

BOOKS ACROSS SEA

A Book Publishing Conference in Southeast Asia

August 28–29, 2007 • Bayview Park Hotel, Manila, Philippines

Rationale

There is no book trade taking place among countries in Southeast Asia today. We are not buying one another's books, neither are we trading translation or adaptation rights. Whatever publications there are developed and put out on grants or by the ASEAN-COCI are not sold but donated to libraries or circulated to member countries at limited copies per country.

The book trade that happens is exclusively the purchase, usually huge, by Southeast Asian bookstores, libraries and schools of books by American and British publishers. It is never ever the other way around.

Books carry men and women's ideas across cultures, across the world. And to not be able to read books from nations in our part of the world is to be separated again and again from these neighbors even after the age of colonialism has long passed. We remember well and fully how the Western empires once upon a time divided up Southeast Asia: The British had Burma, Malaysia, Singapore and northern Borneo; the Dutch had Indonesia; the Portuguese, eastern Timor; the Spaniards and Americans, the Philippines; the French, Vietnam, Cambodia and Laos; and quasi-independent Thailand survived "on the sufferance between the colonies of rival London and Paris." [Benedict Anderson] Rivalry among these empires was such that they closed off their territories to other influences, thereby entrenching more deeply and irreversibly their control over these territories. It is therefore not an accident that despite our nearness to one another, we are not interested in one another's literature, history and arts and ideas. But the challenge before us is how to get, and stay, connected in this our part of today's global world.

Objective

To deepen in the minds and hearts of various sectors of society in the different nations of Southeast Asia public awareness of books written and published by, and in, one another's country.

Target Participants

Educators (public and private, all levels), librarians, book publishers and sellers, writers, editors, artists (designers and illustrators), university presses, government agencies involved in education, social welfare, and trade, book reading advocates, corporations and their foundations, and entrepreneurs from all over Southeast Asia.

Conference Fee (Group Rates) *

Php 2,700 each – 1 to 4 delegates	US\$95 – early bird rate for foreign delegates
Php 2,500 each – 5 to 9 delegates	US\$120 – regular rate for foreign delegates after July 1, 2007
Php 2,000 each – 10 and above delegates	

* Inclusive of Certificate Of Attendance, Lunch, Morning and Afternoon Snacks

PLENARY SESSIONS WITH Q&A

August 28, 2007

9 am – 10:00am "Books in the Connected Global World" , Eric Oei, President, Periplus

1:30 pm– 2:45 pm "Books and Schools: Partners in Education" Emerlinda Roman, President, University of the Phils.

August 29, 2007

9 am – 10:00 am "Books and Libraries: A Symbiotic Relationship" Heather Mansell, Manager, Innovative Projects, State Library of New So. Wales)

1:30 pm – 2:45 pm "Books and Rights: Trade and Protection" Adrian Cristobal, Jr., Director, Intellectual Property Office

PANEL FORMAT will be used for every session to facilitate real dialogues among involved sectors. In every panel will sit an author/artist, publisher, seller/distributor, educator, librarian, government and reading advocate.

MANILA INTERNATIONAL BOOK FAIR formally opens at 6:00 p.m. on August 29 at The World Trade Center Metro Manila.

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SCHEDULE OF CONCURRENT PANELS

August 28, 2007 10:30 – 12:00

CULTURE-CONNECT: Making Books Across Cultures

- How do we make books for a regional market?
- What are the emerging trends worldwide?
- How do we reconcile culture-specific books and global trends?

PRODUCT EXCELLENCE-CONNECT: Making Better and Competitive Books

- What is the state and quality of editorial and art services in the region?
- How much outsourcing is taking place?
- What is the state and quality of printing in the region?
- How much trans-printing is taking place?

MARKET-CONNECT: How Books Must Travel

- How do we jumpstart book trading in Southeast Asia?
- How do we market our books in the region?
- What are the regional bookstore chains and how do they select and purchase?
- How do we trade translation, reprint and adaptation rights?
- How do jobbers sell to libraries in the region?

