuis in Culemborg, a book distribution facility jointly run by booksellers and publishers, which stocks around 40 million books. More than 500 publishers and over 1 500 Dutch and Flemish booksellers use their full service facilities for distribution, transport, information, administration and financial services.

Since the beginning of the year, Centraal Boekhuis has started to invest in Radio Frequency Identification (RFID) technology and the IBF delegates were presented with a solid business case in favour of the chip based tag system (already fully implemented in several Dutch book shops and libraries), which allows bookshops to significantly save on time and costs. A scanner reads the contents of an unopened box in mere seconds. With a mobile RFID scanning cart, 2 persons can inventory the whole shop in 90 minutes without having to close it up. Before, it took a fairly large number of people at least a day with the shop closed for business.

The conference participants were also visibly impressed by the focused campaigns of the Dutch Foundation for the collective promotion of the book trade and in general by the efficiency and the good cooperation between all the partners in the Dutch book trade chain.

The IBF plenary adopted a statement on freedom of expression underlining the importance of books as a means to peaceful dialogue and condemning any amputation of this fundamental human right - including restricted Internet access - by governments and authorities.

On a lighter note, I must impart a small anecdote that occurred after the very fancy farewell dinner at the 5 star Hotel The Grand in Amsterdam. I missed the last ferry of the night to my Hotel and in desperation took another ferry to a different destination to at least get across the sea, even though it meant I had to walk seven kilometers in my black suit and tie to my Hotel. Fortunately I made the acquaintance of two men, a Polish and Dutch guy, who were on the ferry and the Polish guy offered me a lift on his bicycle, which I accepted. The seat of the bicycle was very uncomfortable and I could not even straighten my legs so after six painful kilometers I decided to run the last kilometer alongside my two new foreign friends while discussing their drug habits! We eventually arrived at the Hotel after 3am. I invited my new friends to have a beer with me to say thank you and we joined all the locals at the bar, who were still celebrating another Dutch win in the Euro cup (soccer). What a conference!

I would like to thank the sponsors who enabled me to attend this wonderful Conference, MML for sponsoring my air ticket to Amsterdam, NVA for paying my accommodation and Heinemann for paying my registration fees.

Hentie Gericke
Vice - president SABA

KZN Provincial Library has implemented a new system. KZNPPLS convened a meeting with suppliers and Mrs. Sibongile Nzimande, the General Manager of Archives and Public Libraries, said it was necessary to make amendments to their systems in order to comply with the Public Finance Management Act and Supply Chain Management Policy.

Ethekwini Municipal Library has divided its operations into two zones, referred to as Zone 1 and Zone 2. Library Suppliers are invited to submit materials for approval to both zones. The Educational Library Information and Technological Services (ELITS) has, in the past month, invited suppliers to submit material for an exhibition where library resources were selected to provide starter collections for schools. This process has been finalised and orders will be placed by 30th September and must be delivered by 30th December 2008.

Cape Provincial Library is functioning well with regular selection meetings and competitive discounts, although orders are assessed and placed according to the preferential procurement policy. This is evidenced by the fact that the number of suppliers from previously disadvantaged backgrounds has grown from three to twenty-five. Unfortunately there has been no growth in the library budget itself. The bulk of the conditional grant money which they received was paid to municipalities for staffing and this has been very successful. The rest of the money will be concentrated on buying books in indigenous languages and reference books.

One of the problems experienced by library suppliers is the length of time it takes for some libraries to place orders. Exhibitions are held and orders only come out after several months. The libraries insist on the prices remaining the same and sometimes only give a short period for the books to be supplied. With the rate of exchange changing all the time and distributors adjusting their prices, books going out of stock or out of print, it is difficult to fulfil the orders efficiently and promptly and suppliers, who already have tight margins, suffer losses. Added to this, accounts are not paid promptly and this causes a great strain on cash flow as suppliers in turn have to pay their accounts on time.

The National Library Transformation Charter Public Consultative Process meetings took place in May and June, starting in East London, going on to Bloemfontein, Kimberly, Durban, Nelspruit, Polokwane, Cape Town, Mafeking and Pretoria. The invitation was extended to practitioners of
the library sector, institutions of higher learning, schools, NGOs, Gender, Disabled People, Student and Youth Organisations, Trade Unions, Traditional Leaders, Municipalities and the general public. SABA has asked for representation on the committee. These meetings did not deal with the process of procurement but rather with development strategies.

Finally, SABA has been asked to arrange to monitor the slow delivery or non-delivery of orders. A lot of money is spent on ordering books to submit to libraries and non-delivery or slow delivery of orders negatively impacts on us. Many institutions are implementing service delivery agreements and this could have an effect on the way we are rated.

Maureen Hargraves
Chairman, Libraries

Academic Report

Academic book sales through the shops went smoothly over the past year aided by a stable economy.

Distribution from local publishers remains efficient compared with that a few years ago with the main problems being unavailability of books that were in reprint or late being published. Jacana and University of Natal Press have moved their distribution to On the Dot continuing what seems to be a slow trend where efficient large distributors are delivering the books of smaller publishers.

Retailers are being affected in various ways by increased use of the internet. This is in line with international trends. In the UK Amazon.com has rapidly increased its share of academic book sales and is offering both new and old books.

We do not know the market share of the South African internet sites, but we do know that Kalahari.net recently approached UNISA with an offer to supply all the students with their text books with their course notes. The university may also have had a request from them to be made an Official supplier. For the moment no new applications for official suppliers are being considered as the method of book supply must first be decided. SABA has written to UNISA opposing the change and pointing out various disadvantages.

Such a proposal would probably have been discarded as impossible a few years ago, but increased access to the internet among students and the increasing integration of information onto the internet means that booksellers need to be vigilant and themselves adapt to changes.

One of the problems this year has been delays and system malfunctions at Eduloan. A growing number of students are getting bursaries through Eduloan, and at the beginning of the year many were greatly inconvenienced because their applications were not processed in time, and they had to wait for cards to be issued. Subsequently the card issuing has been efficient, but the machines used to charge books to the students have been off line far more than normal credit card machines, again causing inconvenience as many of the students travel some distance to get their books.

SABA approached PASA with a view to changing the system where publishers supply books directly to the FET Colleges. Their response was that the Colleges could buy where they please, but booksellers cannot compete when publishers supply at full trade discount, as is the case in KZN where the large new colleges with several campuses combine their orders. The publishers are supplying a further year each year as the new syllabus advances and booksellers will soon be left with none of this business.

Publishers raised the possibility of booksellers’ cooperating in the production of a national prescribed books database with the help of Nielsen Bookdata last year. Booksellers were sceptical. The collection of data has begun at the University of Pretoria. According to booksellers, it is not reliable enough to be of much use at the moment. The problems are probably the result of late changes to the lists and a lack of awareness among lecturers that reliable data needs to be available earlier than in the past. Whether the university will be able to change lecturers’ habits remains to be seen.

Peter Adams
Chairman Academic

General Trade Report

According to Nielsen’s data, the growth in the trade is (0.7%) down on last year Jan-End July period.

This is very concerning in a country where reading is essential. Although there has been an economic downturn, it is also important for retailers to be able to sustain growth during hard economical times.

The Christmas period, which we are now approaching is always good for trade booksellers and in October 2007 to January 2008 there were some key releases that made a huge impact on sales. Jake White’s In Black and White and local 94.7 radio DJ ’s cookbook Zhoozsh were excellent for the trade, as was the Thousand Splendid Suns by Khaled Hosseini. An array of Patterson’s and Picoult titles overwhelmed the industry and trading was great for everyone.

As per usual, retailers promoted key titles vigorously and there were lots of in store activities, publishers book releases and plenty of marketing and advertising campaigns above and below the line.

Other trends in the market place show that local titles have grown on the previous year by more than double digits, which is excellent news and we hope to see this trend continue.

Ranges such as Hanna Montana and High School Musical that are being promoted by Disney and local TV are becoming trends for all the younger age groups to read. Disney will be coming out with some very exciting new reading trends in the forthcoming year.

Retailers are very concerned with regards to the rising cost of books, year on year. In some cases the publishers have increased the Recommended Retail Price (RRP) of titles way above that of the exchange rate with the falling rand and with that of the paper increases. It is very concerning that books will become over priced and unaffordable to the general man on the street. Further investigations will have to take place and will be addressed by the General Trade in further meetings; feedback will be given to the SABA Executive committee as it comes available.

