

# ASEAN BOOK PUBLISHERS ASSOCIATION

**6th Annual General Meeting  
September 17, 2010, Friday  
Hanoi, Vietnam**

**BRIDGE TO REGIONAL UNDERSTANDING**



## TABLE OF CONTENTS

1. ABPA Membership
2. Notice of Meeting
3. Minutes of the 5th ABPA Annual General Meeting
4. Country Reports
  - a. Brunei
  - b. Indonesia
  - c. Malaysia
  - d. Philippines
  - e. Singapore
  - f. Thailand
  - g. Vietnam
5. ABPA Strategic Plan for 2010-2011
6. Committee Reports
  - a. Book Fairs, International Fora and Foreign Affairs Committee
  - b. Legal, Copyright and Licensing Committee
  - c. Training and Development Committee
  - d. Co-Publishing, Translation, Marketing and Distribution Committee
  - e. Information and Public Relations Committee
  - f. ASEAN-wide Readership Committee
  - g. Membership and Technology Committee
7. Finance Report
8. Motion for Adoption



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 [www.abpa.asia](http://www.abpa.asia)

Copyright © 2010 ASEAN Book Publishers Association

Compiled and published by

ASEAN Book Publishers Association (ABPA)

No. 7-6, Block E2,

Jalan PJU 1/42A,

Dataran Prima,

47301 Petaling Jaya,

Selangor Darul Ehsan,

Malaysia.

Tel: +603-7880 5840

Fax: +603-7880 5841

Email: [ariefhs@pts.com.my](mailto:ariefhs@pts.com.my)

Website: [www.abpa.asia](http://www.abpa.asia)

Printed in Malaysia



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## ABPA Membership Profile (Updated to 14 September 2010)

### BRUNEI

Year Admitted: 2006

#### Dewan Bahasa dan Pustaka

Ministry of Culture, Youth and Sports,  
Berakas BB 3510,  
Negara Brunei Darussalam.

Tel. No.: (673) 238 2511 / (673) 238 0060/ (673) 238 1300

Fax No.: (673) 238 1817 / (673) 238 0472

Email: [pengarahdbp@brunet.bn](mailto:pengarahdbp@brunet.bn)

Website : [www.dbp.gov.bn](http://www.dbp.gov.bn)



Contact Persons:

Hjh Aminah Hj Momin [kb\\_sastera@brunet.bn](mailto:kb_sastera@brunet.bn)

Haji Zainal Ariffin BPK Dato Paduka Haji Sirat [nanang\\_dbp@yahoo.com](mailto:nanang_dbp@yahoo.com)

### INDONESIA

Year Admitted: 2005

#### Indonesian Book Publishers Association (IKAPI)

Jl. Kali Pasir No. 32, Jakarta Pusat 10330,  
Indonesia.

Tel. No.: (6221) 3190 2532, (6221) 314 1907

Fax No.: (6221) 3192 6124, (6221) 314 6050

Email: [ikapi@cbn.net.id](mailto:ikapi@cbn.net.id)

Website : [www.ikapi.org](http://www.ikapi.org)



Contact Persons:

Mr Setia Dharma Madjid, President [dharma\\_madjid@yahoo.co.id](mailto:dharma_madjid@yahoo.co.id)

Ms Wanti Syaifullah, General Secretary [one-ty@grafindo.co.id](mailto:one-ty@grafindo.co.id)

Ms Kartini Nurdin, Chairman Inter Institutional and Foreign Relation  
[yayasan\\_obor@cbn.net.id](mailto:yayasan_obor@cbn.net.id)

Mr. YB. Sudarmanto, Division Head Inter Institutional Relation and Foreign  
Cooperation [ybs@grasindo.co.id](mailto:ybs@grasindo.co.id)



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## LAOS

Year Admitted: 2007

### Ministry of Information and Culture

Department of Publishing,  
P.O Box 122,  
Vientiane,  
Lao PDR.

Tel. No.: (856-21) 223 129

Fax No.: (856-21) 212 421

Email: [konenivong@yahoo.com](mailto:konenivong@yahoo.com)

Website : <http://www.culturalprofiles.net/laos/Units/10.html>



Contact Person:

Mr Siviengkhek Konnyvong [konenivong@yahoo.com](mailto:konenivong@yahoo.com)

## MALAYSIA

Year Admitted: 2005

### Malaysia Book Publishers Association (MABOPA)

No. 7-6, Block E2,  
Jalan PJU 1/42A, Dataran Prima,  
47301 Petaling Jaya,  
Selangor Darul Ehsan,  
Malaysia.

Tel No.: +603-7880 5840

Fax No.: +603-7880 5841

Email : [info@mabopa.com.my](mailto:info@mabopa.com.my)

Website: [www.mabopa.com.my](http://www.mabopa.com.my)



Contact Persons:

Mr Law King Hui, President [khlaw@sasbadi.com](mailto:khlaw@sasbadi.com)

Mr Arief Hakim Sani, Honorary Secretary [ariefhs@pts.com.my](mailto:ariefhs@pts.com.my)

Mr Haji Che Mazlan Haji Saad, Chairman, International Affairs  
[chemazlan@ameenbooks.com.my](mailto:chemazlan@ameenbooks.com.my)



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

### **MALAYSIA**

Year Admitted: 2005

#### **National Book Council of Malaysia (MBKM)\***

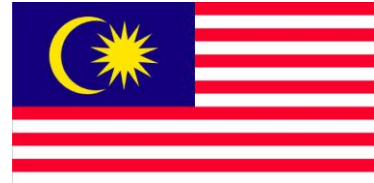
Ministry of Education,  
Aras 1, Bangunan Mustapa Kamal,  
Jalan Usahawan 1,  
63000 Cyberjaya.  
Selangor Darul Ehsan,  
Malaysia.

Tel. No.: (603) 8312 7011

Fax No.: (603) 8312 7012

Email: [mbkm@moe.gov.my](mailto:mbkm@moe.gov.my)

Website : [www.moe.gov.my/mbkm](http://www.moe.gov.my/mbkm)



Contact Person:

Mr A'azmi Shahri, Director [azmishah@moe.gov.my](mailto:azmishah@moe.gov.my)

\*Associate Member

---

### **PHILIPPINES**

Year Admitted: 2005

#### **Philippines Educational Publishers Association (PEPA)**

c/o Rex Book Store, Inc.  
84 P. Florentino St.,  
Sta. Mesa Heights, 1113,  
Quezon City,  
Philippines.

Telefax: (632) 711 5702 / 711 7169

Email: [info@pepa.org.ph](mailto:info@pepa.org.ph)

Website : [www.pepa.org.ph](http://www.pepa.org.ph)



Contact Persons:

Atty Dominador D. Buhain, President Emeritus [dbuhain@pltdsl.net](mailto:dbuhain@pltdsl.net)

Sonia A. Santiago, Manager Rex Book Store, International  
[sasantiago@rexpublishing.com.ph](mailto:santiago@rexpublishing.com.ph)



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## PHILIPPINES

Year Admitted: 2007



### Philippine Book Publishing Development Federation, Inc.\* (PHILBOOK)

Secretariat: 84 P. Florentino St.,  
Sta. Mesa Heights, 1113,  
Quezon City,  
Philippines.

Tel. No.: (632) 375 1640 / (632) 711 7169

Fax No.: (632) 711 7169

Email: [attydascil@yahoo.com](mailto:attydascil@yahoo.com)

Contact Person:

Atty Rodelio T. Dascil [attydascil@yahoo.com](mailto:attydascil@yahoo.com)

\*Associate Member

---

## SINGAPORE

Year Admitted: 2005



### Singapore Book Publishers Associations (SBPA)

86 Marine Parade Central #03-213,  
Singapore 440086.

Tel. No.: (+65) 6344 7801

Fax No.: (+65) 6447 0897

Email: [nurel25@yahoo.com.sg](mailto:nurel25@yahoo.com.sg)

Website: [www.publishers-sbpa.org.sg](http://www.publishers-sbpa.org.sg)

Contact Persons:

Ms Triena Noeline Ong, President [triena@iseas.edu.sg](mailto:triena@iseas.edu.sg)

Nur-el Hudaa Jaffar, Honorary Secretary [nurel25@yahoo.com.sg](mailto:nurel25@yahoo.com.sg)



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

### THAILAND

Year Admitted: 2005



#### **The Publishers and Book Sellers Association of Thailand (PUBAT)**

83/159 Moo 6, Ngam Wong Rd.,  
Thung Song Hong, Lak Si,  
Bangkok 10210, Thailand.  
Tel. No.: (662) 954 9560 64  
Fax No.: (662) 954 9565 66  
Email: [info@pubat.or.th](mailto:info@pubat.or.th)  
Website : [www.pubat.or.th](http://www.pubat.or.th)

Contact Persons:

Ms Risuan Aramcharoen, President [risuan@planforkids.com](mailto:risuan@planforkids.com)

Mr Vasin Permsup, Vice President International Affairs [vasinp@provision.co.th](mailto:vasinp@provision.co.th)

Ms Noppawan meelucksana, Officer [info@pubat.or.th](mailto:info@pubat.or.th)

---

### VIETNAM

Date Admitted: 2005



#### **Vietnam Publishers Association (VPA)**

Hoi Xuat Ban Viet Nam,  
LO 2, B15. My Dinh 1,  
Tu Liem,  
Hanoi,  
Vietnam.

Tel. No.: (844) 62872645

Fax No.: (844) 62872645

Email: [thuytp1803@gmail.com](mailto:thuytp1803@gmail.com), [uyenlinh.nguyen@gmail.com](mailto:uyenlinh.nguyen@gmail.com)

Contact Persons:

Mr Le Van Thinh

Mr Tran Doan Lam, International Affairs [trandoanlam@gmail.com](mailto:trandoanlam@gmail.com)



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

Date : 20 August 2010

To :

President,  
Mr Law King Hui, President of Malaysian Book Publishers Association  
(MABOPA).

Vice President,  
Mrs Hajah Aminah Hj Momin, Director of Dewan Bahasa dan Pustaka Negara  
Brunei Darussalam.

Vice President,  
Mr Setia Dharma Madjid, President of Indonesian Book Publishers Association  
(IKAPI).

Vice President,  
Mr Siviengkhek Konnyvong, Department of Publishing, Ministry of Information  
and Culture, Laos.

Vice President,  
Atty Dominador D. Buhain, President Emeritus of Philippine Educational  
Publishers Association (PEPA).

Vice President,  
Mrs Triena Noeline Ong, President of Singapore Book Publishers Associations  
(SBPA).

Vice President,  
Mrs Risuan Aramcharoen, President of The Publishers and Book Sellers  
Association of Thailand (PUBAT).

Vice President,  
Mr Nguyen Kiem, President of Vietnam Publishers Association (VPA).

Associate Member,  
Mr A'Azmi Shahri, Director of National Book Council of Malaysia (MBKM).

Associate Member,  
Atty Rodelio T. Dascil, Legal Counsel, Philippine Book Publishing Development  
Federation, Inc. (PHILBOOK).



## **RE : NOTICE OF MEETING FOR ASEAN BOOK PUBLISHERS ASSOCIATION 6th ANNUAL GENERAL MEETING.**

This is to inform you that the 6th Annual General Meeting will be held on:

**Date : Friday, 17th September 2010.**

**Time : 9.00 a.m.**

**Venue : Hotel La Thanh , 281 Doi Can, Hanoi, Vietnam.**

Agenda :

- i. Call to Order by the ABPA's President.
- ii. Recognition of Participants/Delegates and Determination of Quorum by the Secretary General.
- iii. Welcome Remarks by Mr Nguyen Kiem, President of Vietnam Publishers Association (VPA).
- iv. Greeting from each delegate.
- v. Adoption of the Agenda.
- vi. Reading and Approval of the Minutes of the 5th Annual General Meeting (AGM) held on 4th November 2009, Wednesday at Jakarta, Indonesia.
- vii. Financial Report.
- viii. Review of the ABPA Strategic Plan and Reports by the Working Committees:
  - A. Book Fairs, International Fora and Foreign Affairs Committee by Mr A'azmi Shahri
  - B. Legal, Copyright and Licensing Committee by Atty Dominador D. Buhain
  - C. Training and Development Committee by Mrs Triena Ong
  - D. Co-Publishing, Translation, Marketing and Distribution Committee by Mr Setia Dharma Madjid



- E. Information and Public Relations Committee  
by Mrs Risuan Aramcharoen
  - F. ASEAN-wide Readership Committee  
by Mrs Hajah Aminah Momin
  - G. Membership and Technology Committee  
by Mr Dr. Tran Doan Lam
- ix. Country Reports :
- A. Brunei Darussalam
  - B. Indonesia
  - C. Laos
  - D. Malaysia
  - E. Philippines
  - F. Singapore
  - G. Thailand
  - H. Vietnam
- x. 2010 ABPA Book Awards
- xi. Announcements and Updates
- xii. Other Matters
- xiii. Appointment of Date and Venue for the 2011 ABPA Annual General Meeting:  
(For Reference, AGM for the past years)
- A. 2005, Manila, Philippines.
  - B. 2006, Hanoi, Vietnam.
  - C. 2007, Pasay City, Philippines.
  - D. 2008, Suntec City, Singapore.
  - E. 2009, Jakarta, Indonesia.
  - F. 2010, Hanoi, Vietnam.



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

- xiv. Adoption of Resolutions, if any.
- xv. Directives of the ABPA President to the Secretary General.
- xvi. Closing Remarks by the ABPA President.
- xvii. Adjournment.

Thank you.

*(Original Signed)*

ARIEF HAKIM SANI, RAHMAT

Secretary General



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## Draft Copy of the MINUTES OF THE 5<sup>th</sup> ANNUAL GENERAL ASSEMBLY

Held on Wednesday, 4 November 2009 at  
Hotel IBIS Tamarin, Jalan Sabang,  
Jakarta, Indonesia.

In attendance were:

### Brunei Darussalam:

Hajah Shamsiah Dewan Bahasa dan Pustaka  
(DBP)

### Indonesia:

Setia Dharma Madjid Chief Delegate and President  
Ikatan Penerbit Indonesia (IKAPI)

Kartini Nurdin Ikatan Penerbit Indonesia (IKAPI)

YB Sudarmanto Ikatan Penerbit Indonesia (IKAPI)

Robinson Rusdi Ikatan Penerbit Indonesia (IKAPI)

Nova Rasdiana Ikatan Penerbit Indonesia (IKAPI)

Rosidayati Rozalina Ikatan Penerbit Indonesia (IKAPI)

Rusdul Abrar Ikatan Penerbit Indonesia (IKAPI)

Daru Satnio Ikatan Penerbit Indonesia (IKAPI)

### Malaysia:

Law King Hui President, Malaysian Book  
Publishers Association (MABOPA)

Arief Hakim Sani Rahmat Executive Officer, Malaysian Book  
Publishers Association (MABOPA)

Abd Halim Bin Ismail Director, National Book Council of  
Malaysia, Associate Member



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

Raymond Yeo	Malaysian Book Publishers Association (MABOPA)
Zainora Muhamad	Malaysian Book Publishers Association (MABOPA)
Norhayati Razali	National Book Council of Malaysia
Yusram Yusup	Embassy of Malaysia
Mohd. Arin Baler	Embassy of Malaysia
Sabaniah Abdullah	Exco, Malaysian Book Publishers Association
Kow Ching Chikari	Malaysian Book Publishers Association (MABOPA)
Siatan Ahmad	Malaysian Book Publishers Association (MABOPA)
Che Mazlan Saad	Malaysian Book Publishers Association (MABOPA)

### **Philippines:**

Atty Dominador D. Buhain	Chief Delegate, ABPA President President Emeritus, Philippine Educational Publishers Association (PEPA)
Atty Rodelio T. Dascil	Secretary General, ABPA, Legal Counsel, Philippine Book Publishing Development Federation (PhilBook), Associate Member
Ms Breezy Santiago	Deputy Secretary General, ABPA Rex Book Stores Inc., International
Mariel G. Dascil	Member, PhilBook



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## **Singapore:**

Triena Ong

President Singapore Book  
Publishers Association (SBPA)

## **Thailand:**

Risuan Aramcharoen

President, the Publishers and  
Booksellers Associations of  
Thailand (PUBAT)

Vasin Permsup

Director, the Publishers and  
Booksellers Associations of  
Thailand (PUBAT)

No delegate or representative from Vietnam (VPA) inspite of due notice and information. However, an e-mail explaining the reason for the non-attendance was sent.