CONSUMER-CONNECT: Books and their Users

- Do regional libraries build collections on other nations and cultures? How?
- What are the general guidelines for selection and acquisition?
- What is the profile of the region's trade market?
- Are publishers reaching out only to their overseas citizens?

August 28, 2007 3:00 – 4:30

CULTURE-CONNECT: Making Textbooks and Children's Books Across Cultures

- Can textbook (authorship and development) cross cultures?
- How do we portray or represent other nations and cultures in the region?

PRODUCT EXCELLENCE-CONNECT: Making Better and Competitive Textbooks and Children's Books

- What is the state of educational materials in the region: print or electronic?
- How do we share one another's folklore, literatures and best ideas as content for textbooks and children's books?
- How much outsourcing of editorial and art expertise is taking place?
- What are the art and writing contests in the region?

MARKET-CONNECT: How Books Must Travel

- How successful are the bookfairs in the region?
- What is the state of the trade in translation, reprint and adaptation rights? How involved are literary agents and representatives?
 - Does the region's National Education Ministries/Departments outsource textbooks?

CONSUMER-CONNECT: Books and Children

- How do we develop reading curricula across the region?
- What issues/topics cut across cultures?
- Are we reading one another's literature?

AUGUST 29, 2007 10:30 – 12:00 NN

CULTURE-CONNECT: Libraries as Repositories of Cultures

- Should libraries be repositories of other cultures as well?
- How must libraries select and acquire books in a global/regional context?
- How do we build the Southeast Asian/Asian collection?

PRODUCT EXCELLENCE-CONNECT: Updating Collections

- What are CONSAL's exchange programs for Southeast Asian Libraries?
 - How important is the professionalization of Librarianship?
 - What is the story behind the Philippine model?

MARKET-CONNECT: Library Selling in the Region

- How do we sell our books to libraries in the region? What really is the business of jobbers?
- What is the state of online access between and among libraries in the region?
 - How do we promote cross-border subscriptions to journals and magazines?
- How do we consolidate purchases of library books in the region?

CONSUMER-CONNECT: Reading Literacy Campaigns in the Region

- Reading Literacy Campaigns: Exemplary Models
- Individual Online Access to Any Library in the Region
- Managing Libraries into Active Reading Centers: Best Practice

August 29, 2007 3:00 – 4: 30

CULTURE-CONNECT: Balancing Trade and Protection

- How do we protect our cultures even as we share them?
 - How are rights of folklore and craft designs of indigenous peoples protected? Who collects for them?

PRODUCT EXCELLENCE-CONNECT: Rights Trade Toward Creativity

- Will bilateral or Asean cultural agreements facilitate the regular exchange of the best in cultures as content in textbooks?
- How can the rights trade promote creativity and productivity?

MARKET-CONNECT: The Best at the Least Cost

- To discourage piracy, how can we help make the best sell at the lowest cost?.
- What are reprographic rights and how do we enforce these?
- What's the profile of the internet market? Are internet users book readers?

CONSUMER-CONNECT: Who is Afraid of the Internet?

- What really is "fair use"?
- How is the individual creator protected on the internet?
- Can the internet truly promote and generate printed book sales?

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REGISTRATION FORM

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Php 2,700 each – 1 to 4 delegates US\$95 – early bird rate for foreign delegates
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You can call the BDAP Secretariat or Primetrade Asia, Inc. for check pick-up or you may deposit payment to any Security Bank Branch. Account details are given below: Fax the validated deposit slip to the Secretariat:

Savings Account Number: 0461-027733-001
Account Name: Book Development Association of the Philippines, Inc.
Checks are payable to: Book Development Association of the Philippines

For Room Accommodations: (excluded from conference fee)

- I. Bayview Hotel
A. Superior Room
Room Only – Php 2,700.00 net/room/night
With Breakfast – Php 3,200.00 net/room/night
B. Suite Room (inclusive of buffet breakfast)
Bayview Executive Suite – Php 6,500.00 net/room/night
- II. Hotel La Corona
1166 M.H. Del Pilar cor. Arquiza Street, Ermita, Manila
Triple sharing – Php 600.00 net/head/night

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