Caroline Nixon
Chairman, General Trade

Educational Report

National Education increases their budget yearly to provide adequate Learning Teaching Support Materials (LTSM) to our growing school population. To ensure that the quality of education is enhanced (improved) the Department will be starting with grade R’s (Reception Year). Their goal is to accommodate every grade R learner by 2010.

Funds have been made available for two special projects that will effect the book trade this year. The first is the new prescribed books for Grade 12 and the second is revised Life Sciences, Mathematics, Mathematical Literacy, Physical Science and Life Orientation for Grade 10.

Government’s Procurement Policy continues to be of some concern. The trading environment for our members continues to be threatened in some quarters. Recently text book tenders for the entire KZN Province for the next three years were advertised in June and the short deadline for tendering has long gone by. Sadly the tender requirements were for the entire process of book procurement from requisitioning at the school level, the catalogue preparation, ordering, distribution and daily computerized reporting etc. This excludes the majority of our members from participating in the tender process.

In the Eastern Cape booksellers are at present delivering on behalf of Publishers and it seems to be going smoothly. In the Western Cape there is an equitable system whereby booksellers are directly involved in the purchasing and distribution. The Booksellers also benefit through the increase in textbook spending and the various special projects.

Joe Klaasen
Chairman Education
Maureen Hargraves belongs to a select group of booksellers whose talents extend beyond the confines of the book selling industry. Bookmark, in paying tribute to this extraordinary person, wishes to highlight her contribution to the book trade. Maureen played a unifying role in the development of both the South African Booksellers Association (SABA) and the individuals who serve on its Executive, and her influence, in many ways, defined and shaped this organization.

Maureen Hargraves was born in Middelburg in the Eastern Cape, grew up in the Cradock area and attended the Queenstown Girls High School. She met her husband, Michael, whilst working for the Union-Castle shipping lines, and after marrying in 1963, Maureen and Michael settled in Cape Town. They have two sons, Richard and Jonathan. Richard, being a chip of the old block, works in the business while Jonathan has pursued a different career. Jonathan is married to Lourenza and they have two children, Mia and Michael.

Maureen’s career as a bookseller commenced at Pilgrims Bookellers, owned by Joe and Ellen Zion. After Pilgrims was sold in 1974, Maureen and Philip Joseph of Exclusive Books (Hillbrow) opened the first Exclusive book store; a year later, in Church Street, Cape Town. However, in 1996, Maureen established a new company, viz. Hargraves Library Service (Pty) Limited. The aim of this new company was to offer a full range of specialized library services to libraries, universities and technikons throughout Southern Africa. The company was successful in meeting its objectives and presently, Hargraves Library Service is one of the leading library suppliers in the country and recently won the Library Supplier of the Year award at the Sefika Awards Gala Dinner this year. Maureen served as Managing Director until 2002 before handing over that position to Richard.

The highest accolade one could afford to Maureen is definitely her contribution to the South African Booksellers Association, commonly known as SABA. She had great insight into the vision of the booksellers association and her experience stood her in good stead. Her vision, integrity, energy and complete dedication are truly admirable.

It is worth noting that Maureen has been in the book trade for 45 years and 42 of these years were spent serving the booksellers association in various capacities. The association was initially referred to as the Associated Booksellers of South Africa (ABSAA). In keeping with the changes that took place after 1994 the organization was reconstituted as the South African Booksellers Association (SABA).

As President of ABSA, Maureen was instrumental in launching the news magazine, Bookmark, with Maureen Barnes as the editor. The first issue of this magazine was released in the summer of 1991 and experienced phenomenal growth. It is presently the mouthpiece of the local book industry.

In 1998, Maureen received the Honorary Life Membership of ABSA at a special function which took place in Cape Town.
REPORTS

The Annual Sefika Awards took place at the Vineyard Hotel during the SABA/PASA Annual AGM. The industry awards, where publishers and booksellers commend each other for outstanding achievements in the industry are known to those in the know as the oscars of the book trade. Bookmark would like to congratulate all the winners.

SEFIKA is a reference to the African tradition of a cairn of stones that travelers add to should they pass one on their journeys. This symbolism was considered appropriate because the industry awards were intended to establish touchstones of excellence that were worth emulating, whilst honouring all who have gone before.
Travelling the road to success together!

CONGRATULATIONS!

Premier Freight, South Africa’s leader in book importing and logistics, congratulates this year’s Sefika Award winners. We are honoured to be associated with many of these fine companies.

2008 Sefika Awards Bookseller and Publisher Award Winners

**Publisher Awards:**
- Education Publisher (Large): Maskew Miller Longman
- Education Publisher (Small to Medium): Pearson Education
- Academic Publisher (Large): Oxford University Press
- Academic Publisher (Small to Medium): Van Schaik Publishers
- Trade Publisher (Large): Penguin Books
- Trade Publisher (Small to Medium): Pan Macmillan

**Bookseller Awards:**
- Education Bookseller: Books 24/7 Academic Bookseller: Adams Bookshop
- Trade Bookseller – Chain Stores: Exclusive Books Hyde Park
- Trade Bookseller – Independent Stores: Book Lounge Cape Town
- Library Supplier: Hargreaves Library Service
- Distributor: Spectra

**Special Awards:**
- Bookseller of the Year: Adams Campus, Durban
- Publisher of the Year: Random House

**The Bookseller Choice Award:**
- In Black and White: The Jake White Story by Jake White and Craig Roy (Zebra Press)

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IPA Congress Heads to Africa

The prestigious International Publishers Association’s (IPA) Publishers Congress will for the first time ever be held in Africa in 2012. The announcement that Cape Town and the Western Cape in South Africa won the bid to host this congress, was made on the eve of this year’s Cape Town Book Fair at the Cape Town International Convention Centre (CTICC).

The Cape Town and Western Cape Convention Bureau, a business unit of Cape Town Routes Unlimited, the official tourism destination marketing organisation for Cape Town and the Western Cape, assisted the Publishers’ Association of South Africa (PASA) in securing the bid. The congress will be held at the CTICC from 11 to 14 June 2012.

The IPA Congress flag was handed over to Cape Town, PASA, South Africa and Africa by IPA President Ana María Cabanellas at last month’s IPA Publishers Congress in Seoul, Korea. She says: “The 29th IPA Publishers Congress will be a unique opportunity to understand the South African publishing industry and the African book market as a whole.”

Brian Wafawarowa, Chair of the African Publishers Network (APNET), concurs: “Every region that has won the bid to host the IPA congress has utilised the rare opportunity to emphasise the centrality of the book to national economic and social development. With the Cape Town Book Fair becoming the premier book fair in Africa, the hosting of the 2012 IPA congress by South Africa will have a positive impact on the book sector on the continent.”

IPA organises an international Publishers Congress or Copyright Symposium every two years alternately, in co-operation with one of its member associations. Previous IPA congresses were held in Seoul, Korea in 2008, in Berlin, Germany in 2004, in Buenos Aires, Argentina in 2000 and in Barcelona, Spain in 1996.

“The success of the Cape Town bid is a success for Africa,” says Dudley Schroeder, Executive Director of PASA. “It was a proud moment when the IPA Congress flag was handed to me to bring home to Cape Town. As this is the first IPA Publishers Congress to be held on African soil, the flag is a reminder of the great responsibility that has been entrusted to us.

In 2012, the IPA Publishers Congress will be held back-to-back with the Cape Town Book Fair, which has already established itself as a rallying point for African publishers. Many delegates to the IPA Publishers Congress will attend both events and will also have an interest in exploring our beautiful city, province and country. The IPA Publishers Congress programme will focus on networks between publishers and creating two-way exchanges between the African continent and the rest of the world,” says Schroeder.

Publishers from more than 50 countries will be represented at this congress and the economic spin-off for Cape Town is huge. Together with the very popular Cape Town Book Fair at the CTICC, it will present significant opportunities for local business and tourism in the Western Cape.

LBF to focus on SA in 2010

South Africa is set to be the market focus for the London Book Fair in 2010. The London Book Fair Market Focus is an important opportunity for UK and international publishers to liaise with their foreign counterparts and capitalise on new business partnerships in countries with strong publishing industries. The biggest opportunity it presents is to enable local publishers to promote their companies to the international arena. Market Focus also helps international publishers better understand how different markets operate, and offers an opportunity to identify fresh and exciting new authors not yet published in English or other languages.