## **PART ONE: ABPA MATTERS**

### **I. Call to Order**

At 1:15 in the afternoon, Indonesian time, the 5<sup>th</sup> Annual General Assembly was called to Order by the ABPA President, Atty Dominador D. Buhain. Considering the lateness of the time, and after attending the opening ceremony of the Indonesian Book Fair, the delegates decided to take their lunch first and resume the meeting later.

### **II. Recognition of Participant/Delegates and Determination of Quorum**

The meeting resumed at 3:10 p.m and upon instruction of the ABPA President, the Secretary General, Atty Rodelio T. Dascil has acknowledged the participant-delegates one by one. (please see above list of participants).

Thereupon, Atty Dascil stated that with the presence of delegates from five (6) member-countries out of seven (7), a quorum exist to transact business.

### III. Welcome Remarks

Mr Setia Dharma Madjid, delivered the welcome remarks. He said:

*“As President of Indonesian Publishers Association (IKAPI), I should say welcome in Indonesia Book Fair 2009. Your coming here made me and all my colleague here more optimistic that book industry has a prospective future.*

*In Indonesia, we got a new cabinet after the peacefully general election. We hope there will become a new perspective in the book industry. We still have a challenge in school book publication, but book industry is vast and wider than a text book publication. As reader people in Indonesia have given a hint that book is a part of their daily needs because of the more copies to be sold in the bookstore, especially in children books, comics, how to series, novel and parenting. In my opinion, the reading habit will be higher if all of us the publisher give a good supply for the real need of the book of the people.*

*In this occasion, we give a good appreciation to Mr Buhain that has handed over the ABPA Presidency to Mr Law King Hui. We hope a better future with presidency of Mr Law King Hui. We will fully support for you.*

*I summoned all IKAPI partners, especially in ABPA to get the Indonesian market, a very big market, with book in high quality and hopefully in lower cost. Thank you for this occasion. Have a prospective book fair. Thank you”.*

### IV. Greetings from each delegate

Mr Buhain expressed his gratitude and thanks to the IKAPI officials, particularly to JB Sudarmanto and Kartini for holding the meeting in a very nice and elegant surrounding befitting to kings and queens. He added that the ambiance added glamour to the general assembly and the turn over ceremony.

Mr Law King Hui on his part, expressed his thanks to the ABPA Secretariat for taking pain in bringing all the records in the meeting. Likewise he gave his greatest appreciation to IKAPI for hosting and providing a good venue. Finally, he congratulated the IKAPI for the launching of the book fair considering that the same has improved a lot.

Mr. Halim Ismail gave his heartfelt congratulations to IKAPI under the leadership of Setia Madjid and also expressed his thanks for the kind hospitality in behalf of NBCM. He also expressed his appreciation to Atty

Buhain for his able leadership and for the conduct of the regular meeting of ABPA. He finally said that NBCM fully support the ABPA.

Ms Triena Ong gave her words of praise to IKAPI in behalf of SBPA and hoping for a better networking with ASEAN families.

Ms Risuan Aramcharoen, gave her thanks to IKAPI particularly to Kartini for all the arrangements she made. She said it was the first time that PUBAT officials had visited Indonesia. She added that she will encourage ASEAN people to read more about ASEAN.

On her part, Kartini Nurdin said she is very proud and happy to see all the delegates and added she is looking forward working with the delegates.

Nova Rasdiana said it was nice to meet again her friend-delegates and hoping to have better cooperation for business.

Mr Vasin Permsup of Thailand said he was delighted to attend the meeting considering that it was her first time to visit Indonesia.

#### **V. Adoption of the Agenda**

The proposed agenda, consisting of two parts were presented to the delegates. Upon motion of Mr Law King Hui and duly seconded by Ms Triena Ong, the agenda was adopted.

#### **VI. Reading and Approval of the Minutes of the 4<sup>th</sup> Annual General Meeting (AGM) held on 31 May 2008, Saturday at Room 313, Suntec City Singapore**

The reading of the minutes of the 4<sup>th</sup> Annual general meeting held on May 31, 2008 at Suntec City, Singapore was dispensed with considering that the same was sent to the delegates in advanced through e-mail. Upon motion of Mr Halim Ismail and properly seconded by Ms Triena Ong, the minutes of the meeting was approved.

#### **VII. Matters Arising from the Minutes of the 4<sup>th</sup> AGM**

On page 23 of MABOPA's country report, a query was raised on the following:



1. Whether in Malaysia, textbook publishing is the bread and butter of the book industry
2. On 100% free textbook on loan scheme policy for all school children.

In answering the queries Mr Law King Hui said that the textbook for school children is free on loan scheme only if the price is below 2,000 Malaysian ringgit and that the book should be returned at the end of the school year.

And on textbook, he said, that majority of the publications are for textbook to be used by school children.

On page 16 on Indonesian's report, the following updates were made:

Indonesia has elected a new president, have a new cabinet and new policy on education which is good for publishing. IKAPI officials said however that the issue on e-book is the same. On the query on e-book, whether they buy from the author or to the publisher, IKAPI said it should be bought from the publisher but the Government requires it to be camera ready.

## VIII. Financial Report

The detailed financial report consisting of 2 pages, prepared and certified correct by Ms Lee B. Ulangca, Deputy Secretary General for Operations was presented by ABPA Treasurer Triena Ong. She commended PUBAT for paying in advanced their due for year 2010. The total money to be transferred to new leadership is \$3,179.03 US Dollars. Finally. Ms Ong, expressed her thanks to the Secretariat for efficiently running the ABPA without so much expense.

## IX. Reports of the Working Committees

### A.1 Co-Publishing, Translation and Distribution Rights Committee by Mr Raymond Yeo

Mr Yeo first expressed his apology for being away from the activities of ABPA and for being unheard off. He explained his reasons to the delegates. Finally, he reported that the MABOPA

and IKAPI are working on copyright and translational rights projects and the same is on-going.

## A.2 Sub-Committee on Data and Bibliographic Information by Dir. Abd Halim Ismail

Dir. Ismail informed the body that they informed their Council members about data and bibliographic information. On the other hand, on data collection he will send to members for their comments format on how to collect data and best selling books.

## A.3. Membership, Information and Technology Committee by Dr. Tran Doan Lam.

Dr. Tran Doan Lam presented his report through an e mail which reads:

“Dear Sonia,

“Please bring this report to the upcoming ABPA AGM in case I fail to go to Jakarta.

1. I met Mr Siviengkhek, Director of Laos Publishing Department in Hanoi yesterday. During our talk about Laos joining ABPA, Mr Siviengkhek told that it was a pity that Mr Buhain could not come to Laos as planned for his failure to book an air-ticket. He said that it would be better if ABPA’s President and Mr Kiem, Mr Lam from Vietnam come to Laos Minister of Culture of Laos and talk about this matter in more detail. Meeting would be crucial for the leaders of Laos to agree on its joining ABPA. So, now I pass his invitation to the President of ABPA., together some of his personal information as follows:

“Siviengkhek Knonyvong

“Director of Laos Publishing Department.

“Address P.O. Box 122. Vientiane, Laos  
PDR.

“E-mail: [konyvong@yahoo.com](mailto:konyvong@yahoo.com)

“Home Tel: 856 21212421

“Fax: 00856-21-212421, 00856-21-212408,  
856-21-212421 or 85621-223129

(he wants to have a copy of ABPA’s Statutes to read in advance, Please give him a copy)

2. Next year Viet Nam will celebrate 1000<sup>th</sup> anniversary of Hanoi. We cordially invite ABPA members to come to Hanoi for a bookfair-exhibition. Through our recent talk on telephone I understand an ABPA meeting could be held during the fair and that you will be at least in the first half of October. Having this in mind, I will tell Mr Kiem and, as I can imagine, it would be better to welcome ABPA members either in August or the last week of October. The exact date would be at the next meeting of the Executive Committee of VPA. I will inform you later through e-mail or our website. Kindly pass on our invitation to all Delegates.

3. I am waiting for a reply from some airlines. It is not likely that they will have any flight from Hanoi to Jakarta on the 3<sup>rd</sup> November. Vietnam Airlines has a flight on 4<sup>th</sup>, but it will reach Jakarta only at 18:50. That would be non-sensical for me to book for this flight.

“Thank you for the attention. Please convey my warm regards to our colleagues from ABPA.”

#### A.4. Sub-Committee on Website Development by Mr Philip Tatham

The report of MrPhilip Tatham was submitted by Ms Triena Ong in his behalf which reads:

“As the last report was submitted just one and a half months ago on 16 September 2009 at the ABPA Executive Committee Meeting in Manila, this is a brief update.

1. Banner

“The ABPA website homepage now displays a banner from the organizers of “PR & Media 2010 Congress, Singapore” to be held in January 2010.

“There is also news item offering more information about this event as well as a link to an 8-page downloadable PDF. This banner advertisement was arranged by ABPA President, Atty Buhain.

2. ABPA Resolution No. 28

“ABPA passed Resolution No. 28 stating the agreed courses of action that should be implemented as a result of (Ikatan Penerbit Indonesia) IKAPI-REX Editor’s Forum held on 15 September 2009 at Trader Hotel Pasay City, Philippines. This resolution has been made available for download on the ABPA Website.”

#### A.5. Book Fairs, International Affairs Fora and Foreign Affairs by Ms Breezy Santiago

The Chairperson, Ms Breezy Santiago said her report is already contained in the document given to the delegates listing thereto the bookfairs for 2010.

#### A.6. Legal, Copyright and Licensing Committee

Atty Buhain, in his capacity as Chairman of the Committee submitted his written report which reads:

*“As your Chairman of the Legal, Copyright and Licensing Committee, I am happy to report for the period of August 2007 to November 4, 2009, your Committee has accomplished the following:*

- A. *Release of compilation of matrix of comparison of member-countries’ legal infrastructure including copyright, national book policy and other related documentations as basis of legislative proposals to the respective governments or ASEAN policy enactment with the view of establishing uniformed “best practices” in the region, under the Legal, Copyright and Licensing Committee;*
- B. *Compilation of speeches delivered by ABPA delegates and representatives in ABPA fora under the Legal, Copyright and Licensing Committee;*
- C. *Drafted ABPA Resolutions Nos. 9 to 32; and*
- D. *Compiled text of adopted ABPA Resolution.”*

#### X. Country Reports

The following member-countries made their respective country report, Indonesia, Malaysia, Philippines, Singapore and Thailand. Copies of their reports were furnished to the delegates and included in the briefing kit of



each delegate. On the other hand, the country of Vietnam has submitted its written report through e-mail. For detailed report please see submitted country report.

## **XI. Adopted Resolutions**

The following Resolutions were adopted by ABPA, to wit:

a. Resolution No. 31

### “RESOLUTION

COMMENDING ATTY DOMINADOR D. BUHAIN, ABPA PRESIDENT FROM AUGUST 29, 2007 TO NOVEMBER 4, 2009, FOR HIS STERLING LEADERSHIP AND BRINGING ABPA TO GREATER HEIGHTS

“WHEREAS, Atty Dominador D. Buhain, chief delegate of the Philippines to the ASEAN Book Publishers Association (ABPA), in his capacity as President Emeritus of Philippine Educational Publishers Association (PEPA) was unanimously elected ABPA President on August 29, 2007;

“WHEREAS, as provided for in paragraph 7, Rule IV of the ABPA Constitution and By-Laws he served the ABPA until November 4, 2009;

“WHEREAS, as provided for in paragraphs 4 and 8 of Rule IV of the ABPA’s Constitution and By-Laws, “the President shall implement the policies of the Association and shall have the *control and supervision of the ABPA’s Secretariat*;

“WHEREAS, during his incumbency as ABPA’s President, ABPA and its Working Committees has accomplished the following:

- a) Recognition of ABPA as an ASEAN entity with the permission to use the word “ASEAN”;
- b) Establishment/creation and maintenance of ABPA website at [www.abpa.asia](http://www.abpa.asia) under the leadership of Singapore Book Publishers Association (SBPA);



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel: +603-78805840 Fax: +603-78805841 www.abpa.asia

- a. Giving of ABPA Book Awards in 2008 and 2009, including its mechanics and guidelines for Academic, Children and General Book Awards;
- b. Releases and distributions of ABPA Newsletter titled “*Bridge to Regional Understanding*”;
- c. Conduct of ABPA Strategic Planning and Building Meeting held from September 9 to 11, 2008 at Manor Hotel Camp John Hay, Baguio City, Philippines, wherein the road map of ABPA was made;
- d. Holding of 1<sup>st</sup> ABPA Book Design Workshop from February 28 to March 2, 2009 at Brunei Darussalam under the leadership of Dewan Bahasa Dan Pustaka;
- e. Holding of IKAPI –REX Editors’ Forum on September 15, 2009 at Traders Hotel, Pasay City, Philippines;
- f. Production of ABPA materials, directory and paraphernalia;
- g. Passage of twenty-three (23) resolutions;
- h. Recognized as one of the partners in Asean Publishing Convention held on July 16-17, 2009 at Mandarin Oriental Hotel, Makati City, Philippines;
- i. Participated in Ubud Writers Festival in 2008 and 2009 at Ubud, Bali Indonesia, wherein ABPA officials served as speakers and or moderator
- j. Release of compilation of matrix of comparison of member-countries legal infrastructure including copyright, national book policy and other related documentations as basis of legislative proposals to the respective governments or ASEAN policy enactment with the view of establishing uniformed “best practices” in the region, under the Legal, Copyright and Licensing Committee
- k. Compilation of speeches delivered by ABPA delegates and representatives in ABPA fora under the Legal, Copyright and Licensing Committee; and
- l. Camaraderie, Unity, Oneness and Friendship.



“WHEREAS, through Atty Buhain’s sterling leadership he brought ABPA to greater heights not only in ASEAN region but likewise in other publishing associations such as Asia Pacific Publishers Association (APPA) and International Publishers Association (IPA);

“WHEREAS, through his active and hands-on leadership ABPA has enabled to achieve its goals and objectives as enshrined in ABPA Constitution and By-Laws: Now, therefore be it:

“RESOLVED BY THE ABPA, To commend Atty DOMINADOR D. BUHAIN, ABPA President from August 29, 2007 to November 4, 2009 for his sterling leadership and bringing ABPA to greater heights.

“RESOLVED FINALLY, That copy of this Resolution be furnished to Atty Dominador D. Buhain.

“Unanimously adopted on November 4, 2009 at Jakarta, Indonesia on the occasion of the ABPA’s 5<sup>th</sup> Annual General Meeting.”

b. Resolution No. 31-A

“RESOLUTION  
TENDERING A DINNER COMMENDATION NIGHT IN HONOR OF ATTY DOMINADOR D. BUHAIN, FOR his SERVICES RENDERED AS ABPA PRESIDENT AT KUALA LUMPUR, MALAYSIA, IN CONJUNCTION WITH KL 2010, INTERNATIONAL BOOKFAIR.”

c. Resolution No. 32-

“RESOLUTION  
COMMENDING IKATAN PENERBIT INDONESIA OR INDONESIA PUBLISHERS ASSOCIATION (IKAPI) FOR SUCCESSFULLY HOLDING THE 2009 ‘INTERNATIONAL PUBLISHING FORUM’ AT BALI INDONESIA FROM OCTOBER 7-11, 2009, TOGETHER WITH THE LONTAR FOUNDATION, AND THE ASSOCIATION OF INDONESIA TRANSLATORS

“WHEREAS, in 2004, the first Ubud Writers and Readers Festival (UWRF) was held in Bali, Indonesia and has grown and develop over the years;

“WHEREAS, in conjunction with 2008 and 2009 UWRF, the Indonesia Publishers Association (IKAPI), the Lontar Foundation, and the Association of Indonesia Translators (API) have hosted the “International Publishing Forum”;

“WHEREAS, the forum aims to bring together key players in the publishing world from both Indonesia and abroad to seek solutions for some of the challenges that beset the publishing industry;

“WHEREAS, during the October 7-11, 2009 forum, the goal was to promote the establishment of a wider network of cooperative relationship in the book industry, especially among ASEAN countries;

“WHEREAS, round table discussions were held among which was the subject of cooperation among Asia-Pacific publishers;

“WHEREAS, the round table discussions addressed what steps might be taken by publishers, publishing organization, and governments to promote cooperative publishing and licensing agreements among Asia-Pacific publishers;

“WHEREAS, the said International Publishing Forum was hailed as a success: Now, therefore be it

“RESOLVED BY THE ABPA, To commend Ikatan Penerbit Indonesia or Indonesia Publishers Association (IKAPI) for successful holding the 2009 ‘International Publishing Forum’ at Bali Indonesia from October 7-11, 2009, together with the Lontar Foundation and the Association of Indonesia Translators;

“RESOLVED FINALLY, That copy of this Resolution be furnished to IKAPI, The Lontar Foundation, and the Association of Indonesia Translators.

