AFRICAN YOUTH LITERATURE:
WHAT VISIBILITY ON THE MARKET?

► Preparatory and thematic workshop
23 to 24 March 2013

► Bologna Children’s Book Fair
25 to 28 March 2013 / hall 29, stand C/57

In partnership with the Bologna Children’s Book Fair

INTERNATIONAL ASSEMBLY OF INDEPENDENT PUBLISHERS,
SUSTAINING AND STRENGTHENING BIBLIODIVERSITY
BACKGROUND

Since 2009, on request of some African children’s books publishers, the Alliance has commercialised their production in France. This activity addresses a double issue: make accessible and visible the literary production published in Africa in the Northern market and, more modestly, participate to a balancing of trade flux between South and North.

Children’s books publishing, in expansion in many regions in the world, is particularly strategic in countries where publishing is emergent — it is indeed through youth literature that tomorrow’s readership is formed. While catering for their local readership, publishers in Africa also wish to be known internationally. Their participation at book fairs in the North, for instance the Montreuil Children’s Book Fair, shows the existence of a readership on the Northern markets.

Although African literary output is sold to the general public in the North, what kind of place may this production have in the fairs were publishing rights are sold? What are the necessary prerequisites to participate in these professional fairs? Would African literature find buyers? The Bologna Children’s Book Fair, the main publishing rights fair in the youth publishing sector, is the ideal space where African publishers can meet and reflect collectively on these issues.

This workshop is facilitated in the context of the International Assembly of Independent Publishers. Consult the Assembly programme on the Alliance’s website: www.alliance-editeurs.org

WORKSHOP PROCEEDINGS
23 AND 24 MARCH 2013

► Participating in an international fair — guidelines: what prerequisites, what South-North and South-South strategies can African publishers develop to maximise their presence in an international fair?

Introduction to foreign rights, the profession’s practices and panorama of international markets by Hannele LEGRAS, literary agent (Hannele and Associates Agency)

► Being present in the North while keeping one’s publishing identity: an understanding yet to find, and strategies to develop

Does participating in an international fair “bind” publishers to adapt to some international standards? What publishing strategies could publishers develop to “internationalise” their outputs while meeting the expectations of their local readership?

► Drafting of advocacy document “Towards a greater bibliodiversity: How can we privilege the position of Southern publishers in Northern fairs?”

Consult the workshop’s full programme (in French) on the Alliance's website: www.alliance-editeurs.org

BOLOGNA CHILDREN’S BOOK FAIR
25 TO 28 MARCH 2013

► Meet publishers on the Africa stand: hall 29, stand C/57

► Note the seminar “Multiculturalism in Children’s Books: Difference in Translation”

With the participation of: Hasmig CHAHINIAN (La joie par les livres, IBBY vice-President); Wendy COOLING (Book consultant, reviewer and editor, UK), Agnès GYR (Bakame, Rwanda) and Cristina WARTH (Pallas, Brazil), both spokespersons of the Alliance’s workshop.

Tuesday 26th, March. Hall 30 stand A/45 at the Translators Café
PARTICIPANTS DIRECTORY

AGO ÉDITIONS (TOGO) – HALL 29, STAND C/57

“For a long time, Togolese read occidental comic strips. Over the past few years, some young Africans are creating black heroes that meet the expectation of their readers. In Lome, the group led by Koffivi Assem seeks to value black culture through its images, promote young readers’ reading and develop talents in drawing and script writing. Result: “AGO or African superheroes” comic strips are available every three months in kiosks and shops around the Togolese capital. Most are structured as series”. © Togocultures

Representative: Paulin ASSEM
E-mail: paulinassem@yahoo.fr

BAKAME (RWANDA) – HALL 29, STAND C/57

Bakame is a not-for-profit independent publishing house, specialised in the production of quality literature aimed at Rwandan youth. Books are written for all in Kinyarwanda and are sold at an accessible price. Bakame Publishers support and encourage a reading culture in Rwanda.

Representative: Agnès and Peter GYR UKUNDA
E-mail: agnes.gyr@bakame.ch / agnes.gyr@nachricht.ch
Website: www.bakame.org

BLD (SENEGAL) – HALL 29, STAND C/57

BLD Publishers’ production (BLD: French acronym for Library Reading Development) is characterised by the beauty of its illustrations and promotion of African culture. The objective of BLD is to make available for African readers books with which they can identify and recognise their life style. BLD’s production is grouped in various collections: “Tété” for children aged 0 to 5 year old; “Gué” for 6 to 8 year olds; “Selbé” for 10 to 12 year olds; “Selbé Doc” for 10 to 12 year olds; “Hors Collection” for children aged above 8 year old, and “Galerie Auteurs”, introducing writers and illustrators.

Representative: Antoinette CORREA
E-mail: bld@bldsn.org
Website: www.bld.sn/index.html

DONNIYA (MALI) – HALL 29, STAND C/57

Donniya was founded in May 1996. Its inception occurred in the context of an integrated vision of publishing: in 1994, the printer Imprim Color set up shop. It was the first printing press in Bamako with the capacity to produce good quality colour prints with the graphics studio and integrated computer-assisted photo-engraving. Today Donniya mostly publishes school books; endeavouring to participate in the organisation of a better educational system in Mali. Furthermore Donniya has specialised in three spheres: children’s publications, including educational publications and illustrated books (tales); publishing in the cultural sphere with the magazine “Tapama”, focussing on heritage and art, and last but not least in the sphere of national languages, with French-Bambara and Bambara-French dictionaries, as well as practical lessons in Bambara.

Representative: Sékou FOFANA
E-mail: sekouf@ymail.com
Website: www.editionsdonniya.com

GANNDAL (REPUBLIC OF GUINEA) – HALL 29, STAND C/57

Ganndal was created in June 1992 as a corporation legally constituted under Guinean law. Its catalogue includes works in the following fields: textbooks, children’s and young people’s literature, general literature, coffee table books and publications in national languages. Committed to working in partnerships, Ganndal has developed an extensive network of South-South and North-South collaborations. This publishing firm has thus produced a large number of books, of all genres, through co-publishing or co-production projects with foreign publishers. Locally, Ganndal coordinates the activities of REPROLIG (a network of Guinean publishers) and is also an active member of the African Publishers Network (APNET).

Representative: Aliou SOW
E-mail: aliou2sow@yahoo.fr
Website: http://editionsganndal.blogspot.fr
RUlleaux D'Afrique (Benin) – Hall 29, Stand C/57
Ruisseaux d’Afrique is a Beninese publishing house, specialising in children's publications: nearly 150 works in around 20 collections (activity books, illustrated albums, children's novels, documentaries, coffee-table books, human sciences etc.). Its output is also oriented towards the presentation of African art and life in Africa. It is a platform from which African painters, authors, artists and illustrators can express themselves. Ruisseaux d’Afrique is involved in several pan-African and international co-publication networks.

Representatives: Cendra GBADO BATOSSI / Pierre GBADO
E-mail: beatrice.gbado@ruisseauxdafrique.com
Website: www.ruisseauxdafrique.com

▶ TO CONSULT THE PUBLISHERS' LITERARY PRODUCTION, SEE ALSO THE COLLECTIVE CATALOGUE "LECTURES D’AFRIQUE(S)":
CONTACT:
Alliance team
assises@alliance-editeurs.org

International Alliance of Independent Publishers
38, rue Saint-Sabin
75011 Paris - FRANCE
Tel. + 33 (0)1 43 14 73 66
www.alliance-editeurs.org