Both India, which will be the Market Focus in 2009, and South Africa are big markets for English language books, yet both function quite differently and each presents its own set of challenges. Both countries use many different languages in commerce, literature, so understanding linguistic and cultural diversity is essential to understand both markets. Both India and South Africa host emerging and important book fairs.

Following the success of the Arab World Market Focus 2008 the UK’s international cultural relations body, British Council, will once again partner with The London Book Fair on the cultural programme.

PASA will act as Market Focus partner in South Africa and diversity will once again be a main theme, emphasising languages and non-English writers.

Dudley Schroeder says: “At a time when the publishing industry in South Africa is experiencing real growth and development, we see this as another opportunity for showcasing our established and emerging authors, and the exciting range of South African literature.”

Susanna Nicklin, Director of Literature, The British Council comments: “The third Cape Town Book Fair during June this year experienced phenomenal growth, with representation from 31 countries from the other continents and Africa. By providing space for South Africa as the market focus, the LBF is providing an even greater opportunity to showcase our publishers and authors in 2010 - at the leading international spring event for the publishing community.”

Given that the eyes of the world will be focused on South Africa in 2010 as the World Cup Soccer competition is staged in South Africa, PASA is looking forward to enhancing awareness of South Africa’s cultural riches through the promotion of our authors and books in London two months beforehand.

The LBF focus on South Africa will increase the export sales of South African books to booksellers and distributors from around the world. Within the South African book chain, there has been great excitement generated amongst librarians, booksellers, distributors and other role players who have indicated their interest and support.

“The Publishers’ Association of South Africa would like to thank the LBF for the invitation to acquire a dedicated South African pavilion in a central location of the LBF within which to showcase our vibrant South African book industry. PASA is fully committed to this opportunity and will ensure that our participation in the 2010 LBF is a resounding success.”
The inaugural meeting of the National Council for Library and Information Services (NCLIS) was held in Pretoria on 24 April 2008.

In his opening address, Mr Vusi Ndima, Acting Deputy Director-General, said that the main objective of the National Council for Library and Information Services Act, 2001, was to establish a Council to advise the then Minister of Arts and Culture, Science and Technology and the Minister of Education on matters relating to the development and co-ordination of library and information services; the promotion of co-operation; legislation; policies to govern the allocation of public funds; deficiencies of the LIS system and priorities needed to eliminate them; the promotion of literacy and the utilization of information technology. The functions of NCLIS have been formulated broadly in order to create a proper operational framework for the Council and to ensure the maximum benefit of its activities for all users of libraries and information.

Government has identified libraries as a key sector capable of improving the quality of lives of our people. The contribution of libraries in the Social Cohesion Cluster and the Information Society and Development Cluster in terms of promoting a culture of reading, promoting shared values, peer group networks, delivering IT experience to rural communities and promoting indigenous language materials is critical to the transformation agenda of government.

The Department of Arts and Culture, through the support of National Treasury, will be investing more than R1 billion in community libraries over the next three financial years. The aim is to transform community libraries into centres whereby a true reading culture can be built up particularly among the youth.

The Council will have the challenging, but exciting, task to develop the Library Transformation Charter, and the requisite consultations with the sector will have to be completed in this financial year. The consultative workshops in all 9 Provinces have been finalized and the first draft has already been discussed by NCLIS at their Strategic workshop in Pretoria, 28 – 29 July 2008.

The Charter will set the vision for a transformed library sector, supporting education and the development of a reading culture. The second draft will be discussed at the LIASA Conference in Cape Town, on Tuesday, 7 October 2008.

Executive Mayor Helen Zille officially opened the “New” Central Library on Tuesday 29 July, in Cape Town. The library, which was previously housed in the City Hall, has moved to the site of the Old Drill Hall.

Initial funding for the upgrade of the new library came from the Carnegie Corporation, when they awarded a grant to the City of $2 million in 2004. In a surprise announcement at the event, the Carnegie Corporation donated a further $2 495 000 million for the upgrade of the library over a three year period.

The bulk of the Carnegie Corporation grant was used to purchase books as well as computer equipment. The City of Cape Town, in turn, contributed R36.6 million for the refurbishing and upgrading of the library.

The library will offer free internet access on 40 computers as well as access to a wider selection of books than previously offered in the old library. It will also house a Professional Children’s Collection, intended for research purposes, an extended Art Library and Music and Performance Arts Library. An innovation will be the American Corner, which will house additional books and computers donated by the US Embassy.

The facility will also have a coffee shop, a bookshop, meeting rooms, seminar rooms, and an auditorium. The book stock will have a strong focus on local content, and it will be the only library in the city that will have reading materials in all 11 official languages.

The library sector has a new home in the recently unveiled state-of-the-art National Library building in Pretoria, which cost over R300 million to build.

The spacious and well-equipped National Library, opened by the President of South Africa, Mr Thabo Mbeki, Minister for Arts and Culture, Dr Pallo Jordan and Minister of Public Works, Ms Thoko Didiza is being touted as a major investment in the nation’s future. The new library covers 33,000m² and can seat 1,500 users. The 14,700m² of storage space has been specifically designed to preserve reading material, among it newspapers dating back to the late 18th century.

The Carnegie Corporation of New York has also awarded the National Library of South Africa $2 million grant to enhance the state-of-the-art Information Technology system in the new building. The setting of the library in the city centre will also allow people who use public transport to access it easily.

With this colossal state-of-the-art library, the National Library will become a leading National Library and centre of excellence in Africa, being the second biggest on the African continent.

The National Library of South Africa acts as a hub for the Southern African interlending scheme with more than 600 member libraries and its mandate is to address information access both in South Africa regionally and in other Southern African Development countries.
Xarra Bookshop in Johannesburg opened its doors in October 2005 to much excitement amongst the Johannesburg Book crowd. Located in the then newly finished office block, Number One Central Place, Jeppe Street, opposite the Mary Fitzgerald Square in New Town and focused on African Books and music, it was always destined to become a gathering place for those interested in African literature and culture.

The name XARRA is from the Xam language of the Khoi. It is one of the oldest African languages which is seriously becoming extinct as it not considered an ‘official’ language. According to the owners, the name is intended to disarm any national confinement of the concept and to broaden the reach and cultural heritage of Africans beyond colonial borders.

June Josephs and Khanyiso Nguni, co-founders of the store wanted everything about the shop to be strongly African, ethnic, yet modern. “The blood orange colour of the Kalahari sand is a strong feature in the design and logo. The image is clean, African and uncluttered. The letter “X” of XARRA invokes a powerful magical geometrical association,” says Khanyiso.

In terms of getting their name out there and people into the store, Xarra focuses being introduced on radio talk shows in the popular urban radio stations like Kaya FM, YFM, Metro FM as well as newspaper features, especially weekend reading. Vernacular language programmes like Ukhohzi FM are also targeted as well as select magazines. The corporate identity is aggressively released in the form of logo and name stickers for cars, t-shirts, bags.

The XARRA product is not only a tangible one but, according to Khanyiso, will also generate currency of the current social movement towards reclaiming and re-instating African history, pride and excellence. Thus the XARRA business premises are also used for the launch of books by African writers, poetry sessions and all other activities related to African literature. The venue has become the natural choice for top book launches and exhibits by African artists of excellence across the continent and in the African Diaspora.

XARRA is the premium retailer that mainstreams African books, music, art & film. It claims to have the widest collection of books, music, film from Africa & about Africa including popular & rare works of the Greatest African writers from Mia Couto to Achebe, Gordimer and Paton. Xarra also has many books on Africa’s history, its culture, food, décor, art, health and sounds. Other sections focus on doing business in Africa & the world, trade & development as well as travel & destinations. There is a slo a childrens section that has books on children in Africa and stories from Africa abound.

The venue was set to be a trendy leisure & lifestyle meeting place form the start – the place to be to get a bite of African culture and feel the soul of Africa!

Xarra has established a presence in the Events Calendar of the Joburg Arts & Culture Scene. The venue has become a talking point and ‘hangout’ for book lovers and culture enthusiasts. Being ‘featured’ at Xarra is synonymous with being relevant in the African literary and cultural scene. In the past year, Xarra has hosted events with various local and international authors, poets and film makers. Xarra has entered into various models for business partnership with other independent businesses in the Arts & Culture scene.
The *Study & Master Study Guides* have now been revised in line with all the requirements of the National Curriculum Statement for FET.