“ADOPTED, this 4<sup>th</sup> day of November 2009 during the 5<sup>th</sup> AGM at Jakarta, Indonesia.”



## PART TWO: TURN OVER CEREMONY

### XII. Valedictory Address of Atty Dominador D. Buhain

In relinquishing his presidency as provided for in the ABPA Constitution and By-Laws, Atty Buhain made the following address:

*“On August 29, 2007 when you entrusted to me the leadership of this prestigious association, I laid down before you our plan of actions for the next two (2) years of my incumbency.*

*To refresh you, I urge each one of you including respective country-associations to join hands and exert efforts for the realization of our plans and programs*

*I said “if we are united, our ultimate goal which is the enhancement of business profitability in book publishing in the ASEAN region will not be an impossible dream.”*

*To implement our plans and programs, on September 11 to 12, 2008, we conducted our Strategic Planning and Consensus Building in the panoramic view of Camp John Hay at Baguio City, Philippines. On said dates we made our road map.*

*Two years after my reign as President, I am proud to say that we have accomplished our plans and programs This document therefore, contained the detailed ABPA Accomplishment Report.*

*Our accomplishments for the period 2007-2009 would not have been realized without the invaluable support and cooperation of the ABPA’s Working Committees and the untiring and wholehearted services rendered by our Secretariat.*

*As I pass the mantle of leadership to Mr Law King Hui, the dynamic President of Malaysia Book Publishers Association (MABOPA), I believe, he will lead the ABPA to continuously soar to greater heights and brighter future.*

*With all the legal infrastructure already in placed, such as our Working Committees as well as linkages through our websites and newsletter, I urge all of you to give our wholehearted support to our new ABPA President, Mr Law King Hui, in order to realize one objectives.*



*As my parting words as your President, let us help in the realization of ONE ASEAN in 2015, and it is truly my privilege and honor to be of service to ABPA.*

*More power to our association and Maraming Salamat.”*

Together with his valedictory address, a detailed ABPA Accomplishment Report was distributed to the delegates.

### **XIII. Presidential Recognition Awards**

Atty Buhain gave presidential recognition to the officers of the ABPA by giving them plaques.

### **XIV. Formal Turn-over of Leadership**

Atty Buhain formally turned-over the mantle of leadership of ABPA to Mr Law King Hui by handing to the latter the flag and logo of ABPA.

### **XV. Reading of Resolution No. 31**

The adopted ABPA Resolution No. 31 was read and presented to Atty Buhain in recognition of his accomplishments and sterling leadership. The resolution is titled:

RESOLUTION  
COMMENDING ATTY DOMINADOR D. BUHAIN, ABPA  
PRESIDENT FROM AUGUST 29, 2007 TO NOVEMBER 4,  
2009, FOR HIS STERLING LEADERSHIP AND BRINGING  
ABPA TO GREATER HEIGHTS

### **XVI. Acceptance Speech of Mr Law King Hui**

In accepting the ABPA Presidency, Mr Law King Hui mentioned the following in his acceptance speech.

Mr Law expressed his appreciation to the host of the ABPA AGM, IKAPI, for their co-operation and commitment. Mr Law also thanked the ABPA Secretary General for the AGM Report and also for drafting all the resolutions, particularly Resolution No. 31 to commend the out-going



President. Last but not least, Mr Law expressed his utmost appreciation to Atty Dominador D. Buhain for his sterling leadership and sacrifices.

Mr Law accepted the responsibility of the presidency with humility and pride and pledged to nurture the association which he termed as a healthy “toddler” into a fine “adolescent”. Ultimately, he hopes to hand over a stronger ABPA to the next president.

Mr Law also pledged to carry out his duty and responsibility according to the Constitution and By-Laws of ABPA. He further pledged to consult the body whenever and wherever is necessary and shall ensure that all decisions by the majority of the member-countries be implemented diligently.

Mr Law asked ABPA member countries for their continued support. To take ABPA forward, Mr Law emphasized on training to build capacity. He hoped that ABPA Training Modules could be produced for implementation by member-countries at the local level. Mr Law believes that through these local trainings, ABPA could encourage active local participation, and eventually generate higher visibility for the association.

Mr Law outlined the three Key Result Areas (KRAs) for ABPA for the duration of his term as below:

1. Building Capacity
2. Raising ABPA’s Profile
3. Enhancing ABPA’s Effectiveness

Mr Law planned to present his detailed Strategic Plan at the 1<sup>st</sup> Executive Committee Meeting in Brunei.

In addition to the above, Mr Law hopes to be able to work closely with member-countries to facilitate stronger bilateral trade in IP and possibly embark on more joint-venture projects. He also stressed the importance of nurturing friendships, in the ONE ASEAN spirit.

## **XVII. Directives and Appointment of the New President**

Mr Law announced the appointment of Mr Arief Hakim Sani Bin Rahmat as the Secretary General of ABPA for the duration of his term as the ABPA President.



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

Mr Law also announced the appointments of the Chair for the following Working Committees:

- Book Fairs, International Fora and Foreign Affairs Committee  
Chair: Mr Abd Halim Ismail
- Legal, Copyright and Licensing Committee  
Chair: Atty Dominador D. Buhain
- Training and Development Committee  
Chair: Ms Triena Ong
- Co-Publishing, Translation, Marketing and Distribution Committee  
Chair: Mr Setia Dharma Madjid
- Information and Public Relations Committee  
Chair: Ms Risuan Aramcharoen
- ASEAN-wide Readership Committee  
Chair: Hajah Aminah Momin
- Membership and Technology Committee  
Chair: Dr Tran Doan Lam

### XVIII. **Adjournment**

There being no other business to transact, the meeting was adjourned at 6:05 pm, Indonesian time.

We hereby certify to the correctness of the foregoing:

*(Original Signed)*  
**Atty RODELIO T. DASCIL**  
Immediate Past Sec. General

*(Original Signed)*  
**Mr ARIEF HAKIM**  
Secretary General



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

Attested by:

*(Original Signed)*  
**Mr LAW KING HUI**  
ABPA President

Approved on \_\_\_\_\_ at \_\_\_\_\_.



## COUNTRY REPORT FOR 2010

### BRUNEI

#### Introduction

The Language and Literature Bureau or Dewan Bahasa dan Pustaka (DBP) is a government institution under the Ministry of Culture, Youth and Sports, Brunei Darussalam. DBP is responsible for coordinating the use of the Bahasa Melayu;

- To construct and develop Bahasa Melayu language and literature, research and cultural documentation
- To endeavor the development and to uphold the Malay Language
- To harmonize the use of Bahasa Melayu as the official language
- To standardize spelling and pronunciation as well as to develop Bahasa Melayu technical vocabulary.
- To produce and determining the production of books

In 2009, DBP through its library section, has taken the initiatives to promote and encourage good reading habit among students especially their reading skills and public speaking talent for students both in government and private schools. Apart from that, the department has also launched a “Reading Culture Empowerment 2009” in June 2009. All the way through education and reading habit, Brunei endeavor to maximize the intellectual, spiritual, emotional, social and physical potential of every individual, for the formation of a developed society that is strongly founded on the Malay Islamic Monarchy philosophy.

By the end of 2009, DBP’s libraries have a collection of **568,286** books and a total of **91,125** members inclusive **4,445** new members in 2009 alone and throughout that year, about **134,322** visitors have been visited in all the libraries.

## The Statistics of the DBP's Libraries in 2009 (Books Loaned, Members and Visitors)

Description	Level			Total
	Adult	Youth	Children	
Books Loaned	70,765	21,456	52,094	144,315
Members	1,316	1,526	1,603	4,445
Visitors	53,668	47,290	33,364	134,322

### Book Publishers in Brunei

Publishers in Brunei have been very progressive over the past few years. The number of books published has grown rapidly due to the development in education system, the awareness of the publisher both in the government and private sectors and the increase in reading habits among the community.

In Brunei Darussalam, books are mostly published by the Government Departments. Every ministry has their own publication units. However, DBP through its Publication and Marketing Section is the largest publisher and remains the regulatory body of book publishers in Brunei. ISBN to all publications was issued by DBP's Library through ISBN Centre.

Under the Publications and Marketing Section, among the functions of this section is to coordinate and manage the publication of books, journals and magazines, pamphlets, forms, certificates and other printed materials; the signing of a Memorandum of Agreement between the author and determine the author royalties; contract signatory to the printers offered by the department; marketing books, journals, and magazines at home and abroad This section was given the responsibility as a Country Secretariat for Brunei Book Fair, ASEAN Book Publishers Association (ABPA) and the Asia Pacific Publishers Association (APPA).

As an effort to ensure the language is widely use as the official language, DBP through Publication and Marketing Section has been continuously publishing books in Malay and almost 95% of the books that have been published are in Malay. Besides that, DBP has published an average of 17 English books since 2006, an average of 6 Arabic translation books since 2008 and an average of 4 recipe books since 2006. The latest achievement are the publication of 2 Malay books translated into English and Mandarin which have been launched at the Shanghai 2010 World EXPO. Currently, DBP has taken the initiatives to promote the books to school in particular and to bookstores throughout the country in order to encourage student both in government and private schools to read the books.

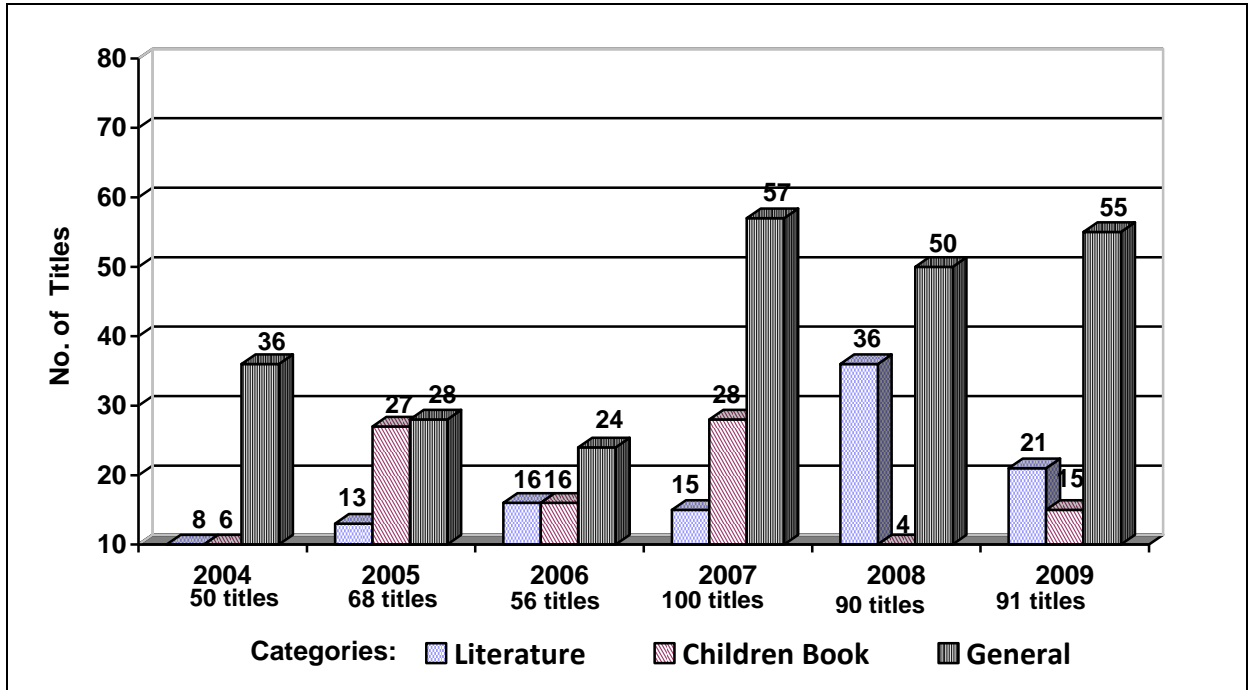
### DBP's Publications from 2002 to 2009

Year	2002	2003	2004	2005	2006	2007	2008	2009
Titles	48	55	50	68	56	100	90	91
Copies	100,200	77,500	87,200	105,800	67,200	153,000	93,000	82,000

### DBP's Publications by Categories from 2004 to 2009

Categories	2004	2005	2006	2007	2008	2009
Literature	8	13	16	15	36	21
Children Book	6	27	16	28	4	15
Term/Dictionary	10	0	4	3	0	8
Novel	4	3	2	10	9	5
Text Books	11	14	5	19	14	2
Religious & Islamic Law	0	1	1	1	1	6
General (Thesis, Academic/ Exercise Research)	11	10	12	24	26	34
<b>Total</b>	<b>50</b>	<b>68</b>	<b>56</b>	<b>100</b>	<b>90</b>	<b>91</b>

## Bar Chart Shows DBP's Publications by Categories from 2004 to 2009



General consists of Thesis, Academic/Exercise Research, Term/Dictionary, Novel, Text Books, Religious, Islamic Law and Recipes Books.

## Journals, Magazines and Other Printed Materials (non-books)

In addition, besides books, DBP has also published journals, magazines, programs and other printed materials (non-books).

## List of journals, magazines, programs and other printed materials from 2008 to 2009

Item	2008		2009	
	Titles/Issues	Copies	Titles/Issues	Copies
Journals	5	2,500	4	2,000
Magazines	35	74,000	29	61,000

Programs	39	22,100	35	19,780
Other printed materials (non-books)	43	203,607	33	294,817
<b>Total</b>	<b>122</b>	<b>302,207</b>	<b>101</b>	<b>377,597</b>

## DBP Books and Magazines Sales

In 2009 the total number of books and magazines sold has increased by 7 percent, which amounted to **66,028 copies** compared to **61,939 copies** in 2008.

## Other Government Book Publishers in Brunei

In 2009, there are almost 88 new books (titles) has been published by other government agencies in Brunei. The publishers are listed below:

Publishers	No. of titles
Islamic Da'wah Centre	20
Department of Information	15
Department of Curriculum Development, Ministry of Education	9
Department of Museums	8
University of Brunei Darussalam (UBD)	8
Religious Teachers Seri Begawan University College (KUPU SB)	6
State Mufti	5
Attorney General's Chambers	5
Ministry of Health	4
Brunei Darussalam History Centre	3
Islamic University of Sultan Sharif Ali (UNISSA)	3
Department of Agriculture and Agri-Food	2
<b>Total</b>	<b>88</b>

## List of some Printers in Brunei



- Borneo Printers and Trading Sdn. Bhd.
- Brunei Press Sdn. Bhd.
- Wing On Printing Sdn. Bhd.
- Processta Printing and Trading Company
- Star Trading and Printing Sdn. Bhd.
- Asia Printers
- Ezy Printing Services and Trading Company
- Nyuk Lian Printing Company
- Yassin Printers Trading Company

## Activities and Events

### 1. Brunei Book Fair

In conjunction with the country's national day, DBP has organized Brunei Book Fair 2010 which was held on the 21<sup>st</sup> February until 2<sup>nd</sup> March 2010 at The Hassanal Bolkiah National Indoor Stadium. Approximately 65,000 peoples have visited the Brunei Book Fair whereas this year the total numbers of visitors have been dropped due to Influenza A (H1N1) compare to 80,889 in 2009. Within this period, Brunei became the country host for the ASEAN Book Publishers Executive Meeting which was held at the Orchard Garden Hotel, participated by the ABPA member's countries.

The 17<sup>th</sup> Brunei Book Fair 2011 will be held on the 26<sup>th</sup> February until 7<sup>th</sup> March 2011 at the International Convention Centre. More than 150 booths will be provided and participation is opened to government departments, foreign and local publishers and IT vendors. DBP expects more than 80 participants to participate in the Brunei Book Fair with the target of 100,000 visitors. Since



April 2010, the Brunei Book Fair Secretariat has received a few pre-booking registrations from book vendors and distributors.

## 2. International Book Fair

The National Committee of Book Publishers of Brunei Darussalam, led by DBP has participated in the book fairs in the region of ABPA member countries as the following:

- Singapore International Book Fair
- Kuala Lumpur International Book Fair
- Indonesia International Book Fair
- Philippines International Book Fair
- Thailand International Book Fair – Brunei has participated in the pavilion book fair exhibition.

## 3. Selling of Books among School Children

DBP through its Publication and Marketing Section has taken the initiatives to promote and sell books among students both in government and private schools throughout the year especially during the school activities such as parent's day and teacher's day.

## 4. Award

- **The S.E.A. Write Award**

The S.E.A. Write Award is awarded to recognize selected writers in ASEAN countries for their achievements in literary works. A total of 24 writers (Brunei citizens) were awarded the S.E.A. Write Award since 1986 until 2009.

- **MASTERA Award**



In 2009, DBP has participated in several activities organized by MASTERA committee:

- **MASTERA Secretariat Meeting**

The meeting was held in Grand Pasundan Bandung, Indonesia on 21<sup>st</sup>–24<sup>th</sup> April 2009

- **MASTERA Writing Program: Drama**

The event was held in Wisma Agra Mulya, Cisarua, Bogor, Indonesia on 19<sup>th</sup>–24<sup>th</sup> July 2009.

- **15<sup>th</sup> South East Asia Literature Conference**

The conference was held at the Seri Pacific Hotel in Kuala Lumpur, Malaysia on 2<sup>nd</sup>–3<sup>rd</sup> November 2009.

- **Islamic Literature Award**
- **Academic Islamic Book Award**

## 5. ASEAN Book Publishers Association (ABPA)

In 2010, Brunei had been given the opportunities to host the first ABPA Exco Meeting. The meeting was held on 22<sup>nd</sup> February 2010 at the Orchid Garden Hotel in conjunction with 16<sup>th</sup> Brunei Book Fair 2010. The meeting was attended by The National Committee of Book Publishers of Brunei Darussalam such as Ministry of Education (MOE), Ministry of Religious Affairs (MORA), State Mufti, Department of History Centre and Department of Museum Brunei Darussalam has also allocated complimentary booths or 'Pavilion' for ABPA member countries to enable ABPA members to exhibit their publications.

Since Mr Law King Hui became the new President of ABPA, Brunei Darussalam as the ASEAN-wide Readership Committee, has been assigned to enhance ABPA's visibility as below:

1. Writing/Reading Competition

## 2. Book Donation/Charity Program

The assignment (1) given is concurrent with DBP's Reading Month Themed "Empowering the Reading Culture 2009". Several activities have been scheduled by DBP throughout the year 2009 and 2010, which involve students in Brunei.

The activities are listed below:

- Story Telling Competition 2009 - District & National Level
- New Format of Workshop Story Telling Competition
- Reading Culture Enhancement Campaign
- Group Story Telling Competition
- Youth Reading Culture Empowerment Forum
- Launching of Reading Corner
- Writing composition *Mekar-Juara* Magazines Competition Award
- 4 new community libraries will be built in 2010
- Brunei is currently building the national library

This year Brunei had been given the opportunities to host the first ABPA Exco Meeting. The meeting was held on 22<sup>nd</sup> February 2010 at the Orchid Garden Hotel in conjunction with 16<sup>th</sup> Brunei Book Fair 2010. The meeting was attended by The National Committee of Book Publishers of Brunei Darussalam such as Ministry of Education (MOE), Ministry of Religious Affairs (MORA), State Mufti, Department of History Centre and Department of Museum Brunei Darussalam has also allocated complimentary booths or 'Pavilion' for ABPA member countries to enable ABPA members to exhibit their publications.

## Future Outlook



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

- Children Book Award - Starting 2011, DBP will give award to Children Book Writers as an effort to encourage children book writing in Brunei.
- Online Purchase of Books System.
- E-Book through Gerbang Bahasa (Language Portal) System.
- To increase the numbers of book publications.
- Variety of categories of book publications.
- Publishing books of international versions through collaboration with publishers among ABPA and APPA member countries.

## COUNTRY REPORT FOR 2010 INDONESIA

### The Indonesian Book Publishers Association (IKAPI)

#### THE AMOUNT OF TITLES

- Growth of production: Based on the data of Gramedia Bookstore (99 stores) (Nov, 2009) the quantity of new titles is more than 2.000 titles every month.
- The titles came from about 900 publishers, members of Indonesia Book Publishers Association (IKAPI). In that way there will be a “crowd of books” that still display and the new comers.

#### What’s kind of books in the Bookstore?

Following the figure of titles in the 3 bookstores (A, B, C) as a sample.

**Kontribusi Buku by Grup TB. A**

No.	Keterangan	% Sales		% Akum	% Rak
		Qty.	Rp		
1	Pocket Books	17,2	24,0	24,0	21,5
2	Teenagers Reading	22,4	12,9	37,0	16,7
3	Business Administration	6,6	9,4	46,0	8,2
4	Religion	9,3	8,2	54,0	8,5
5	Psychology	6,5	6,7	61,0	6,6
6	Social ogy	3,6	4,8	66,0	4,4
7	Computer	4,3	4,3	70,0	4,4
8	Languages	3,4	4,2	75,0	3,8
9	Womenhood	3,9	3,5	78,0	3,8
10	Hobby	3,6	3,5	82,0	3,5
11	Reference	2,1	3,3	85,0	2,8
12	Medical books	1,8	2,0	87,0	1,9
13	Tourism	1,7	1,6	88,0	1,6
14	BUKU SEKOLAH TK	3,0	1,4	90,0	2,2
15	PERATURAN PEMERINTAH	1,4	1,3	91,0	1,3
16	EKONOMI	0,7	1,2	92,0	0,9



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

No.	Keterangan	% Sales		% Akum	% Rak
		Qty.	Rp		
17	BUKU SEKOLAH SD	1,6	1,2	94,0	1,3
18	HUKUM	0,9	1,1	95,0	0,9
19	TEHNIK	0,6	0,9	96,0	0,9
20	BUKU SEKOLAH SLTA	0,8	0,8	96,0	0,9
21	KESENIAN	1,0	0,7	97,0	0,9
22	PENDIDIKAN	0,6	0,6	98,0	0,6
23	BUKU SEKOLAH SLTP	0,7	0,6	98,0	0,6
24	PERTANIAN	0,4	0,4	99,0	0,3
25	MAJALAH	0,4	0,3	99,0	0,3
26	FILSAFAT	0,2	0,3	99,0	0,3
27	TATA USAHA	0,3	0,3	99,0	0,3
28	PASTI ALAM	0,3	0,3	100,0	0,3
29	UMUM	0,4	0,2	100,0	0,3
30	KEMILITERAN	-	-	100,0	-
31	BIOLOGI	-	-	100,0	-
	<b>Total</b>	-	-	-	100,0



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## Kontribusi Buku by Grup TB. B

No.	keterangan	% Sales		% Akum	% Rak
		Qty.	Rp		
1	Teenagers ' book	38,6	22,9	22,9	29,1
2	Pocket book	10,8	15,9	38,8	14,0
3	Business administration	5,6	9,5	48,4	7,9
4	Psychology	5,0	6,5	54,9	5,8
5	Religion	6,1	5,6	60,5	5,8
6	Politics	3,4	5,2	65,7	4,5
7	Womanhood	5,1	4,9	70,5	5,1
8	Computer	3,4	3,9	74,4	3,8
9	hobby	2,5	3,8	78,2	3,4
10	Reference	1,4	2,7	80,9	2,1
11	Medical books	2,0	2,7	83,5	2,4
12	Language	2,0	2,6	86,1	2,4
13	Elementry text books	2,3	1,6	87,7	1,7
14	tourism	1,1	1,5	89,2	1,4



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

No.	keterangan	% Sales		% Akum	% Rak
		Qty.	Rp		
15	peraturan pemerintah	1,0	1,3	90,5	1,4
16	hukum	0,8	1,1	91,6	1,0
17	SMA	1,0	1,0	92,6	1,0
18	filosof	0,8	1,0	93,6	1,0
19	bacaan tk	1,9	0,9	94,5	1,4
20	pendidikan	0,7	0,9	95,4	0,7
21	ekonomi	0,5	0,9	96,2	0,7
22	kesenian	1,1	0,8	97,0	1,0
23	SMP	0,9	0,8	97,8	0,7
24	pertanian	0,8	0,7	98,5	0,7
25	teknik	0,4	0,6	99,0	0,3
26	tata usaha	0,3	0,2	99,3	0,3
27	Majalah	0,3	0,2	99,5	0,3
28	ilmu alam	0,1	0,2	99,7	0,3
29	sejarah	0,1	0,1	99,9	-
30	biologi	0,1	0,1	100,0	-
	Total	-	-	-	100,0



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## Kontribusi Buku TB. C

No.	keterangan	% Sales		% Akum	% Rak
		% Qty	% to Total		
1	BACAAN ANAK&REMAJA	27,3	17,1	17,1	21,1
2	AGAMA	12,7	15,5	32,5	14,4
3	BUKU SAKU	7,4	8,9	41,5	8,3
4	BUKU SEKOLAH SD	7,0	7,1	48,6	7,1
5	BUKU SEKOLAH SLTA/SM	4,0	5,7	54,3	5,0
6	BUKU TK	9,9	5,4	59,7	7,2
7	KEWANITAAN	4,4	5,1	64,8	4,8
8	KOMPUTER	3,1	4,5	69,3	3,9
9	SOSIAL	1,9	3,8	73,1	3,1
10	BUKU SEKOLAH SMP/SLT	2,6	3,1	76,3	2,9
11	MAJALAH / JURNAL	3,7	3,1	79,3	3,3
12	PSIKOLOGI	2,4	3,0	82,3	2,8
13	MANAJEMEN	2,1	2,8	85,1	2,5
14	KAMUS / REFERENSI	1,5	2,3	87,4	2,0
15	BAHASA	2,1	2,1	89,5	2,1
16	KEDOKTERAN	1,5	2,1	91,6	1,8



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

No.	keterangan	% Sales		% Akum	% Rak
		% Qty	% to Total		
17	H O B B Y	1,1	1,3	92,9	1,3
18	TEHNIK	0,8	1,2	94,1	1,0
19	KESENIAN	1,2	1,0	95,2	1,1
20	PERATURAN PEMERINTAH	0,8	0,9	96,1	0,9
21	PERTANIAN	0,7	0,9	97,0	0,8
22	PARIWISATA	0,5	0,8	97,8	0,7
23	H U K U M	0,4	0,6	98,5	0,5
24	EKONOMI	0,3	0,6	99,1	0,5
25	TEKNIK MG	0,1	0,3	99,4	0,2
26	PENDIDIKAN	0,2	0,2	99,6	0,2
27	PASTI ALAM	0,1	0,1	99,7	0,1
28	FILSAFAT	0,1	0,1	99,9	0,1
29	KEMILITERAN	0,0	0,1	99,9	0,0
30	TATA USAHA	0,0	0,0	100,0	0,0
31	BIOLOGI	0,0	0,0	100,0	0,0
	Total				100



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

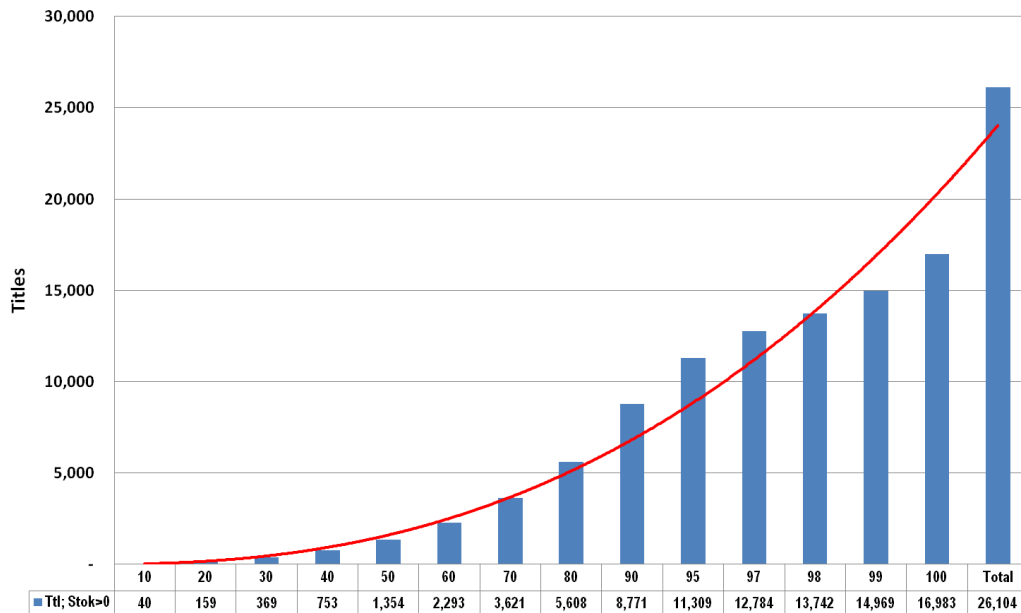
No.	Keterangan	% Sales		% Akum	% Rak
		Qty.	Rp		
17	Elementary school textbook	1,6	1,2	94,0	1,3
18	Law	0,9	1,1	95,0	0,9
19	Technic	0,6	0,9	96,0	0,9
20	Senior High school text books	0,8	0,8	96,0	0,9
21	Arts	1,0	0,7	97,0	0,9
22	Education	0,6	0,6	98,0	0,6
23	Junior High school Text books	0,7	0,6	98,0	0,6
24	Agriculture	0,4	0,4	99,0	0,3
25	Magazines	0,4	0,3	99,0	0,3
26	Philosophy	0,2	0,3	99,0	0,3
27	Administration	0,3	0,3	99,0	0,3
28	Science	0,3	0,3	100,0	0,3
29	General reference	0,4	0,2	100,0	0,3
30	Army	-	-	100,0	-
31	Biology	-	-	100,0	-
	<b>Total</b>	-	-	-	<b>100,0</b>



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
 Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

**Titles Contribution vs Total Omset TB. A**



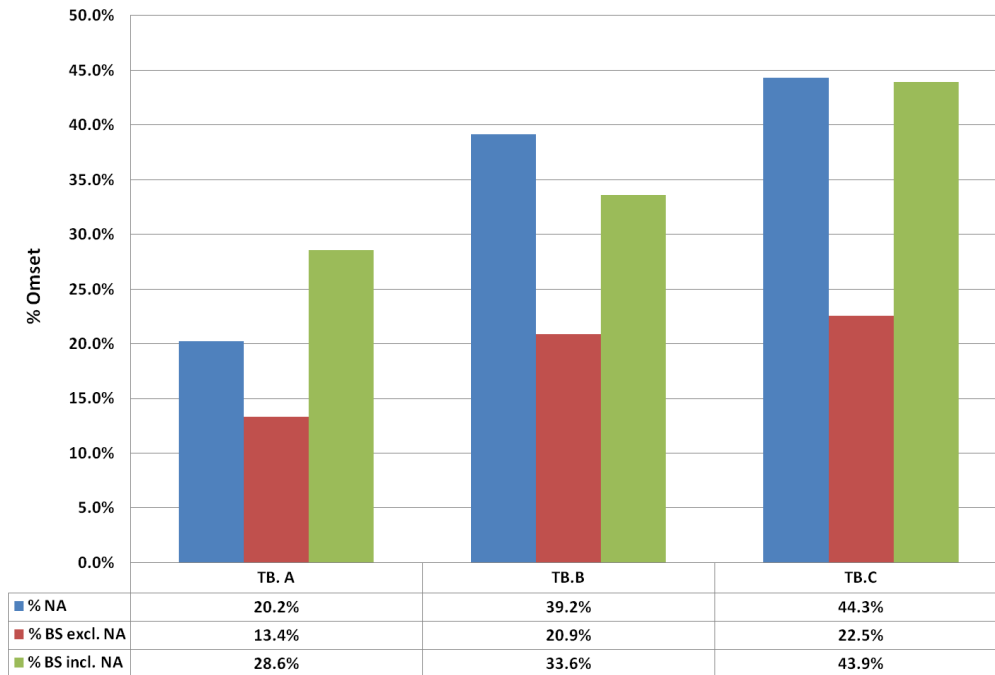
## The amount of titles is the most important variable to get the target selling

- More than 25.000 titles in one bookstore

## THE PATERN OF SELLING

- Pareto 20 – 80; 50 – 90/95
- Bestseller <1 % (Too little)
- Normal – 34 % •Seasonal – 15 %
- Failed - 35 %

**Grafik Rata-Rata 650 Best Seller Vs. New Arrival**



## THE SELLING VARIABLE FACTORS

- The new titles is the most important factor to get the bestseller. The new is preferable; A limited time for displays; an average only 1 month/title.
- The authors' figure in such series is the prominent aspect in gain the bestseller or fast moving books, i.e. Andrea Hirata; Habiburrahman; and some is from abroad; i.e. JK Rowling; Naruto series for comics; Harlequin series.
- Segmented Publication (Teenlit, chicklit Series) is still exist, because of Facebook; Twitter, Millist, web, Bloc.
- Book for Actual inspired by religious values: i.e. Syariah Financing; Quantum of sincerity (Kuantum Ikhlas); Islamic Grooming.