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www.cambridge.org
This is most certainly a very unconventional novel, compared to what else is being published in South Africa!

Definitely, although the subject matter has been explored by foreign authors in novels like *Oryx and Crake* by Margaret Atwood or *Neuromancer* by William Gibson. The local novels that I think have come closest to this, would be *Waiting for the Barbarians* by J.M Coetzee and more recently *Blood Kin* by Ceridwen Dovey and *The Wading* by Tom Eaton. These stories are told along the lines of magical realism and are set in an allegorical place that looks quite closely at politics.

What makes Moxyland stand out?

I would describe the others as simple, elegant stories, whereas mine is an explosive rollercoaster and a high-tech fable for South Africa. And I think it is only the beginning – the best fiction is rooted in context, and contextually where we are at the moment is very exciting. I personally did not write the novel to make a statement, but rather to cover issues that interest me at the moment. As a journalist I’ve had the opportunity to spend time both on film sets and working with HIV activists in townships.

I believe it started out as a short story?

Yes, SL Magazine had a short fiction competition in 2004 and I entered. When you read the novel, my short story was the swimming pool scene with Toby. The story had to do with a girl who was branded with a nanotech, which caused her to be addicted to a particular sponsor’s product. This led me to pursue an MA in creative writing under Andre Brink – and Moxyland was the result.

How difficult was it to pitch to publishers?

There were a couple of things that counted in my favour: I’d already had a book published by that time, plus I had twelve years of freelance writing behind me. So my name was out there and I had the experience of finding fresh ideas and different angles – that’s what pitching in freelance work is all about. I actually tried selling the book overseas for a year, and have some amazing rejection letters to show for it, including one from Canongate saying “it was like Brett Easton Ellis at his best.” Back in South Africa, I sent it to Jacana, and Maggie Davey (commissioning editor) read it on a plane to Frankfurt. By the time she landed, I had a book deal!

This is not just a novel anymore, but rather a brand. What else has come out of it?

Well, we were and are exposed to a vast amount of different mediums. Although my book is very much carried by my story, a couple of hyperlinks have crept into the real world – I won’t call them gimmicks but rather extensions of Moxyland as a world. So for instance, African Dope Records has compiled an official soundtrack. An e-book version has also been released.

And the toys!

The little guy on the cover is Moxy and there are toy versions of him currently on sale. We found a woman’s empowerment group in the Klein Karoo, living below the breadline. They had a couple of sowing machines and are now making Moxy’s for us. We sell the dolls at R10 each and they get a R100 of that. So far, we’ve raised just over R6 000 for these women.

Some of the happenings in your future world are rather scary – realistically, what is the chance that these things might actually happen one day?

Some of it is very likely! George Monbiot, an economist for The Guardian, just wrote a piece on a new kind of economic apartheid. Imagine going to the V&A Waterfront and having to swipe your credit card first before gaining entry – to prove that you have the financial means to actually spend money there. I believe we are definitely moving towards something like that – the only difference being that it’s not a black/white thing, but rather a rich/poor thing. While it might not be a government instigated policy, it affects people on a very deep level and I believe it directly affects things like xenophobia.

Are you scared about the future?

No, what I feel is optimistic realism.
Book Reviews

Title: Churchill’s Cigar
Author: Stephen McGinty
Publisher: MacMillan (2007)

In 1941 the British Prime Minister, Winston Churchill, was presented with a gift he felt impossible to refuse – a 5 foot tall humidor of Cuban mahogany, filled with 2,400 of the island’s finest cigars! Was this a Nazi plot? Did the Axis Powers intend to get rid of the wartime leader by means of poison? Churchill didn’t care – all he wanted was to smoke the best cigars money could buy, and which were unobtainable in an England beset by all sorts of shortages.

The saga of how these cigars were eventually released and not, as had been suggested by the cabinet, blown up by a demolition squad, is merely one of the many delightful anecdotes that pepper this idiosyncratic little volume. In a time of political correctness gone mad it is refreshing to come across a tribute to, as the ads used to put it, “the gentle art of smoking.”

Churchill’s lifelong love affair with cigars is the central theme of this really quite serious piece of research, with chapters devoted to the history behind the importers and dealers who supplied London’s smokers during his long and eventful life. Indeed, some of the venerable establishments he frequented still flourish in the clubland of St. James’s to this day.

Title: A Partisan’s Daughter
Author: Louis de Bernières
Publisher: Harvill Secker (2008)

It is part of de Bernières’ genius that he draws his readers into the imaginary worlds he creates by a series of seemingly simple, almost naïve, devices: the two supposedly opposing viewpoints, the deceptively basic language, the exotic locations and the outwardly uncomplicated narrative structure.

In “The Partisan’s Daughter” we are simultaneously living in a squat in the squalid London of the early 1970’s – a time of deep social unrest and upheaval – and, through the eyes of Roza, the female protagonist, in the Yugoslavia of her youth. A chance encounter with Chris, and Englishman in search of casual sex as an antidote to an apathetic wife, leads to an apparently loosely structured relationship in which Roza, assuming the character of Scheherazade, spins a web of fascinating tales around herself, thus ensuring that Chris returns night after night to hear more about the object of his increasingly heated obsession.

From this basic premise the author draws his readers into a convoluted Balkan history lesson, interspersed with excursions into the seedy nightlife of Soho in the ‘70s, suburban death-in-life marriage, the economics of pre-Thatcherite Britain and the lyrics of Bob Dylan.

Almost miraculously, and seemingly without effort, de Bernières weaves these and other related strands into a compelling examination of need and dependence. There is our need to be loved, to be admired, to have an audience to validate our own existence, and the dependence on others that this need inevitably brings with it. The slight nature of the material and the apparent ease with which one breezes through the novel should fool no-one; this is a remarkable piece of writing by a master of the art.

Title: The Jews in South Africa
Author: Richard Mendelsohn & Milton Shain
Publisher: Jonathan Ball (2008)

The first major history of South African Jewry in 50 years, this new book covers an enormous amount of territory, both literally and figuratively. From the earliest Yom Kippur commemoration in 1841 to the inauguration of the latest Chief Rabbi, Dr. Warren Goldstein, the authors explore the development of religious observance and social life throughout the length and breadth of the country.

What is particularly interesting about the authors’ approach is their academic, critical approach to their subject. This is not self-congratulatory puff but the result of serious research, and self-examination. Although the bulk of the main text reads easily, the many ‘boxes’, offering discursive snippets of related information and biographical details, are extremely disruptive, often interrupting the narrative flow for pages at a stretch. On the other hand, the illustrations are well chosen and, in many cases, unfamiliar which adds considerably to their interest value. The glossary, too, is a boon for the non-Jewish reader. An intelligent edited bibliography, arranged by subject matter rather than by chapter completes what may well prove to be an indispensable reference book on the subject.

Title: My Life
Author: Fidel Castro with Ignacio Ramonet
Publisher: Allen Lane (2007)

Why is it that every dictator feels it necessary to commemorate his term in office by a long and rambling justification, often “co-written” by a fellow traveler or party hack? The Marxists and communists appear to be marginally worse than the rest, attempting as they do to forestall posterity by creating a ready-made hagiography that prefaces their own demise.

Castro has been in power now for nearly 50 years, and has shown the greatest reluctance to relinquish any authority, only very recently appointing his brother Raúl to act as his successor. However, you may be sure that, as with Putin in Russia, Fidel will continue to act as an eminence grise behind the scenes as long as he draws breath.

One is immediately suspicious of an authoritarian figure such as Castro when he allows an ‘independent’ author to interview him with the aim of writing a definitive analysis of his life – and in his own words! Where is the criticism, the distance, the objectivity? Sadly lacking, one has to admit, but presumably explained away by the excuse that these are the leader’s personal musings and that editorializing would be inappropriate in the main body of the text.

It is only when one reads the translator’s clear and unambiguous notes in a postscript that the voice of sycophancy and acquiescence is replaced by that of academic enquiry. For the rest of the time we have to read with our tongue firmly in our cheek, and with a copy of The Black Book of Communism by our side to check the facts. Viva Fidel, Viva!

Steyn Du Toit, MFM Program Manager
SA’s literacy plan
The government is to spend R6.1-billion over the next five years on the Kha Ri Gude (Let us Learn) mass literacy campaign, which it believes will enable an additional 4.7-million South Africans achieve literacy by 2012.