## BOOKS' INFO

- Direct selling in the Bookstores is the biggest factor in seling:
  - DIRECT TO BOOKSTORE 80 %
  - INTERNET 77 %



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

- PEER'S RECOMMENDATION 50 %

\*(R & D Group of Book Publishing Gramedia Survey, 2010)

## NONFICTION BOOKS' TREND

1. SCIENCE AND TECHNOLOGY
2. SELF-ACTUALIZATION
3. INSPIRING BOOKS FOR ACTUALS
4. BIOGRAPHY

\*(R & D Group of Books Publishing Gramedia Survey, 2010)

## FICTION TREND

The Key is "Intertaining and values"

- Totally "fiction" liked Harry Potter Series
- "Religious dimesions": "The Love Verses" (Ayat-ayat Cinta); "Love with Prayer beads" (Cinta Bertasbih);
- "Pluralism" liked "Laskar Pelangi" (Rainbow Warrior); "Maryamah Karpov"; "Padang Bulan" ( in the Moonlight Area) •

## THE NEED OF OUTLETS

Because of the limit of time and Bookstore Area, Publishers need of more outlets:

- Book fair in the cities is the "Problem solving", especially in Java: e. g: Jakarta; Surabaya, Yogyakarta, Bandung, Semarang.

E. g:

- in Jakarta: (1) Pesta Buku Jakarta (Jakarta Books Fiesta); (2) Islamic BF, (3) Indonesia BF, (4) Academic BF; (5) Library and Academic BF; (6) Special BF by agent or Publisher, e.g. Gramedia BF; Mizan; Bursa Buku (Book Selling with discount).
- Yogyakarta: 25 bookfairs every year routine
- Needs forum for discussion: International Publishing Forum (IPF) in conjunction of the Ubud writers and Readers Festival (UWRF)



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

upcoming in October 2010 is one of the solutions. One of the themes is “Publishing in India.”

- We need cultural exchange amongst ASEAN Countries, with such publications that make more understandings;
- For Indonesian people, it's useful to inspire what we called “People driven”. It means everybody should elevate their capacity to do something.
- It's need to cooperation with others ASEAN Members, especially Malaysia, Brunei, Singapore etc. in joining publication.

Thank you!



**ASEAN BOOK PUBLISHERS ASSOCIATION**

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## **Country Report for 2010**

# **MALAYSIA**

**The 6<sup>th</sup> Annual General Assembly  
ASEAN Book Publishers Association**

**Hanoi, Vietnam  
September 16-18, 2010**

**Submitted by  
Mr Law King Hui  
President  
Malaysian Book Publishers Association  
(MABOPA)**

## **New Developments Since 15 June 2010**

### **1.0 Seminar on the Proposed GST**

A seminar was organised on 23 June by the Malaysian Book Industry Council with the co-operation of MABOPA to educate the industry players on the impact of GST. The seminar was conducted by a professional consulting firm and was well attended.

### **2.0 Abolishment of Public Examinations**

The MoE proposed to implement school-based assessment in place of public examinations for the primary and the lower secondary level. The proposal, if implemented, will have a huge detrimental impact on the Malaysian publishing industry, particularly on the academic publishing sector. The MABOPA President attended a stakeholders' round table meeting on 27 July 2010, organised by the MoE to express the concerns of the publishers and to explain the role of publishers in the education system. The final decision on the proposal is due by the end of September.

### **3.0 MABOPA's Full-time Executive**

MABOPA has hired a full-time executive, Ms Irdahwati Md Jani, to assist the Executive Committee in running the association's day-to-day operations. Ms Irdahwati Md Jani starts on 4 October 2010 and will be assigned with duties and responsibilities that can add value and improve the quality of service to members.

### **4.0 2010 Kuala Lumpur Children's Book Fair (KLCBF)**

<http://www.kualalumpurchildrenbookfair.com>

The inaugural Kuala Lumpur Children's Book Fair (KLCBF) 2010 will be held at the Tun Razak Hall 3, Putra World Trade Centre, Kuala Lumpur from 22 to 26 December 2010. The fair is organised by the Secretariat of the National Book Council of Malaysia (MBKM) in collaboration with The Malaysian Board on Books for Young People (MBBY), a non-profit, independent association that represents the Malaysian chapter of the International Board on Books for Young People (IBBY).

The KLCBF is a focused and themed book fair that aims to promote the wonderful world of children's literature. During the duration of the fair, academicians will have the opportunity to participate in a seminar focusing on Malaysian children's book industry featuring renowned speakers. Activities and events for children will also be held during the fair.



## **5.0 2010 Kuala Lumpur International Book Fair**

The 2011 KLIBF will be held from 22 April to 1 May 2011 at the Putra World Trade Centre. A better organised and bigger Trade and Copyright Centre (TCC) will be put up and a Trade and Copyright Fair will be held as a prelude to the main book fair, taking place from 21 to 24 April 2011. The official opening of the KLIBF has been slated to be held at 2.30 p.m. on Saturday, 23 April 2011.

## **6.0 2010 Malaysian National Book Awards**

The 2010 Malaysian National Book Awards, to be organised by the National Book Council of Malaysia (MBKM), will be given out during the KLIBF, to be held from 22 April to 1 May 2011. Book submissions will be opened to Malaysian publishers from 15 October 2010 to 15 January 2011.

## **7.0 Kuala Lumpur Book City (KBKL)**

The setting up of the Kuala Lumpur Book City, to be known as *Kota Buku Kuala Lumpur* (KBKL), has received the Cabinet's approval with a Launching Grant of RM30 million recently. The KBKL will be operated by a Government-linked Company (GLC) when ready. For the time being, the Secretariat of the National Book Council of Malaysia (MBKM), under the leadership of its director Mr A'azmi Shahri, has been tasked with the responsibility to make KBKL operational as soon as possible.



## Overview

The continued global economic slowdown has forced the Malaysian Government to cut back on its spending across the board. Funds were channelled to sectors in the economy which have higher priority in terms of social and economic needs. However, the Government's emphasis on education has not wavered and the setback is only temporary. In fact, the Malaysian Government's commitment under the Millennium Development Goal (MDG) to provide education for all by the year 2015 is right on track, as declared by the Minister of Education.

Generally, the book industry has seen a slight drop in government and library purchase last year. The National Library's 2009 statistics indicate that there has been a slight drop in new titles published for the textbook and children's book genres when compared to the year 2008 (Please see Table 1). However, general titles and trade books continued to grow, albeit at a much slower pace, riding on the continued trend of increased spending on books by the public.

The Malaysian Book Publishers Association (MABOPA) continued to be very active and received good support from its members during the year. The association held its 41<sup>st</sup> AGM on 17 April 2010 and the members present unanimously passed a resolution proposed by the President to increase the annual subscription fee by 66.66% from the year 2011 onwards.

The increase in the annual subscription fee was necessary as the association was moving into its own premises (it has since moved in on 19 May 2010) and has decided to hire full time executives to assist the Executive Committee in running the association's day-to-day operations. The overwhelming support from the members also indicates the great confidence that members have in the present Executive Committee. With full time executives, the association is set to become more dynamic and aspires to be more effective in serving its members' needs. During the year, fourteen (14) new members have joined the association.

The 2010 Kuala Lumpur International Book Fair (KLIBF) was hosted successfully from 19 to 28 March 2010. Visitors to the 2010 KLIBF were recorded at 1.5 million person-trips during the ten days, a lower number compared to the 1.57 million for 2009. The drop is attributed to the off-timing and the economic slowdown.

In conjunction with the KLIBF, MABOPA co-organised the Trade and Copyright Centre (TCC) @ KLIBF 2010. The TCC was set up as a parallel show of the KLIBF and served as a launching pad to establish Kuala Lumpur as the IP

trading centre in the ASEAN region. With the cooperation of the Malaysia External Trade Development Corporation (MATRADE), 9 International Trade Buyers from China (2), Pakistan (1), Singapore (2), The USA (2) and Thailand (2) were invited to Kuala Lumpur to meet up with 53 local publishers. A total of 146 business meetings were conducted over two days.

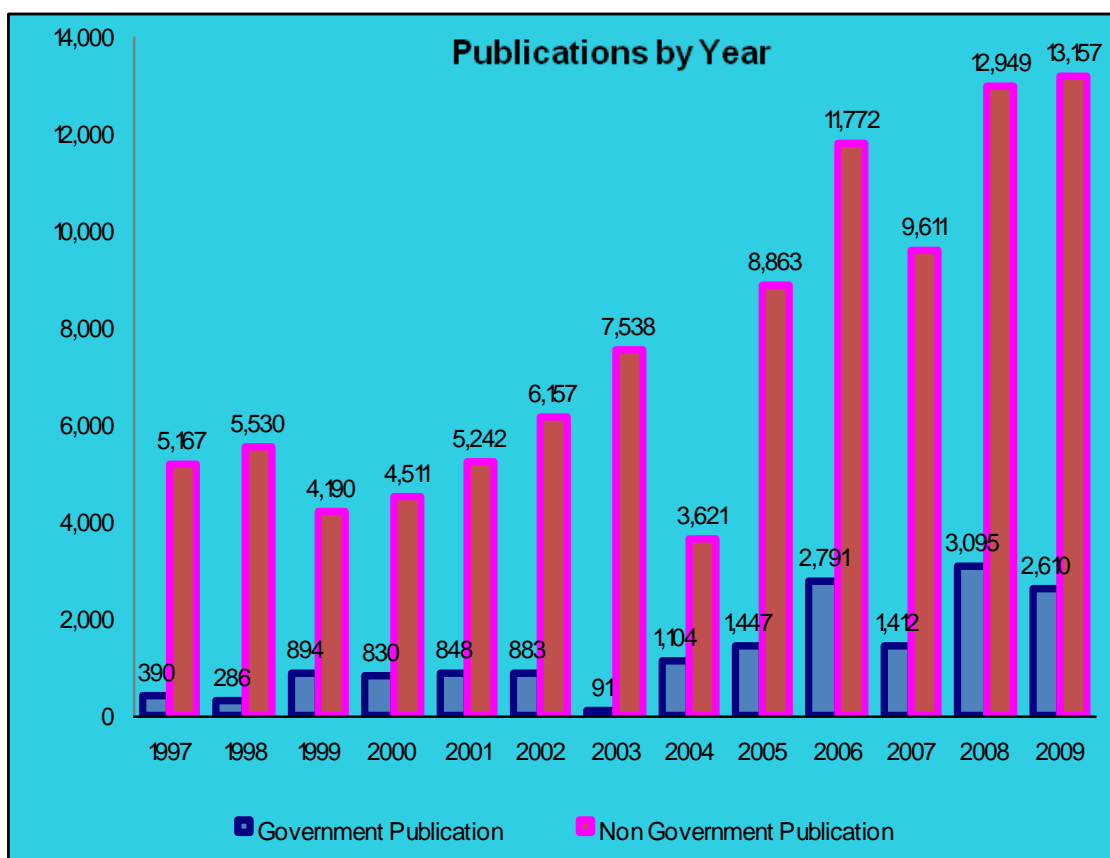
## Statistics of Books Registered under the Library Depository Act, 1986

SUBJECT	1997	2005	2006	2007	2008	2009
General	128	203	1,672	171	207	165
Philosophy, Psychology	51	172	154	142	252	214
Religion	398	375	589	1,063	1,269	1,409
Sociology, Statistics	89	120	53	276	315	248
Politics, Economics	279	168	153	256	525	493
Law, Public Administration and Social Science	427	202	183	207	438	536
Military Warfare	3	4	4	27	73	15
Education	185	3,271	2,368	303	459	599
Trade, Communication, Transport, Tourism	51	119	114	130	97	202
Ethnography, Cultural Anthropology	82	61	134	66	509	503
Language, Linguistics	1,138	1,786	4,010	3,138	3,747	3,853
Mathematics	533	494	826	424	857	842
Natural Science	155	343	576	681	854	675
Public Health	119	86	152	147	444	263
Engineering Technology, Industries, Trade and Crafts	108	350	1,125	88	296	205
Agriculture, Forestry, Stockbreeding, Hunting, Fishing	134	87	65	50	264	196
Domestic Science	48	104	77	75	129	213
Management	112	382	135	362	680	446
Physical Planning, Town and Country Planning, Architecture	20	260	466	54	85	154
Plastic and Graphic Arts, Photography	69	99	75	112	351	532
Music, Performing Arts	47	64	55	48	52	84
Games and Sports	67	65	77	57	83	138
Literature	1,048	984	850	2,462	2,934	2,788
Geography	76	207	424	378	616	555

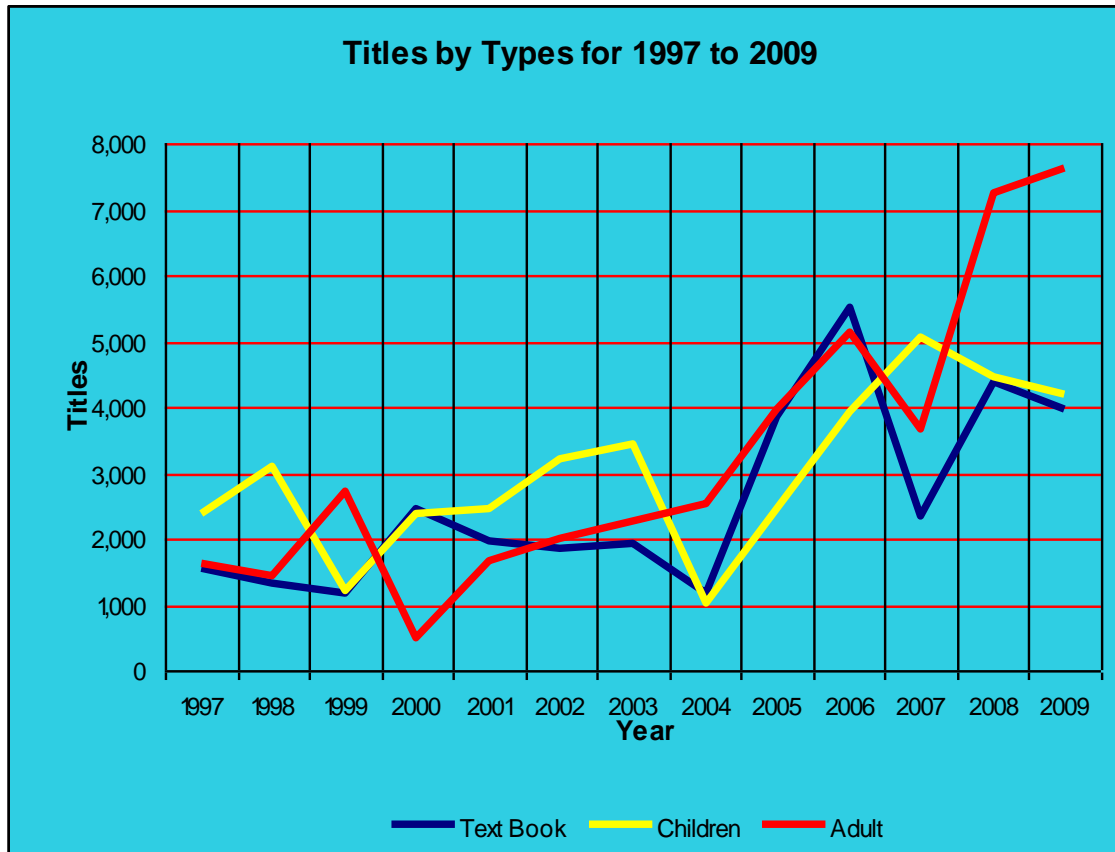
Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel: +603-78805840 Fax: +603-78805841 www.abpa.asia

History, Biography	190	304	226	306	508	439
<b>TOTAL</b>	<b>5,557</b>	<b>10,310</b>	<b>14,563</b>	<b>11,023</b>	<b>16,044</b>	<b>15,767</b>
Text book	1,553	3,863	5,493	2,325	4,366	3,969
Children	2,383	2,470	3,929	5,040	4,440	4,189
Adult	1,621	3,977	5,141	3,658	7,238	7,609
<b>TOTAL</b>	<b>5,557</b>	<b>10,310</b>	<b>14,563</b>	<b>11,023</b>	<b>16,044</b>	<b>15,767</b>
Government Publications	390	1,447	2,791	1,412	3,095	2,610
Non-Government Publications	5,167	8,863	11,772	9,611	12,949	13,157
<b>TOTAL</b>	<b>5,557</b>	<b>10,310</b>	<b>14,563</b>	<b>11,023</b>	<b>16,044</b>	<b>15,767</b>

Books include monograph and other printed (non-book) materials i.e. maps, posters and charts



Statistics of Books Registered under the Library Depository Act, 1986



**Statistics of Books Registered under the Library Depository Act, 1986**

## Activities and Events

### 1.0 Asia-Pacific Publishers Association (APPA)

MABOPA President and the Honorary Secretary will attend the 17<sup>th</sup> APPA AGM to be held in Cebu, Philippines from 17 to 19 June 2010.