The campaign, which forms part of the Adult Basic Education and Training programme, was launched by President Thabo Mbeki during his State of the Nation address in February this year. It is currently operating as a pilot project, with full rollout scheduled for 2009.

According to official statements made by the Department of Education, progress thus far includes the enrolment of 360 000 learners, the recruitment and training of 24 000 volunteer educators, 2 800 supervisors and 150 coordinators.

There are approximately nine million functionally illiterate South Africans, and the department seeks to halve the number by 2012 and ensure that by 2020 every citizen is able to read and write.

The campaign is set to provide learners with books on both literacy and numeracy, which have been published in all of the eleven official languages, thereby increasing its accessibility.

The campaign will also ensure that there are not more than 15 learners to one teacher in the adult schools.

www.southafricainfo.co.za

Grants for SA authors
The Academic and Non-Fiction Authors’ Association of South Africa, (ANFASA) has announced the second round of the grant scheme to benefit South African authors of academic, educational and general non-fiction works.

The scheme owes its existence to the generosity of the Norwegian Non-Fiction Writers and Translators Association, Kopinor (the Norwegian Reproduction Rights Organisation), ANFASA and the Norwegian Ministry of Foreign Affairs. The grants are in rural as well as urban locations; and to consider authors at all educational levels from the untutored to those with degrees.

Eligibility extends to authors writing in all the official languages. The ultimate objective of the scheme is to develop writing and knowledge production in South Africa and to encourage the writing and publishing of high-quality non-fiction works, especially by young authors. The short-term objective is to provide both established and aspiring authors with the means to devote themselves to writing.

Applications are now open. The closing date will be on 15 October 2008, and the successful candidates will be announced in December 2008.

www.anfasa.org.za

CNA celebrates a secret
Rhonda Byrne’s The Secret, won this year’s inaugural CNA Book of the Year award.

Based on sales figures, Nielsen’s market share data and an assessment from CNA’s book buyers, planners and store managers, the 12 finalists included the likes of Donald Trump’s Think Big and Kick Ass, Jake White’s In Black and White, Sam Cowen’s Good Enough Mother, Richard Branson’s Screw it, Let’s do it Again, and John van de Ruit’s Spud: The Madness Continues…

In addition, CNA has donated over 2 000 books to an organisation called Biblionef South Africa, which in turn will distribute the books to various libraries in the different provinces.

Biblionef SA provides new books for children and adolescents to schools and libraries throughout South Africa with an emphasis on organisations in townships, informal settlements and in remote rural areas.

“Over the years CNA has supported a number of education development programmes focusing specifically on literacy and the encouragement of reading,” said Innocentia Dekeledi Buthelezi from Edcon’s CSI department.

www.cna.co.za

New SA PEN Award
The South African Centre of International PEN (SA PEN) has announced a new literary award in Africa to replace the HSBC / SA PEN Literary Award. The award will be known as the PEN / STUDZINSKI Literary Award. John Studzinski, a global investment banker and philanthropist, has generously donated the prize money.

Nobel Laureate John Coetzee has agreed to be the final judge for the new award.

Award-winning author and SA PEN executive committee member, Shaun Johnson, has assumed leadership responsibility for the award. With Shaun’s guidance, the project will build on the momentum of the previous awards sponsored by HSBC Bank plc in 2005, 2006 and 2007.

Johnson said he had agreed enthusiastically when asked to take on the task: “Having experienced myself how helpful and encouraging it is to a writer to have one’s work recognised in the form of literary awards, I’m delighted to be able to play a part in assisting other authors.”

In a sponsorship arrangement which makes the PEN / STUDZINSKI award one of the more financially rewarding literary competitions in Africa, the first, second and third prizes respectively will be £5 000, £3 000 and £2 000.

The award aims to encourage new creative writing in Africa and will offer talented writers an exciting opportunity to launch or develop a literary career.

www.sapen.co.za

New Exclusive Books bag
Elske Nel, a 21 year old student from the University of Pretoria, won first place in the Exclusive Books Shopping Bag Design competition.

“The winning bag design answered our brief deftly, with a witty, sophisticated and intelligent drawing that captured the Exclusive Books brand perfectly.” Said Batya Green-Bricker, Exclusive Books Marketing Manager.

Second and third places were awarded to Raees Khan from Vega Brand Management, Johannesburg respectively.

www.fanaticsbagdesign.co.za

CTBF breaks its own record
The Cape Town Book Fair broke its own record this year, with 50 494 people attending it over four days. This excludes the thousands of children visiting the fair. Director of the fair Vanessa
Grade 10–12 Study Guides are also available for the following languages: IsiNdebele, IsiZulu, IsiXhosa, Tshivenda, Sepedi, Xitsonga, Sesotho, Setswana and Siswati!
Badroodien said, “We are very happy with this year’s figures, they reflect the international trend in the growth of book fairs, and place us in an ideal position to grow and consolidate the fair next year.”

www.capetownbookfair.co.za

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Celebrating SA writing

The winners of the Via Afrika Literary Awards were announced on the 14 June at a glittering gala dinner held at The Bay Hotel, Camps Bay, Cape Town. Storyteller Gcina Mhlope and poet Leon de Kock entertained guests with their witty rapport and announced the winners in each category. The programme, organised in collaboration with the M-Net Literary Awards, was a celebration of South African writing.

The W.A. Hofmeyr prize for Afrikaans fiction was awarded to Die windvanger by Breyten Breytenbach (Human & Rousseau); the Recht Malan prize for English or Afrikaans non-fiction or non-literary went to Thabo Mbeki: The Dream Deferred by Mark Gevisser (Jonathan Ball); the M.E.R. illustrated prize for Children’s illustrated book was awarded to the winning illustrator and author of Nina and Little Duck by Wendy Hartmann and Marjorie van Heerden (Human & Rousseau); the M.E.R. youth prize for a Youth novel was won by The Hobbit Club by S.A. Partridge (Human & Rousseau); the much respected Jan Rabie/Rapport prize for Innovative Afrikaans literature went to Siegfried by Willem Anker (Kwela Books) and the Herman Charles Bosman prize for English literary writing and autobiography had two honorable mentions awarded to After tears by Nqo Mhlongo (Kwela Books) and The Lady Missionary by Gail Dendy (Kwela Books/Snailpress)

www.nva.co.za

Dovey steals the show

Ceridwen Dovey, author of the novel Blood Kin, a shocking exploration of how banal evil can be and how every one of us, at some stage in our lives, could be accused of being complicit, recently won two prestigious literary awards: the 2008 Sunday Times Fiction Prize and the 2007 University of Johannesburg Prize for Creative Writing.

Blood Kin, Ceridwen Dovey’s debut novel, marks the entry of an exceptional talent into the South African literary scene. The book is evidence of an original talent that belies her youthfulness, demonstrating a maturity of insight that places her first work of fiction firmly among respected authors of the genre. The Sunday Times judges described Blood Kin as “brilliantly conceived, and stylistically impeccable,” high praise indeed from an eminent judging panel.

Dovey grew up between South Africa and Australia. She received a scholarship to study anthropology at Harvard University as an undergraduate, then moved to Cape Town for a couple of years to write her first novel, Blood Kin. She is now doing a PhD in Anthropology at NYU in New York.

www.penguin.co.za

Gevisser wins Alan Paton

Mark Gevisser won the Alan Paton Award which, since inception in 1989, has been awarded to works of non-fiction that have “the illumination of truthfulness, especially those forms of it that are new, delicate, unfashionable and fly in the face of power; compassion; elegance of writing; and intellectual and moral integrity.”

The Judges described Thabo Mbeki - The Dream Deferred as “An exemplary work,” saying that Gevisser’s “depth of research, quality of thought and analysis is matched by his talents as a writer. He presents his subject with psychological insight, intellectual vigour and great delicacy.”