### 2.0 ASEAN Book Publishers Association (ABPA)

The 5<sup>th</sup> ABPA AGM was held in Jakarta on 4 November 2009 at the Jakarta Convention Centre. At the meeting, the President of MABOPA, Mr Law King Hui succeeded Atty Domindor D. Buhain of The Philippines Educational Publishers Association (PEPA) as the ABPA president. Mr Law's two-year term ends in 2011 when ABPA holds its 7<sup>th</sup> AGM.

The ABPA President appointed MABOPA Honorary Secretary, Mr Arief Hakim Sani bin Rahmat as the new ABPA Secretary General.

At the first ABPA Exco meeting held in Brunei, in February 2010, Mr Law as ABPA President presented his strategic plan for the next 2 years. The plan focuses on 3 Key Result Areas (KRAs):

- a. Building capacity
- b. Raising ABPA's Profile
- c. Enhancing ABPA effectiveness

### **3.0 ABPA Friendship Night in Kuala Lumpur 2010**

In conjunction with KLIFB 2010, MABOPA hosted a "Friendship Night" dinner to honour ABPA past presidents, namely the 1st term president, Mr Thananchai Santichaikul, and the 2nd president, Atty Dominador D. Buhain. MABOPA also invited other ABPA founding members to the occasion in appreciation of their contributions to the formation of ABPA.

### **4.0 MABOPA-IKAPI MOU**

A fact-finding mission to the Indonesia International Book Fair 2009 was organised by the MABOPA Exco to enhance trade relations between the two countries. A meeting was held on 3 November 2009 in Jakarta during the Indonesia International Book Fair with Ikatan Penerbit Indonesia (IKAPI) representatives. Subsequently, a Memorandum of Understanding was signed between the presidents of MABOPA and IKAPI on 20th March 2010 in Kuala Lumpur. A dialogue session between delegates of both countries was also held in conjunction with the signing ceremony. It is hoped that this effort will facilitate increased business dealings between Malaysian and Indonesian book publishers and would resolve some common issues pertaining to the export and import of books, Islamic publications and censorship, and copyright infringement matters.

### **5.0 Kuala Lumpur International Book Fair (KLIFB) 2010**

KLIFB 2010 was successfully held from 19th to 28th March 2010. The 2010 KLIFB has been listed in the Malaysian Book of Records as the biggest book fair in the country. Altogether, 855 booths were sold to 220 companies and government agencies, among them 40 were from outside Malaysia. Visitors to the book fair were recorded at 1.5 million person-trips during the ten days.

### **6.0 Trade and Copyright Centre (TCC) @KLIFB 2010**

MABOPA spearheaded the operation at the TCC. For the first time, booths were sold to publishers to showcase their titles available for rights sale. Malaysia External Trade Development Corporation (MATRADE) undertook to source for International Trade Buyers and paid for the buyers' accommodation and food in Kuala Lumpur. Buyers from China (2),



Pakistan (1), Singapore (2), The USA (2) and Thailand (2) were brought in to meet up with 53 local publishers. A total of 146 business meetings were held during the 2-day Business Matching event. The ABPA pavilion was also set up within the TCC.

## **7.0 Book Fairs Hosted by APPA and ABPA Member Countries**

To strengthen the relationship with other publishers in the Asia Pacific region, MABOPA would like to encourage its members to participate in the book fairs organised by the APPA and ABPA member countries.

## **Government Relations**

### **1.0 Kuala Lumpur Book City (KLBC)**

Kuala Lumpur Book City (KLBC) will be set up under the auspices of the National Book Council of Malaysia (MBKM). The project will be built on a site measuring 6.945 acres in the heart of the city. Besides the KLBC complex, with a built-up area of 11,000 m<sup>2</sup>, the site will also comprise the National Education Museum and schools. The president of MABOPA is a member of the committee entrusted to draw up the blueprint for the KLBC. The KLBC will be government- owned but industry-driven.

### **2.0 Dialogue with the Director General of Education**

MABOPA held a dialogue with the DG of MoE on 16 October 2009 in Kuala Lumpur. Representatives from 52 companies attended the dialogue. Issues brought up by the publishers included policies on the new curriculum, textbooks tender, public examinations and reading programmes in schools. Concern on rampant photocopying in schools was also expressed by syllabus-based publishers. The DG graciously responded to all the issues raised by members.

### **3.0 Malaysian National Book Awards 2009**

The Malaysian National Book Awards, organised by the National Book Council of Malaysia (MBKM), were given out on 22 December 2009 in Kuala Lumpur by the Deputy Minister of Education. Most of the recipients were members of MABOPA.

### **4.0 Malaysia External Trade Development Corporation (MATRADE)**

MABOPA has established a close working relationship with Malaysia's national trade promotion agency, MATRADE in our efforts to internationalise our publishing industry. MABOPA has submitted a list of proposed activities to be incorporated in MATRADE's Proposed Promotion Work Programme for the Services Sector for 2010.

### **5.0 Intellectual Property Corporation of Malaysia (MyIPO)**

MABOPA put forward its views at the stakeholders' meeting held to discuss the outcome of the Copyright Law Review which recommended a number of changes to the Copyright Act 1987 (CA 1987). The changes were designed to ensure that Malaysia's copyright law is consistent and up to date with latest developments and new international standards.

### **6.0 Ministry of Home Affairs**

MABOPA put forward its views at the stakeholders' meeting held to discuss the outcome of the Printing Presses and Publications Act 1984 Review.

## **Conferences, Seminars and Professional Training**

### **1.0 Seminar on Paper**

A seminar on "Understanding the Types and Uses of Paper and Boards" was organised on 9 July 2009 for MABOPA members. The seminar was conducted by Mr Henry Goh of the Institute of Printing (UK), Malaysia Branch. Mr Goh is also a consultant to the pulp, paper and board industry. He spoke on the process of paper manufacturing, types and grades of paper and boards. Participants also learned about paper terminologies and specifications.

### **2.0 Malaysian Board of Books for Young People (MBBY)**

IBBY, Geneva held its regional meeting in Malaysia on September 11, 2009. MBBY, the Malaysian chapter of the international organisation, chaired the meeting and also organised a forum for local publishers and other book associations. Mr Law King Hui, as MABOPA president was one of the three forum panellists. His theme was "Critical Issues in Children's Literature and Book Publishing Today".

### **3.0 International Conference on Children's Book 2010**

The International Conference on Children's Book 2010 was held on 22-23 March 2010 in Kuala Lumpur with the theme "Children's Literacy in the Changing World". The conference was organised by the Malaysian Board of Books for Young People (MBBY) with the cooperation of the National Book Council of Malaysia (MBKM) and the Malaysian Book Industry Council (MBIC). The conference comprised four activities: seminar, writing workshop, illustration workshop, art exhibition and illustration competition.



## COUNTRY REPORT FOR 2010

### PHILIPPINES

by

**Atty. DOMINADOR D. BUHAIN**  
President, Emeritus, PEPA

*(On the occasion of the 6<sup>th</sup> Annual General Meeting of ASEAN Book Publishers Association (ABPA), September 17, 2010 at Hanoi, Vietnam)*

For the first eight months of year 2010, there were various developments in our country that affect the publishing industry, to wit:

#### **I. ELECTION AS FIRST FILIPINO AND ASEAN PRESIDENT OF APPA**

First of all, on behalf of the Philippine Educational Publishers Association (PEPA), Rex Group of Companies and our country, I would like to express our sincere and heartfelt thanks to our ASEAN neighbor-countries for your unqualified support which resulted to my election as the first Filipino and Asean President of Asia Pacific Publishers Association (APPA).

Compared to ABPA which is still in its formative years having been in existence only for five (5) years, APPA has been in existence as an aggrupation of national publishers associations in the Asia Pacific Region for the last 18 years. In its existence, previous APPA presidents came from the countries of Japan and South Korea. Indeed, with the support from the publishing associations of Malaysia (MABOPA), Singapore (SBPA), Thailand (PUBAT), Indonesia (IKAPI), Brunei Darussalam (Dewan Bahasa) and Vietnam (VPA), I was elected as President of APPA. The unqualified support you have shown clearly attest to the ASEAN spirit of Ten Countries, ONE NATION and ONE FAMILY.

As your APPA President and immediate past president of ABPA, I would work harder in order to foster better cooperation, understanding and ties among us, that could result in business profitability and development of publishing industry in the region.

## **II. PRINTING, PUBLICATION AND DEVELOPMENT OF BOOKS OR TEXTBOOK: AN INVESTMENT PRIORITY**

On April 30, 2010, Memorandum Order No. 314, was issued by the Office of the President of the Philippines. The said Memorandum approves the listed Investment Priorities Plan (IPP) for 2010. In approving the plan, then President Gloria Macapagal Arroyo said: *“the 2010 Investment Priorities Plan (IPP) seeks to generate more investments and more jobs in the agriculture, industry and services sectors that are geared up to optimize the opportunities from the global economic recovery and the implementation of our international engagements.”*

It is worth to note that one of the listed priorities is the printing, publication and content development of books or textbooks as provided under RA No. 8047, otherwise known as the Book Publishing Industry Development Act of 1995.

Our publishing neighbors may wish to invest on the same or engage in co-publishing with a Philippine publisher in order to avail the fiscal and non-fiscal incentives provided. The investment must be on:

*“Printing, publication and content development of books and textbooks (RA 8047).*

*This covers printing, re-printing, publication and content development of books or textbooks.*

*Book is defined as a printed non-periodical publication of at least forty-eight (48) pages, exclusive of cover pages, published in the country and made available to the public. Textbook is an exposition of generally accepted principles in one subject, intended primarily as a basis of instruction in a classroom or pupil-book-teacher situation.*

*Content development of books consists of the following:*

- a. *Development of new technologies directly related to book printing or publishing, such as but not limited to digitization, electronic books (E-books), internet-based archiving and retrieval systems, electronic content creation and development systems, educational and/or “how to” audio-visual presentations with or without interactive segments, and the like*
- b. *Research and development activities directly related to book printing or publishing, such as but not limited to translation, editing, analysis and/or interpretation of text and materials into local dialects or adaptation/application to the domestic setting.”*

### **III. NEW ADMINISTRATION: NEW HOPE: NEW PROPOSALS**

Last May 10, 2010, the Filipino people aired their voices through ballots, and overwhelmingly voted into office our new President, Benigno Simeon “Noynoy” Aquino III or now called Pnoy. With this renewed confidence in the Government, it is the hope of all Filipinos that the economic condition of our country will improve. With renewed optimism, it is our hope that the printing and publishing sectors in the country would likewise prosper. With active participation and cooperation of the private sector in the publishing industry, it is our hope that affordable, accessible and quality-laden books would be provided to the Filipino children.

Among the proposals being considered is to increase the years in our basic education from the current ten (10) years to twelve (12) years. As practiced, the ten (10) years basic education covers the six years elementary education and the four (4) years secondary education. It is being proposed to make our elementary education seven years and the secondary education into five (5) years.



## **IV. NEW CONGRESS: NEW BILLS THAT DEAL ON PUBLISHING**

Likewise, on May 10, 2010 we elected our new Senators and Congressmen to the 15<sup>th</sup> Congress of the Philippines, our legislative branch of Government. The 15<sup>th</sup> Congress which opened its plenary session on July 26, 2010 and ends on June 30, 2013, will begin deliberating on various legislative measures covering all disciplines.

Among the bills that were filed affecting the publishing and printing industries are:

### **BILLS IN SUPPORT OF THE INDUSTRIES:**

- a) S. No. 497 – An Act Mandating That Educational Curriculum and the Consequent Preparation of Textbooks and Related Materials Should Have Continuity and Stability, and That the Same Should Not Be Affected By Any Change During the Period Of At Least Six (6) Years, Amending For the Purpose R.A. No. 8047, Otherwise Known as the Book Publishing Industry Development Act (filed by Senator Jinggoy Ejercito Estrada)
- b) S.No. 702 – An Act Providing for the Legal Framework and Mechanism for the Creation, Operation, Administration, and Coordination of the Philippine Book Publishing Industry Development Center, Otherwise Known as the “Book City”, Creating for the Purpose, the Book Publishing Enterprise Zone Authority (BPEZA), and for Other Purposes (filed by Senator Jinggoy Ejercito Estrada)
- c) S. No. 703 – An Act Adopting A Retail Price Maintenance and Uniform Discounting Scheme in Book Trade With The End In View of Ensuring Affordable, Accessible and Quality-Laden Textbooks and Other Related Educational Materials To Be Used by Private and Public Schools (filed by Senator Jinggoy Ejercito Estrada)
- d) S. No. 707 – An Act Declaring As Unlawful the Reproduction of Copyrighted Books and Printed Materials Through Photocopying, Duplicating, Printing Machines or



Similar Means Without the Written Consent of the Copyright Owner, Whether The Publisher or the Author or Both (filed by Senator Jinggoy Ejercito Estrada)

### **BILLS THAT WILL AFFECT THE GROWTH OF THE INDUSTRY:**

- a) S. No. 227 – An Act Establishing An Education Printing Office (filed by Senator Antonio “Sonny” F. Trillanes IV)
- b) S. No. 977 – An Act Establishing the Mechanism To Ensure The Availability of Affordable College and Post-Graduate Textbooks and Supplemental Materials for the Poor, Appropriating Funds Therefor and for Other Purposes (filed Senator Manuel “Lito” M. Lapid)
- c) S. No. 1059 – An Act Establishing the Books for the Barrios Program and Appropriating Funds Therefor (filed by Senator Manny Villar)
- d) S. No. 1149- An Act Requiring Publishers of All Books to Furnish Certain Government Libraries and State Universities Printed Books Free of Charge and Providing Certain Privileges Therefor (filed by Senator Manny Villar)



## SINGAPORE BOOK PUBLISHERS ASSOCIATION

### COUNTRY REPORT 2009-2010

*Report submitted for the  
Annual General Meeting of the  
ASEAN Book Publishers Association ([ABPA)  
Hanoi, 17 September 2010*

**Triena Noeline Ong  
SBPA President, 2010-2012**

During the period under review, the Singapore Book Publishers Association had its AGM and appointed a new Executive Committee for the term 2010-2012.

The strategic plan for 2010-12 is fourfold:

1. to continue to upgrade the professionalism of the management of the SBPA as a major industry association
  - A full-time secretariat is planned.
  
2. to provide opportunities for members to develop their business in international markets.
  - Exhibition space at ASEAN and international book fairs is arranged. Trade Missions are planned.
  
3. to upgrade the skills of staff in the book publishing industry
  - The “Copy-editing Course” that is accredited by the Workforce Development Agency will continue. Short workshops on a variety of publishing topics are planned.

4. to introduce members to new media and publishing platforms to exploit intellectual property (IP) in new ways
- The MDA Initiatives are offered to publishers. An SBPA conference on copyright is planned.

## Major Challenges

### *Statistics*

We are still grappling with the problem of lack of statistics on book publishing in Singapore. There are two major reasons for this.

Firstly, the National Library Board archives of publications under the Library Depository Act is a collection of all printed matter that includes a mixture of magazines, annual reports, brochures, etc published in Singapore.

Secondly, the government agencies have in the past been capturing data on the “Printing Industry” together with data on the “Publishing Industry”.

Nevertheless, according to the Singapore Media Fusion Report 2009: “The burgeoning book publishing market is set to grow at a rate of 3.2 per cent annually, from US\$22 billion in 2005 to about US\$27 billion in 2009 (PWC’s Global Entertainment and Media Outlook report: 2005–2009).” It must be noted, however, that this figure includes book published elsewhere by major foreign publishers with regional headquarters in Singapore who import their imprints into Singapore for re-distribution in the Asian region.

The SBPA is taking initial steps to compile its own industry statistics.

### *Size*



The same Singapore Media Fusion Report on Publishing lists a total of 84 book publishers and 17 book distributors. If these figures are indicative of the total size of the book publishing industry in Singapore, then the Singapore Book Publishers Association with its 73 members is indeed representative of the book publishers in Singapore.

Obviously a publishing industry with only about 100 companies is small. Indeed, Singapore is a small country with a total population of only 5 million people.

The challenge of the small numbers of publishing companies and the small size of the domestic market can only be met with a strategy to look to regional and international markets to expand. Small local publishing companies in Singapore are to be encouraged to look at how to do business in international markets, how to exploit IP and how to co-publish.

In this connection, the SBPA has once again taken on the daunting task of arranging the Singapore National Pavilion at the Frankfurt Book Fair 2010, to encourage its members to seek business in trading rights on the international stage.

### **Update 2010**

Since the last country report was presented at the ABPA AGM in Jakarta in November 2009, the Singapore Book Publishers Association has been active in various areas. We highlight a few.

#### *Asian Festival of Children's Content*

As part of the Asian Festival of Children's Content, a 4-day international gathering from 6-9 May 2010, the SBPA held a Publishers Business Forum titled "ASEAN-India Writers, Illustrators and Publishers Dialogue". We invited Ms Risuan, President of the PUBAT as our guest to talk about children's book



publishing in Thailand, an ASEAN country. The dialogue was chaired by Triena Ong, President of SBPA who also took the opportunity to raise the profile of the ASEAN Book Publishers Association.

In addition to the ASEAN-India dialogue session at this Festival, the SDPA also arranged launches of our members books with a reception for the international participants. An SBPA booth for the duration of the Festival helped to raise the profile of our Association.

### *Creative Industries Fair*

This is the second year that the SBPA has participated in this event in The Atrium, Marina Square. The objectives of the Fair were to showcase training opportunities, profile the SBPA and its success in adopting Workforce Skills Qualifications, and provide a platform for publishers to outreach and recruit. The SBPA also conducted a public forum on 29 May.

At the Official Opening ceremony, the SBPA was honoured to have been presented with a plaque, being an award to the SBPA in recognition of its partnership and efforts in delivering WSQ training for the publishing industry.

### *Public Talk on Copyright*

Focussing on the importance of public awareness of IP and copyright, the SBPA arranged a public talk at Suntec City on 30 May in conjunction with the Singapore International Book Fair.

### *Copy-editing Training Course*

Building on the continued interest and success of this course, the SBPA conducted the WSQ accredited course for the third time on 26-28 May 2010 at The Pines. It also offered places to ASEAN member countries at a special discounted fee.



### *Hosting the ABPA Meeting*

To coincide with the Singapore International Book Fair where a free booth was provided for members of the ABPA, on 30 May 2010 the SBPA hosted the 2<sup>nd</sup> Executive Committee Meeting of the ABPA for current term.

### *Publishing Workshops*

In conjunction with the NBDACS, the SBPA has offered ad hoc short workshops on various topics of interest to publishers. These include: Publishing Finance for Non-Financial Managers, 12 May 2010; Basic Principles of Book Design & Production, 13-14 May 2010; Advanced Copyediting & Effective Project Management, 28-29 June 2010; Dealing with Academic, Educational & Technical Works, 1 July 2010; and A-Z of Book Marketing, 23 July 2010.

## Country Report

### thailand

## Part 1: Summary of the Publishing and Book Business in 2009

### 1.1 Publishing business overview

The publishing business plays an important role in supporting education and learning, especially among youths who are the key contributors to society's future development. In Thailand, the publishing business has grown in terms of the quantity of books, the types of publishers, and market value. The number of bookstores and small outlets in convenient stores has also increased, allowing more access for readers. Although the trend, especially for pocket books, is still towards continuous growth, 2009 witnessed a declining growth rate due to the political instability in the country, which resulted in an economic slowdown and lower domestic consumer confidence and spending. The publishing business's growth for 2009 is estimated to be 1%, with a total sales volume of 18.8 billion baht, representing a rate decline for the fourth consecutive year. Government support from its policy to promote reading and to build a lifelong learning society as well as a new economic stimulus package have helped to increase budgets in the library procurement system, allowing the book business to expand slightly and not plunge into negative growth figures.

### 1.2 Number of publishers and bookstores in Thailand

In 2009, the number of publishers that were registered members of PUBAT had increased by four over 2008, or 0.78%, reflecting the competitive marketplace in which a number of publishers closed down. At the same time, the number of bookstores, especially chain bookstores, continued to grow substantially at the rate of just slightly over 100% in 2007 and 29.79% in 2008. Growth rates for 2009, while less impressive, were still almost 20%. The introduction of the "Book Smile" kiosk in 7-Eleven chain stores was the major contributor to the dramatic growth in 2007–2008, while the growth in the number of chain bookstores in 2009 was primarily a result of the increased number of Se-ed book centers and Naiin bookstores.

**Table 1 Number of publishers and bookstores in Thailand, 2004–2009**

Category	2009	2008	2007	2006	2005	2004
Publishers*	517	512	491	492	475	433
Bookstores	2,943**	2,483	1,913	955	848	759
<b>Total:</b>	<b>3,460</b>	<b>2,995</b>	<b>2,404</b>	<b>1,447</b>	<b>1,323</b>	<b>1,192</b>

Note: \*Registered members of PUBAT

\*\*Based on Se-Education Plc. Ltd. database

Decreasing growth rate had a great impact on large-, medium-, and small-sized publishing businesses. A significant decrease in the number of large publishing business in 2008 created a more significant impact on small-sized publishing business. However, the proportion of large-, medium-, and small-sized publishing businesses in the market was the same in 2009.

**Table 2 Number of publishing houses in Thailand by size, 2004–2009**

Size	2009*		2008		2007		2006		2005		2004	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Large (over 100 MB)	28	5.4	28	5.4 7	36	7.3	36	7.3	30	6.3	25	5.8
Medium (over 30 MB)	48	9.3	48	9.3 7	50	10.2	61	12.4	65	13.7	54	12.5
Small (below 30 MB)	441	85.3	436	85.16	405	82.5	395	80.3	380	80.0	354	81.7
<b>Total:</b>	<b>517</b>	<b>100</b>	<b>512</b>	<b>100</b>	<b>491</b>	<b>100</b>	<b>492</b>	<b>100</b>	<b>475</b>	<b>100</b>	<b>433</b>	<b>100</b>

Note: \*Figures for 2009 are estimates only.

Estimated figures in 2009 show that the growth of revenue from book sales in 2008 was driven mainly by the medium- and large-sized publishing houses, with a combined sales revenue of 88.8%. Total sales revenue in 2009 was expected to reach 18.8 billion baht compared to 18.6 billion baht in 2008, representing approximately 1% growth.

**Table 3 Revenue of publishing houses in Thailand by size, 2004–2009**

Size	2009*		2008		2007		2006		2005		2004	
	Billion baht	%	Billion Baht	%	Billion baht	%	Billion baht	%	Billion baht	%	Billion baht	%
Large (over 100 MB)	11.8	62.7	11.7	62.9	11.3	61.8	10.6	60.23	8.7	58.0	7.5	57.2
Medium (over 30 MB)	4.9	26.1	4.7	25.3	4.4	24.0	4.2	24.43	4.2	28.0	3.5	26.7
Small (below 30 MB)	2.1	11.2	2.2	11.8	2.6	14.2	2.8	15.34	2.1	14.0	2.1	16.1
<b>Total:</b>	<b>18.8</b>	<b>100.00</b>	<b>18.6</b>	<b>100.00</b>	<b>18.3</b>	<b>100.00</b>	<b>17.6</b>	<b>100.00</b>	<b>15.0</b>	<b>100.00</b>	<b>13.1</b>	<b>100.00</b>

Note: \*Figures for 2009 are estimates only.

## 1.3 Newly launched titles

The number of new titles launched in bookstores in 2009 remained at approximately the same level as in the previous two years, as publishers were cautious with their production output due to the sluggish economy.

**Table 4 Number of new titles in Thailand, 2004–2009\***

Description	2009	2008	2007	2006	2005	2004
New titles	13,607	13,352	13,431	14,608	11,651	11,103
New titles/day	37.3	36.6	36.8	40	31.9	30.4

Note: \*Adapted from Se-ed Book Center database

Despite the growth in the number of member publishers at Publishers and Booksellers Association of Thailand, the numbers of new titles launched per publisher per year was not substantial. On average, new titles in 2009 were 26.32 titles per publisher per year, which is nearly the same number as that of 2008.

Large chain bookstores showed positive signals of overall business growth, encouraging publishers to become more selective and to focus on quality growth, with the expectation of creating higher marginal revenue per book rather than generating sales from total volume of books sold each year.

**Table 5 Numbers of new titles in Thailand per publisher, 2004–2009**

Description	2009	2008	2007	2006	2005	2004
No. of new titles to bookstores	13,607	13,352	13,431	14,608	11,651	11,103
No. of publishers	517	512	491	492	475	433
New titles/publisher/year	26.32	26.07	27.35	29.69	24.53	25.64

## 1.4 Comparative analysis of the book business

The book business plays an important role in national human resources development, although the size of the book business in Thailand accounts for only a small percentage of the country's national Gross Domestic Product (GDP). However, it is important to note that total book sales have remained at a rate of 0.2% of GDP since 2004. This indicates a positive correlation between the economic situation and the book business. It is believed that the growth of the book business in general will not exceed that of economic growth, unless there are changes in policy to promote more reading and to provide increased budgets for the purchase of more books to allow book business to grow. The market value of the Thai book business in 2009 was estimated at 0.22% of GDP.

**Table 6 Book Revenue vs. Gross Domestic Product, 2004–2009**

Description	2009*	2008	2007	2006	2005	2004
Book Revenue (in million baht)	18,800	18,600	18,300	17,600	15,000	13,100
GDP (in million baht)	8,712,500	9,075,493	8,493,311	7,716,225	8,102,962	6,503,488
<b>Book revenue vs. GDP</b>	<b>0.22</b>	<b>0.20</b>	<b>0.21</b>	<b>0.22</b>	<b>0.21</b>	<b>0.20</b>

Note: \*Figures for 2009 are estimates only.

Although data show that the amount of money spent on books has increased gradually, such expenditure only accounted for 296.55 baht or 0.22% of annual income per capita in 2009. Such figures are probably a sign that the Thai people do not see much value in a “knowledge” investment.

**Table 7 Amount of money spent on books vs. income per capita in Thailand, 2004–2009**

Description	2009**	2008	2007	2006	2005	2004
Amount of money spent on books per person	296.55	293.42	290.29	259.93	239.78	210.55
Annual income per capita*	137,430	143,170	134,733	122,814	113,797	104,940
<b>Spending on books vs. income per capita</b>	<b>0.22</b>	<b>0.20</b>	<b>0.23</b>	<b>0.18</b>	<b>0.22</b>	<b>0.21</b>

Note: \*Per capita income data was obtained from Office of the National Economic and Social Development Board, Office of the Prime Minister, and [Thaistocks.com \(www.thaistocks.com\)](http://www.thaistocks.com).

\*\*Figures for 2009 are estimates only.

Despite a significant increase in the number of bookstores in 2008 and 2009, the overall number of bookstores in Thailand is still small compared to the total population. Limited outlet space is one of the factors that limit the number of new bookstores operating in the market, and thus restrains population access to bookstores. It is recommended that the government develop a new policy to foster the establishment and growth of new bookstores and book rental shops in local areas throughout the country.

**Table 8 Population of Thailand vs. number of bookstores, 2004–2009**

Description	2009	2008	2007	2006	2005	2004**
Population*	63,396,000	63,389,730	63,038,247	62,828,706	62,418,054	61,973,621
Number of bookstores	2,943	2,483	1,913	955	848	759
<b>Population per bookstore</b>	<b>21,541</b>	<b>25,529</b>	<b>32,952</b>	<b>65,789</b>	<b>73,606</b>	<b>81,651</b>

Note: \*Population data was obtained from Department of Provincial Administration (<http://www.dopa.go.th>), Ministry of the Interior, and Mahidol University ([www.ipsr.mahidol.ac.th](http://www.ipsr.mahidol.ac.th)).

\*\*In 2004, the Office of Civil Registration began to adopt an nationwide online system for maintaining population figures to help remove redundant names, transferred names, and the deceased.

## **Part 2: Directions and trends for the book business in 2010**

### **2.1 Economic directions in 2010**

The global and Thai economies remain at risk due to economic instability as well as new economic crises, and, in Thailand specifically, recurring political problems are negatively impacting the economy; although many sectors have shown signs of recovery and improvement.

The National Economic and Social Development Board estimated that the Thai economy contracted by 3% in 2009, but would grow within a margin of 3–4% in 2010. Such growth is due to several factors, including the global economic recovery, the continuing recovery of the manufacturing sector, and an agricultural import sector that expanded in the wake of natural disasters, which initially caused supply to be less than increased demand for agricultural produce. Other factors that have contributed to economic growth are the growing tourism sector and the use of the government's economic stimulus measures that promote greater investment.

### **2.2 Trends for the book business in 2010**

2010 is a potentially promising year for the book business in Thailand, given the country's continuing economic recovery and the government's policy to promote lifelong learning. Despite some changes in the ministerial administration, the national agenda on reading remains in place. Various strategic committees have been set up to foster a culture of reading and lifelong learning. The 2009–2011 plan is aimed at fostering Thais to read twice as much, which would mean an increase of the current level of five books per year to reading ten books each year. In conjunction with this effort, PUBAT aims at initiating an important new project known as "Book Recommendations" that entails creating a web-based network of readers to increase the opportunity for reading and allow for a better exchange of information to create interest in reading.

Nevertheless, the book business faces critical constraints. Bookstores, in particular, are continually affected by higher space rental rates, posing numerous challenges such as managing limited shelf space to maximize book display and warding off threats of expansion by other businesses that cannibalize the book business. Similar challenges face publishers and other book business operators, including unfavorable trade conditions and book return rates that cause intense competition, as well as higher sales expenditures and lower profitability. Small publishing houses that are not highly competitive find it very hard to survive in such an environment.

Rapid expansion of chain bookstores further impels publishers and distributors to adapt cooperative efforts in selecting books, managing logistics, and planning sales promotional efforts.

### **2.3 Technology and the book business: Support or threat?**

Rapid technological advancement has a great impact on the book business. The Internet and E-commerce, as well as E-reader and print-on-demand technologies continue to shape the book business.

Increasing numbers of Internet users and websites about books, especially novels, allow easy access for readers to review various literature. In Thailand, some of the bigger writers' websites include [www.pantip.com](http://www.pantip.com), [www.dekdee.com](http://www.dekdee.com), [www.sanook.com](http://www.sanook.com). Over the past few years, the posting of literature on the Internet has proven to have a positive impact on the book business, as it serves as another promotional channel. In some cases, popular literature from websites moves through the editorial process and is then turned into books.

Websites can also serve as a Business-to-Customer or "B to C" bookshop channel that can help ease competitive pressure by providing sufficient room for books to be stored that have no access on physical shelf space. At the same time, however, this new channel is competing directly with physical bookstores.