Mark Gevisser is one of South Africa’s leading journalists. After graduating from Yale University in 1987 magna cum laude with a degree in comparative literature, he worked in New York, before returning to South Africa in 1990. In South Africa, his work has appeared in the Mail & Guardian, the Sunday Independent, the Sunday Times and many magazines and periodicals. Internationally, he has published widely on South African politics, culture and society.

www.jonathanball.co.za

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LIASA Conference

The 10TH Library & Information Association of South Africa (LIASA) Annual Conference for 2008 will take place in the Cape Town Convention Centre from 6-10 October 2008. This is one of the highlights on the calendar of LIASA members, partners and all library workers. It is expected that between 800 and 1000 library workers will attend, with a strong contingent from Africa as well as international delegates. Various speakers from the African continent as well as Europe and the USA have been invited. The exhibition, which runs during the week of the conference should attract between 45 and 50 national and international library suppliers, vendors, booksellers and publishers. This also provides a forum for interaction with all levels of government as LIASA engages with MECs, Executive Mayors and Councillors, as well as other key stakeholders.

www.liasa.org.za

Books 24/7

Books 24/7 started as an Educational Bookseller in the Western Cape on 1 July 2007 and won three high profile prizes in their first year of trade, the Se fika Award: Best Educational Bookseller for the year 2008 in South Africa, Heinemann Publishers: Top Educational Bookseller for 2007/8 and Nasou Via Afrika: Highest turnover for a new business in 2007/8
Random House South Africa and Struik Publishers have merged to create a significant new player in the African book publishing industry. The new company, known as Random House Struik (Pty) Ltd, brings together two of the country’s most prominent book publishers under the leadership of Stephen Johnson. The merger was finalised following approval from South Africa's Competition Commission. The new company will be 50.1% owned by New Holland Publishing SA (Pty) Ltd, with the balance held by the Random House Group Ltd in London. New Holland Publishing SA is fully owned by Avusa (formerly Johnnic Communications). Prior to the deal, Avusa held a 25% stake in Random House SA, controlled by Random House UK. Stephen Johnson will report to Brian Wootton, the CEO of New Holland Publishing SA. Chris Napier, formerly Chief Operating Officer of Jonathan Ball Publishers, has been appointed General Manager of the Random House division of the new entity.

Random House Struik (Pty) Ltd's local publishing, which will promote books written in both English and Afrikaans, will drive half the company’s output. It is underpinned by Struik’s 47-year heritage publishing mainly non-fiction African titles under the Struik, Zebra Press and Oshun Books imprints. Random House SA’s local imprint Umuzi, established three years ago to mark the company’s 40th anniversary in South Africa, will continue to publish new voices in both fiction and non-fiction. Struik’s previous bestselling local titles include In Black and White: the Jake White Story by Jake White (Zebra Press) which sold over 200,000 copies last year. Umuzi’s bestselling title to date is Dark Continent my Black Arse by Sihle Khumalo, closely followed by Odyssey to Freedom by George Bizos and a number of titles by popular author Antjie Krog.

The Random House Group will balance this local publishing strength through its many diverse and highly respected imprints, providing Random House Struik (Pty) Ltd with internationally acclaimed authors such as James Patterson, Ian McEwan, Philip Roth, Toni Morrison, Salman Rushdie, Bill Bryson, Richard Brans oscill, Andy McNab, Terry Pratchett, Lee Child, Jilly Cooper, Robert Harris, Dan Brown, Chris Ryan, Mark Haddon, Philip Pullman and Jacqueline Wilson. The Group is also the international publisher of lauded South African writers such as J M Coetzee and Andre Brink as well as Archbishop Desmond Tutu.

The merger will also create a stronger platform for the company to move into digital publishing and gain access to new audiences worldwide. Struik’s well-established trading network also means the company is well placed to serve markets on the African continent.

“Random House Struik (Pty) Ltd will unite the skills and resources of Random House as the international powerhouse of book publishing, with those of South Africa’s foremost and probably best-known publisher of local books,” said Johnson:

“We are enormously excited by the prospect of building the local content of our business, supporting new and established writers to feed the passions and interests of South Africans, who are showing a growing appetite for books and reading.”

Gail Rebuck, Chair and Chief Executive, The Random House Group comments: “We are extremely pleased to be increasing our investment in South Africa and look forward to working even more closely with Avusa and New Holland who are already our long-term partners in the market. This move is not only a major expression of confidence in South Africa’s book industry, which continues to grow, but in the country and its rich literary talents.”

www.randomhouse.co.za
www.struik.co.za

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The Good Cemetery Guide

To read extracts of these titles visit our website www.doublestorey.com

www.doublestorey.com
It's that time of year again

The 2009 Commonwealth Writers’ Prize, the global prize for fiction for both established and new writers opened for entries on the 29th August this year.

The two categories - Best Book and Best First Book, which are worth £10,000 and £5,000 respectively to the overall winners - are open to published writers from across the 53 countries of the Commonwealth.

The judging is unlike that of any other major literary award, with twelve judges from different countries having a say in the choice of winning books. Judging takes place in two phases, with panels in four regions - Africa; Canada and the Caribbean; Europe and South Asia; South East Asia and the Pacific - choosing two winners in the Best Book and Best First Book categories. These eight regional winners receive £1,000, and are invited to participate in a final programme held in a Commonwealth country next May, where the two overall winners are decided by a pan-Commonwealth panel. Last year more than 300 entries were received with the regional winners emerging from Australia, Bangladesh, Canada, India and Nigeria.

In 2008, the two overall winners were announced at the Franschoek Literary Festival in South Africa. Best Book went to Canadian writer Lawrence Hill, for The Book of Negroes, and Best First Book went to Bangladeshi writer Tahmima Anam for her novel, A Golden Age.

Ms Anam said winning the award was more than just prestige. “I’m honoured and humbled to be the first ever Bangladeshi winner of the Commonwealth Writers’ Prize. I wrote A Golden Age because I wanted the story of the Bangladesh war to reach an international audience. It is a story of great tragedy, but also represents a moment of hope and possibility for my sometimes troubled country.”

In July, when Hill visited London to collect his prizes he said that winning the Commonwealth Writer’s Prize widened his publishing market, something he had been pushing towards for a long time. He considered winning the biggest success of his life.

The Commonwealth Writers’ Prize is organised and funded by the Commonwealth Foundation with the support of the Macquarie Group Foundation. Entries for the Prize should be made by publishers.

www.commonwealthfoundation.com

Digital textbooks in Kenya

Textbooks may soon be available online in Kenya if a pilot project yields results.

The Communications Commission of Kenya (CCK) has entered into an agreement with the Kenya Institute of Education (KIE) meant to provide learning materials to schools in soft copies as well as online.

According to the deal, the CCK will fund digitisation of 11 Form One subjects at an initial cost of Sh15.2 million.

The funds will be used to procure the equipment and relevant software for the development of the materials.

KIE will provide skilled manpower in the form of teachers, information and technology specialists and curriculum developers to develop the digital content.

CCK will test the digital content developed by KIE in the 16 school-based ICT centres that are spread across the country’s eight provinces. The centres are sponsored by CCK.

This partnership with KIE will go a long way in promoting the development of educational content in order to enhance the uptake of information communication and technology services among the youth,” said the CCK-director-general Charles Njoroge. www.allafrica.com

Poems of Good Hope

www.sawubona-musicjam.com hosted a poetry contest during the months of July and August. Supported by IBM Germany and the international literature festival Berlin, all users of the site were invited to put a poem on the subject of “Good Hope” on the website.

With the help of the website’s users through simple ratings, the ten best poems will be shortlisted. Five international judges will then assess shortlisted ones and elect the winners of the contest. The decision of the jury will be made known on the 10th September at the 8th international literature festival Berlin.

When Bookmark checked out the site we were very impressed by the level of poetry listed. If you have a chance and you love poetry about Africa, be sure to take the time to have a look.

The first prize involves a trip to South Africa and a cash award of 500 Euro. 2nd and 3rd to receive the cash award of 500 Euro only. Moreover the international literature festival Berlin will select one participant of the competition who will have the possibility of appearing in the context of the Poetry Slam Show at the 8th international literature festival Berlin.

www.sawubona-musicjam.com

CITY OF CAPE TOWN: LIBRARY AND INFORMATION SERVICES

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The City of Cape Town: Library and Information Services invites applications for the post of an Acquisitions Librarian, to work on a specialised project for the City’s Central Library for the period January 2009 – December 2010. As recipient of a Grant from the Carnegie Corporation of New York, the services are required of a person, either from the library profession or from the book trade, with extensive experience in the sourcing and acquisition of library materials in all formats, from sources not necessarily part of the mainstream South African supply chain. The position, based at the Services Technical Services facility in Ndabeni, Cape Town, will be remunerated on the salary scale R139 300-00 - R153 882.00 per annum.

Enquiries and applications, accompanied by a full Curriculum Vitae demonstrating a proven track record in the field of library acquisitions, should be directed to the Services’ Collection Development Librarian, Mrs Brenda Kyle, phone (021) 400-2514, fax (021) 400-4076, e-mail Brenda.kyle@capetown.gov.za, with a certified copy of your identity document.

The closing date for applications is October 15, 2008. Applications will not be acknowledged or returned. Short-listed candidates will be required to attend an interview in Cape Town.
ABA and POD
The American Booksellers Association (ABA) recently announced a partnership with Applewood Books that will enable ABA member booksellers to publish out-of-print books on demand. The new program will provide participating booksellers with the ability to publish any title that is in the public domain or any books, whose rights have reverted to the author and allow booksellers to sell is at margins from 50-75%.

Len Vlahos, Chief Program Officer for ABA said, “This program represents a tremendous opportunity for independent booksellers to sell high-margin merchandise that will further tie their stores to local communities”. Phil Zuckerman of Applewood Books also added “There is no doubt that booksellers know better what sells. They understand what books would sell if consumers were able to get their hands on them, from both a national and local perspective. That’s some pretty powerful intellectual muscle”.

To participate booksellers will sign a letter of agreement for each work and pay an advance fee of $250 for each title they choose to co-publish through the programme. Applewood will digitise the work; create a cover design; assign the ISBN; provide bibliographical data; approve the title for manufacture and much more. This is a wonderful opportunity for independent booksellers to explore a niche in the market and provide the best service possible to their customers to keep their customer in the bookshop.

Open market in Australia
The Australian Government is planning to review the country’s parallel importation legislation much to the dismay of Australian publishers. The Australian Publishers Association (APA) and the Australian Society of Authors (ASA) plan to run a media campaign to fight any changes to the legislation. This law gives the Australian copyright owner control over who is allowed to import books subject to the 30-day rule. Under this rule, local publishers must supply a book within 30 days of its publication overseas, otherwise booksellers can import directly from the foreign publisher.

An Australian author Garth Nix said, “an open market is a surrendered market”. He argues that an open market would reduce Australian publishers to distributors and would see a step back to the 1970s where publishers were merely distributors of US and UK products and with no effort was made to develop and build up Australian authors.

Despite much opposition from publishers and authors, Australian Booksellers have welcomed the review. Don Grover CEO of the Dyrmocks bookselling chain said “As a bookseller, we are hamstrung by the current law in our efforts to provide books to consumers quickly and at prices which are competitive with overseas and online suppliers. Removal of these restrictions on the importation of books will provide consumers more choice, faster access and cheaper prices for books. Reform is long over due”.

The Australian Booksellers Association (ABA) support the removal of parallel importation restrictions with ABA CEO Malcolm Neil saying that current legislation does not reflect today’s market and the change would allow shops to compete with a market that was already global. Mr Neil said consumers were already buying books from the US, with internet sales through sites such as Amazon, accounting for as much as 10 or 15 per cent of the $1.5 billion spent every year in Australia.

Books in the music market
Music chains HMV and Zavvi are both ramping up their book offers with more dedicated space in store to promote titles. Zavvi has been trialling a book section in 19 of it’s stores from the beginning of the year, with shops stocking between 400 and 12,000 individual titles and a chart wall featuring bestsellers alongside its music chart.

The amount of titles in each store will vary but they expect to stock the top 100 paperbacks and top 50 hardbacks. Titles will include a range of autobiographies, film, art sport and humour.

HMV is currently testing a book chart wall in around 20 stores throughout the UK with hope to incorporate it in to all 250 stores across the chain. This implementation has been in process for the past 18 months.

This indeed is great news for the promotion of books along side other cultural products including, cds, videos, video games etc…however it indeed creates further problems for the independent bookseller as the competition grows even stronger.

kindle tops the charts
Amazon’s Kindle e-book reader will sell more than 380,000 in 2008, according to analysts at CitiGroup, reports The Register.

The Kindle figures are based on positive reviews of the product as well as the fact that is it still topping Amazon.com’s best-selling list. Analyst Mark Mahaney added that “a Kindle is going to be the must-have item for this Christmas”, pointing out that his predicted sales are roughly the same as those achieved by the iPod in its first year.

He added that by 2010 the Kindle will be contributing $1bn annually to The Retailer, 4% of their total revenue.

The business of books
The 51st International Congress of Young Booksellers (ICYB) was held in the area of Aghii Apostoli near Athens in Greece from the 12th to the 17th of May 2008. 30 participants from across Europe attended the information packed 5-day conference. The subject of this year’s Congress was “Traditional Bookstore: A Business to Invest or a Business to Lose?”

Participants benefited from a host of interesting activities, including many informative presentations from professional speakers and bookstores, country reports, workshops, visits to Greek bookstores, the annual publishers book fair and the National Library of Greece to name a few. The organisers received great feedback from participants who were extremely enthusiastic about the whole event and were greatly impressed by the highly professional and informative activities carried out over the course of the Congress. The ICYB provides a wonderful networking occasion for booksellers to exchange business practices and experiences with other booksellers from all over Europe and indeed the World.

The ICYB Committee have decided that the 2009 International Congress
Freedom in Vietnam
Following the adoption of a resolution on freedom to publish in Vietnam by its 28th Congress, IPA wrote to the Vietnamese Prime Minister on 20 June 2008, urging him to take concrete steps to improve the conditions of freedom to publish in Vietnam.

The 28th IPA Publishers Congress called “on Vietnam to engage and implement reforms, which will improve the freedom to publish and will allow publishers to contribute freely to the cultural, social and economic wealth of Vietnam without fear of imprisonment, persecution or harassment for themselves, and their associates. Publishers, writers, journalists, bloggers and citizens currently in prison or under house arrest for having exercised their constitutional rights to freedom of expression should be freed immediately”.

The complex screening process that books and other written materials have to undergo prior to publication in Vietnam is of extreme concern to IPA. Evidence shows that this government-controlled screening mechanism aims at allowing pre- and post-publication censorship.

IPA strongly condemned this screening mechanism, which is tantamount to State censorship, and therefore urged the Vietnamese government to strengthen independent publishing in Vietnam by: Abolishing the publications registration system; allowing independent publishing houses; implementing Article 5 (item 2) & repealing Article 72 of Vietnam’s PublishingLaw(2004); and implementing the measures included in the specific demand adopted by the 28th IPA Publishers Congress in Seoul.

First Black Sea Book Fair
Upon the invitation of the Georgian Publishers and Booksellers Association (GPBA), IPA President Ana Maria Cabanelas attended the First Black Sea Book Fair taking place from 27 to 30 June 2008 in Tbilisi, Georgia. This fair, which was at the same time also the 10th Tbilisi Book Fair, saw some 60 exhibitors from Georgia as well as from Armenia, Azerbaijan, Bulgaria, Moldova, Russia, Turkey and Ukraine.

IPA had assisted the Georgian Publishers and Booksellers Association in putting together a one-day seminar programme touching upon various topics, including “Rights and Co-Editions” and “International Book Marketing”. The fair also provided exhibitors with extensive networking opportunities outside the fairgrounds by putting together an impressive social programme.

World Book Capital 2010
On 18 June 2008, Ljubljana (Slovenia) was named “World Book Capital 2010” at the conclusion of the selection committee meeting. Held at Editis headquarters in Paris, the meeting brought together representatives of the three main professional associations in the book industry, including IPA and UNESCO, José-Manuel Gomez, chair of IPA’s Literacy and Book Policy Committee, Jens Bammel, and Alexis Krikorian represented IPA.

Ljubljana was selected for the quality of its application as well as its diverse and complete programme, widely and enthusiastically supported by all players involved in the book industry (publishers, bookstores and libraries).

Last year, the jury had appointed Beirut as World Book Capital 2009. As usual, the program will start on World Book & Copyright Day on 23 April 2009. The current World Book Capital is Amsterdam.

Notes & Footnotes
New appointment at NVA
Pulane Morwale was appointed as Customer Relations Manager of Nasou Via Afrika on 1 July 2008. Contact her on telephone 021-406-2972 or e-mail her on pulane.morwale@nasou.com

Pulane spent five years with Heinemann, moving rapidly from sales assistant to Regional Sales Manager for Gauteng, North West and Free State. She left to move to Cape Town, where she joined Media24 in marketing Women’s Magazines. Last year, wanting to get back into the book publishing world, Pulane joined the marketing team at Unisa Press, before joining Nasou Via Afrika.