The development of a highly effective and cheaper electronic reading device or E-reader may eventually take the place of the market share of physical books, since one E-reader can store as many as 1,000 titles. However, there are still various implications that need to be taken into account regarding this technology, such as the high cost of investment as well as the copyrights of writers, publishers, and E-book sellers. E-book pricing and the allocation of market share will become significant issues that will need to be determined in the future.

"Print on Demand" or print to order—of one copy up to a hundred copies—will also have a direct impact on publishers' business administration and freedom of publication. Publishers will have to rethink management of their physical book databases, including whether there should be ISBN application for a single print copy order. They will also need to address the issue of quality control since these types of publications will not have gone through the proper editing process. The advantage of Print on Demand is that publishers can expand their business into "Digital Print," which is comparable to offset printing in terms of quality. It also doesn't require a high investment and there is no physical inventory.

Related parties including writers, publishers, and distributors will have to seriously take these significant factors into account, and at the same time stay



## **ASEAN BOOK PUBLISHERS ASSOCIATION**

---

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 [www.abpa.asia](http://www.abpa.asia)

focused on making reading easily accessible and economical, while also assuring quality and accuracy of content.

## Country Report for 2010

### VietNam

#### I/ Achievements in Publishing

In 2009, Vietnam hit by the world-wide economic down-turn, which led to market price fluctuations, especially with regard to paper for printing. Moreover, consecutive natural calamities also contributed their share to the economic recession, thus causing the population to tighten up on their family budget. Despite such challenges, the publishing industry in general tried its hard to overcome stagnation and to further progress.

Below are some results

1. **Books:** the entire industry produced 24,589 titles with 273,538 million copies (98% compared to 2008)
2. **Other cultural products:** 1,731 products were published, with 31,358 million copies (95% compared to 2008)

In general, the publications meet people's demand for knowledge, education and research. At the same time, they also cater to society's need for national development. Their diversity testifies to a step forward made by the publishing industry.

#### Some statistics

I. Books	Titles	Copies (million)
<b>Total</b>	<b>24,589</b>	<b>273.538</b>
Compared to 2008	98.0%	98.0%
Including:		
<b>60 professionally-registered publishing houses</b>	21,747	261.369
Compared to 2008	104.0%	97.0%

<b>Non-professionally-registered publishers (at central level)</b>	171	1.269
Compared to 2008	182.0%	281.0%
<b>Non-professionally-registered publishers (at local level)</b>	2,671	10.900
Compared to 2008	65.0%	120.4%
<b>II. Other publications</b>		
<b>Total</b>	<b>1,731</b>	<b>31.358</b>
Compared to 2008	76.0%	78.2%
Including:		
Photos, pictures, maps	805	10.994
CD Rom, VCD, DVD...	129	0.439
Calendars of all kinds	697	19.925

(Source: Report on the publishing industry, 2009. Department for Publishing, Ministry of Information and Communication)

N <sup>o</sup>	Categories (by thematical classification)	Titles	Copies (million)	Compared to 2008 (%)		Compared to total (%)	
				Books	Copies	Books	Copies
1	Politics, law	<b>4,296</b>	<b>10.677</b>	118.4	124.3	17.4	3.9
2	Science-technology, economics	<b>3,637</b>	<b>13.007</b>	85.2	123.0	15.0	4.8
3	Society, culture, art, religion	<b>3,579</b>	<b>12.654</b>	88.1	137.0	15.0	4.62
4	Literature	<b>2,638</b>	<b>2.613</b>	121.0	114.4	11.0	0.9
5	Educational materials (textbooks, reference, books,	<b>7,299</b>	<b>211.866</b>	95.2	93.0	30.0	78.0

	etc.)						
6	Children's books	<b>2,880</b>	<b>22.319</b>	97.0	106.2	12.0	8.2
7	Dictionaries, books in foreign languages	<b>260</b>	<b>0.402</b>	202.0	295.1	1.1	0.2
<b>Total</b>		<b>24,589</b>	<b>273.538</b>	<b>98.0</b>	<b>98.0</b>		

(Source: Report on the publishing industry, 2009. Department for Publishing, Ministry of Information and Communication.)

## II/ Distributions

In 2009, distributors and distributions agencies tried to overcome challenges and difficulties to find more outlets for publications, thus fulfilling their own working plan and contributing to the national program for socio-economic and cultural development. They showed good performances in enhancing the reading habit in society and satisfying the demand for books across the nation, particularly with regard to ethnic and remote regions.

- The entire distribution network supplied to readers 317 million copies of books (or an increase of 7% in comparison to 2008) and 92 million copies of other cultural products (an increase of 3% compared to 2008).
- The total revenue reached VND 1,453 billion (a growth of 3%, compared to 2008). Contribution to the national budget reached VND 46 billion (100% compared to 2008).
- Total import-export turnover reached US\$ 18.76 million, growing by 30% in comparison with 2008. Vietnamese distributors and distribution agencies attended international bookfairs in Cuba, Germany, France, the USA, Hongkong, etc. The list of international bookfairs involving Vietnamese participants is being expanded. This fact testifies to Vietnam's effort in regional and world-wide integration.

## III/ Government's policy for publishing industry

- **Legislation:**

On 3<sup>rd</sup> June 2008, the National Assembly passed the *Law on Amendments and Supplements* to the Law on Publishing 2004, which came into force as of 1<sup>st</sup> January 2009. Among other things, some important Articles have been added to this Law, including the stipulations on importation of books into Vietnam and Vietnamese partnerships in publishing with foreign publishers. More specifically, Article 38 stipulates: “*Foreigners and foreign organizations have the right to import publications into Vietnam, in accordance with Vietnamese law and the international conventions to which Vietnam is a party*”. Article 43 reads: “*Foreign distributors with a legal status have the right to cooperation or partnership for distributing books in Vietnam, in accordance with Vietnamese law and the international conventions to which Vietnam is a party*”.

- **Policy on investment**

In 2009, the Vietnam Government continued necessary investment in the publishing industry.

- + It allocated VND 9.5 billion to 27 publishing houses for publishing 185 titles with 195,000 copies. These publications are categorized as being ordered by the Government.
- + It provided VND 2.5 billion to 6 distribution agencies for exporting Vietnamese publications to a number of foreign countries.
- + It supplied 1.4 million copies of educational books valued at VND 6 billion to 13,000 elementary and junior secondary schools in difficulty-hit regions.
- + It supplied publications valued at VND 8 billion to 400 libraries in mountain, borderland, and remote regions across the country.
- + It supplied 144,284 copies of books valued at VND 4.9 billion to “itinerant book-stores” from provinces or cities to grass-roots level of administration in order to enhance the intellectual standard of the population.
- + It granted 900,000 copies of books valued at VND 7.5 billions to children of war martyrs and invalids.

The Government’s investment serves as incentives to promote the publishing industry.



## ABPA Strategic Plan for the period of 2010-2011

Reckoning that members of the ABPA generally have limited disposable resources at the regional or international fronts, strategies will be further streamlined but with cautions so that the objectives of ABPA will not be compromised.

The Strategic Plan for ABPA for the period of 2010-2011 will be focusing on the following three key result areas (KRA):

- A. Building Capacity
- B. Raising ABPA's Profile
- C. Enhancing ABPA's Effectiveness

### Proposed activities or programs for the KRAs:

#### A. Building Capacity

1. ABPA Training Workshop
2. WIPO/IPA/Commonwealth Foundation funded seminar or conference
3. ABPA/APPA Book Awards
4. Matrix of National Book Policy
5. Membership Development

#### B. Enhancing ABPA's Visibility

1. Writing/Reading Competition
2. Book Donation/Charity Program
3. Program/Seminar Endorsement
4. ABPA e-Newsletter

#### C. Enhancing ABPA's Effectiveness

1. ABPA Directory
2. Website Development
3. Collaboration
4. JV Projects

### Assignment of tasks to the Working Committees

- Book Fairs, International Fora and Foreign Affairs Committee  
Chair: Mr. Abd Halim Ismail  
A3: ABPA/APPA Book Award  
B3: Program/Seminar Endorsement
- Legal, Copyright and Licensing Committee  
Chair: Atty. Dominador D. Buhain  
A4: Matrix of National Book Policy



## ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

- Training and Development Committee  
Chair: Ms. Triena Ong  
A1: ABPA Training Workshop  
A2: WIPO/IPA/Commonwealth Foundation funded seminar or conference
- Co-Publishing, Translation, Marketing and Distribution Committee  
Chair: Mr. Setia Dharma Madjid  
C3: Collaboration  
C4: JV Projects
- Information and Public Relations Committee  
Chair: Ms. Risuan Aramcharoen  
C1: ABPA Directory  
B4: ABPA e-Newsletter  
C2: Website Development
- ASEAN-wide Readership Committee  
Chair: Hajah Aminah Momin  
B1: Writing/Reading Competition  
B2: Book Donation/Charity Program
- Membership and Technology Committee  
Chair: Dr. Tran Doan Lam  
A5: Membership Development

The ABPA Strategic Plan 2010-2011 was presented by the President at the 2010/01 EXCO Meeting held on 22 February 2010 in Brunei Darussalam. The document was formally adopted upon a proposal by Atty Dominador D. Buhain which was seconded by Mr. Tan Wu Cheng.



## Report of the Information and Public Relations Subcommittee

Activities taken by Information and Public Relations Subcommittee during last period are mostly related to the redeployment of ABPA web site as follow:

- We've moved away from previously used "Google sites" and redesigned the site using WordPress as web publishing tools. New layout and up-to-date information is online since July 2010. The domain name is still "abpa.asia" and the server that hosted the site is provided with compliments from SBPA.
- Most information on the web is revised, including current structure of ABPA executive committee, working subcommittee, name and position of chief delegates from each member countries.
- The Worldwide book fair calendar is revised to include all upcoming events in 2010 and 2011, both by ABPA member countries and other major book fairs in Asia, Europe, USA, Middle East, etc.
- Main article section has been update to include description and photos of events as
  - 2 Executive Committee meetings, both in Brunei Darussalam in February and in Singapore in May.
  - APPA (Asia Pacific Publishers Association) Annual General Assembly in Cebu, Philippines in June, which ABPA past president, Atty Buhain, was elected as the new APPA president for 2010-2012.
- RSS news feed from MABOPA and SBPA is included on the home page of ABPA web site for instant update of any news from both countries.



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel: +603-78805840 Fax: +603-78805841 www.abpa.asia

## Financial Report Submitted by Ms Breezy Santiago



*receiving up  
Tambulolong  
22/2/2010.  
TAM Wu (long)*

### FINANCIAL REPORT

A. Amount turned-over by the previous ABPA Administration last August 31, 2007 .....	\$ 663.03
B. Annual Membership Fees of US \$ 100.00 (2007)	
a. Indonesian Book Publishers Association (IKAPI)	- 100.00
b. Malaysian Book Publishers Association (MABOPA)	- 100.00
c. National Book Council of Malaysia (NBCM)	- 100.00
d. Singapore Book Publishers Association (SBPA)	- 100.00
e. Publishers and Booksellers Association of Thailand (PUBAT)	- 100.00
f. Vietnam Publishers Association (VPA)	- 100.00
	<u>5600.00</u>
C. Balance forwarded to the Bank of the Philippine Islands (08 Oct 2007).....	\$1,263.00
D. Membership fee for 2007 – PEPA (07 Nov. 2007).....	100.00
E. Total Money in bank plus interest (31 Dec 2007) .....	1,364.45
F Membership fee Bewan Bahasa dan Pustaka (Brunei) (04 March 2008).....	100.00
G. Total Money in bank plus interest (31 March 08).....	1,466.08
H. PUBAT Membership Fee for 2008 (23 May 2008).....	100.00
I. Total Money in Bank (23 May 2008).....	1,566.08
J. Revenue (Jan. 1, 2008 to May 20, 2008) – 2008 Membership Dues	
1. PEPA	- 100.00
2. Philippine Book Development Federation (Philbook)	- 100.00



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

page 2 of ABPA Financial Report . . .

K.	Total money in bank 30 May 2008.....	\$1,766.08
G.	Additional payments of membership fee(2008)	
	a. IKAPI .....	100.00
	b. National Book Council of Malaysia .....	100.00
	c. Malaysian Book Publishers Association... ..	100.00
	d. Singapore Book Publishers Association... ..	100.00
	e. Vietnam Publishers Association.....	100.00
		<u>500.00</u>
H.	Total Fund as of June 30, 2008 including interest.....	\$2,268.09
I.	Membership Payment of Brunei (2008) (19 Sept, 2008) .....	100.00
J.	Total Fund as of September 19, 2008 .....	\$2,368.09
K.	Total money in bank as of 30 Sept, 2008 including interest .....	\$2,370.79
L.	Total money in bank as of 31 March, 2009 including interest .....	\$2,375.45
M.	2009 Membership Fees (April 1, 2009)	
	a. Dewan Bahasa dan Pustaka.....	100.00
	b. Indonesian Book Publishers Association .....	100.00
	c. Malaysian Book Publishers Association.....	100.00
	d. National Book Council of Malaysia.....	100.00
	e. Philippine Educational Publishers Association.....	100.00
	f. Singapore Book Publishers Association.....	100.00
	g. Publishers and Booksellers Association of Thailand.....	100.00
		<u>700.00</u>
N.	Total fund as of April 8, 2009.....	3,075.45
O.	Total money in bank including interest as of September 30, 2009.....	\$3,079.03



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

page 3 of ABPA Financial Report . . .

P. Membership Fees

- a. PUBAT (Nov. 9, 2009 as payment for 2010).....100.00
  - b. Philbook (Nov. 12, 2009 as payment for 2009).....100.00
- 200.00

Q. Total money in bank including interest as of February 17, 2010.....\$3,280.92

**Deposited Under Dollar Savings Account  
No.0214-0245051  
Bank of the Philippine Islands**

*Carbunking  
22/2/2010  
TAK WU CHANG*

Prepared by:

*Lee B. Ulangca*  
**MS. LEE B. ULANGCA**  
**Deputy Secretary General for**  
**Operations and Concurrent Finance**  
**Officer, ABPA**  
**ABPA 2007- 2009**

Noted:

*Dominador D. Buhain*  
**ATTY. DOMINADOR D. BUHAIN**  
**ABPA President 2007-2009**



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 www.abpa.asia

## Financial Report for the period of 4 November 2009 - 16 September 2010.

<b>A. INCOME</b>	
Opening balance	\$3,280.92
Membership Fees for 2010 received:	
a. Malaysian Book Publishers Association (MABOPA)	\$100.00
<b>B. TOTAL INCOME</b>	<b>\$3,380.92</b>
<b>C. EXPENSES</b>	<b>\$0.00</b>
AGM 2009 Expenses	\$0.00
EXCO Meeting 1/2010	\$0.00
EXCO Meeting 2/2010	\$0.00
AGM 2010 Expenses	\$0.00
Secretariat Expenses	\$0.00
Misc Expenses	\$0.00
<b>D. TOTAL EXPENSE</b>	<b>\$0.00</b>
<b>E. BALANCE</b>	<b>\$3,380.92</b>
<b>F. BALANCE CARRIED FORWARD</b>	<b>\$3,380.92</b>

Certified correct by,

*(Original Signed)*  
ARIEF HAKIM SANI, RAHMAT  
Secretary General

Note :

1. The currency is US Dollar.
2. The fund is being kept as cash-in-hand and does not earn any interest income.



## **Motion No 1**

To consider, and if thought fit, to pass the following resolution:

That the Annual Membership Fee to the ASEAN Book Publishers Association be increased from USD\$100 to USD\$200.

Reasons:

1. The fee has not been increased for several years, despite inflation and the increased cost of managing the Association.
2. Since the number of ABPA members is limited to the total number of 10 ASEAN countries, there is a limit to expansion of ABPA membership and hence income.
3. Members of the ABPA have the benefit of the free booth space at each book fair -- which in real terms is of much greater value than the US\$100 or even \$200.
4. The ABPA should try to slowly build up its savings in order to eventually conduct meaningful projects of mutual benefit.

Proposer:

Ms Triena Ong,  
President,  
Singapore Book Publishers Association.



# ASEAN BOOK PUBLISHERS ASSOCIATION

Secretariat Address: No. 7-6, Block E2, Jalan PJU 1/42A, Dataran Prima, 47301 Petaling Jaya, Selangor, MALAYSIA.  
Tel : +603-78805840 Fax : +603-78805841 [www.abpa.asia](http://www.abpa.asia)