Librarian of the year
The LIASA Western Cape Branch Librarian of the Year for 2008 was awarded to Naomi Haasbroek, who has served in many capacities in the LIASA structures since its inception. She has twice served as LIASA WC Branch Chair, she has served as the Deputy President for 1 term as well as being the current National Secretary. She is also LIASA Conference Programme Chair. Throughout her terms of office, Naomi has always displayed a sense of professionalism that has been an inspiration to many of her colleagues in the association. She has shown willingness to lead when called upon and has been a role model for many in the association as well.

On a professional level, Naomi is the Head of Library & Information Services at Ithemba Labs. Naomi is also nominated, unopposed, for the position of President-Elect in the forthcoming elections.

Note
The editor would like to take this opportunity to thank both SABA and PASA for the annual SABA/PASA AGM, which lived up to every expectation. The speakers were informative, entertaining and motivational, the discussions were engaging and the knowledge gleaned on the state of the book trade in South Africa, imperative for any bookseller / publisher that knows what he or she is about.

The Sefika Awards, which were held on the second day of the conference were quite simply dazzling and can only be described as the Oscars of the South African book trade.

While we are in the mood of giving accolades, thanks also to Maureen and to Frikkie for their continued guidance and support, without whom, Bookmark would not exist.

To everyone else, we hope you enjoyed this edition of Bookmark, send us your letters and comments, we do appreciate the input and are always willing to add another side to any story. Send letters to:

bookmark@sabooksellers.com

of Young Booksellers will be held in Frankfurt in the German Booksellers’ School. Details will be uploaded soon on to the ICYB website at wwwICYB2008.com www.IBF.org.za
2008 Buyers Guide

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Title: The Seed
Author: Ryan Blumenthal
Imprint: English
ISBN: (10 digit) 1847480578
(13-digit) 978-1847480576
Category: Fiction
Presentation: Paperback
Publication Date: Aug 2007
Publicity: Publicity campaign in UK – May-June 2008.
Content: Set in legendary Namaqualand, this book is special because... This is the story of how people come to believe the impossible.

Title: Ecoguide Namaqua-land
Author: John Manning
Imprint: Briza Publications
RRP: R159
Presentation: Paperback with gatefolds
Publication Date: Sep 2008
Publicity: All media/Internet etc.
Content: This book is special because... Namaqualand is home to a unique assemblage of plants and its biodiversity is without equal among the arid areas of the world.

Title: Mind-altering and Poisonous Plants of the World
Author: Michael Wink and Ben-Erik van Wyk
Imprint: Briza Publications
ISBN: 978-1-875093-71-7
RRP: R399.95
Presentation: Hardback
Publication Date: Sep 2008
Content: This guide gives the reader information of all the famous and well-known poisonous and mind-altering plants of the world. It covers more than 1200 of the most important plants and more than 200 plants are treated in depth: short monographs, region of origin, active ingredients, toxicity, etc.

This book is special because... It is a must for gardeners, farmers, veterinarians, students, botanists, pharmacists, chemists, doctors and Poison Centres.

Title: Field Guide to the Acacias of South Africa - also available in Afrikaans
Author: Nico Smit
Imprint: Briza Publications
RRP: R159
Presentation: Paperback
Publication Date: Oct 2008
Publicity: Advertising/media/Internet etc.
Content: An easy identification guide of all 48 recognised species, subspecies and varieties of the genus Acacia in SA. English, Afrikaans and the names in other languages are included.

This book is special because... Acacias or ‘thorn trees’ are a familiar sight in the South African landscape and are probably the most distinctive and well-known group of trees in Africa. This guide is a must for anyone with an interest in trees or our natural heritage in general.

Title: Gardening is Fun / Tuin maak is Pret
Author: Lynn Hurry and Keith Kirsten
Imprint: Briza Publications
ISBN: 978-1-875093-81-6
RRP: ±R85
Category: Fiction/biography
Presentation: Hardback/paperback
Publication Date: Sep 2008
Publicity: Advertising/media/Internet
Author Tours: Yes
Special Promotional Activity: brochures, tandem exhibits, local/national hype of similar topic/author, giveaways etc.
POS Material: posters/stands/bookmarks etc.
Content: This guide covers more than 200 wildflower varieties and is a must for any gardener. Sections on history and animal life, a handy travel adviser and map of recommended destinations are included.

Title: Puberty: A Graphic Photograph to Nelson Mandela
Author: Peter Magubane
Imprint: Pan Macmillan & Muthaatse Heritage Trust
ISBN: 9781770100657
RRP: R 300.00
Category: Non-Fiction
Presentation: Hardback
Publication Date: July 2008
Publicity: Advertising/ Media – TV, Radio, Print
Author Tours: Author – Limited availability
Promotional Activity: Launch 20 September 2008, Museum exhibitions, Giveaways
Target Readers: All adults
POS Material: Posters
Content: Magubane presents some of his most famous political photographs depicting Mandela as a leader through the various stages of the struggle.

This book is special because... the collection includes wonderful personal and behind-the-scenes photographs of Madiba at home and at family events.

Title: The Mind Map Book
Author: Tony Buzan
Imprint: BBC Active
ISBN: 9781406612790
RRP: R195.95
Category: Non Fiction
Presentation: Paperback
Publication Date: Dec 2006
Content: This book, the definitive full-colour illustrated edition of The Mind Map Book introduces you to the fundamental operational principles of your brain!
This book is special because... the Mind Map, which has been called the ‘Swiss army knife for the brain’, is a ground-breaking, note-taking technique that is already used by more than 250 million people worldwide and has taken the educational and business world by storm.

Title: The Momentum Effect
Author: Jean Claude Larreche
Imprint: Wharton School Publishing
ISBN: 9780273712534
RRP: R295.95
Category: Non Fiction
Presentation: Hardback
Publication Date: March 2008
Content: This ground-breaking new book sets out a clear eight-step process for systematically creating momentum for any company, in any industry, under any market conditions.
This book is special because... it is based on the author’s extensive research on over 350 Fortune 100 Firm’s over the last 20 years, Momentum proves that to achieve profitable growth you have to create new value for customers through innovation, ingenuity and most importantly by seeing things from a customer perspective.

Title: Africa Rising
Author: Vijay Mahajan
Imprint: Wharton School Publishing
ISBN: 978132339421
RRP: R255.95
Category: Non Fiction
Presentation: Hardback
Publication Date: Oct 2008
Content: With more than 900 million consumers, the continent of Africa is one of the world’s fastest growing markets. In Africa Rising, legendary global business consultant Vijay Mahajan reveals this remarkable marketplace in all its richness and complexity, and discloses the opportunity it presents.
This book is special because... It is the first book to explain how to profit from the world’s largest untapped market: Africa’s 900,00,000 consumers!

Title: Africa Rising
Author: Vijay Mahajan
Imprint: Wharton School Publishing
ISBN: 9781323236011
RRP: R225.95
Category: Non Fiction
Presentation: Hardback
Publication Date: Feb 2008
Content: You’ll learn how to do what Wall Street does and not what it says. You will uncover analysts’ hidden influences, biases, and blind spots; react appropriately to upgrades, downgrades, and stock price targets; bring a clear eye to company announcements and media events and avoid common errors.
This book is special because: Investing is a tricky game to master. “Full of Bull” tells you how.

Title: Ready to start your own business?
Author: Belinda Steffen
Imprint: Pearson Prentice Hall Business
ISBN: 9780273715108
RRP: R155.95
Category: Non Fiction
Presentation: Paperback
Publication Date: January 2008
Content: This book will ensure you are ready for the challenge. It will show you how to draw on your own strengths, skills and experiences and give you the confidence with all the key principles needed to start and operate a business successfully.

Title: The Little Platinum Book of Cha-Ching!
Author: Jeffrey Gitomer
Imprint: FT Prentice Hall
ISBN: 9780132362740
RRP: R155.95
Category: Non Fiction
Presentation: Paperback
Publication Date: Feb 2008
Content: Write these techniques are most readily applied to sales, the skills that Jeffrey teaches go far beyond that: they are the skills needed to thrive in one’s career and life.

Title: The Mind Map Book
Author: Tony Buzan
Imprint: BBC Active
ISBN: 9781406612790
RRP: R195.95
Category: Non Fiction
Presentation: Paperback
Publication Date: Dec 2006
CTP printers CAPE TOWN
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