

THE  
LONDON  
BOOK  
FAIR®



**M** Midas  
Public Relations

South Africa  
MARKET FOCUS 2010



## **SOUTH AFRICA TO SHOWCASE ITS BOOK INDUSTRY AT THE LONDON BOOK FAIR 2010**

### **FOR IMMEDIATE RELEASE**

London, Monday 19<sup>th</sup> April, 2010—South Africa will be centre stage at The London Book Fair 2010, as it takes the role of Market Focus guest country.

The Market Focus initiative is targeted at boosting trade with a specific region, with the ultimate aim of helping to build long term business partnerships and increase publishing business between the country and the international book industry.

Following the success of the India Market Focus in 2009 and the Arab World Market Focus in 2008, this year's scheme will celebrate South Africa's literary and publishing achievements, while showcasing the opportunities it offers to the rest of the world.

With 11 official languages and numerous superb writers and publishers, the choice of South Africa as Market Focus country is particularly timely as the country is experiencing strong economic growth – and is preparing to host this summer's FIFA Soccer World Cup.

The London Book Fair has worked in close collaboration with the British Council as Cultural Programme Partner for the past three years to bring this initiative to fruition. The South Africa Market Focus Cultural Programme is called 'One Nation, Many Voices,' reflecting the breadth and diversity of the country's literary scene.

### **South Africa, the Market**

South Africa presents an intriguing market for publishers, agents and rights buyers and sellers.

- The population of South Africa is over 48.7 million - mid-2008 (South Africa Government Online)
- English is the Lingua Franca, but there are 11 official languages, 9 of which are African. The official languages are: Afrikaans, English, isiNdebele, isiXhosa, isiZulu, Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonga. This reflects a variety of ethnic groupings which nonetheless have a great deal in common in terms of background, culture and descent.
- Total adult literacy rate is 88% from 2000 - 2007 (UNICEF)
- The size of the total book market is £260 million (2007 PASA figures)
- There are 115 Publishing companies (2007 PASA figures)
- Much revenue comes from educational publishing, followed by trade and academic.

- The market is dominated by 2 main retail chains: CNA (180 stores) and Exclusive (30 stores). There are over 400 bookshops in total.
- South Africa boasts two Nobel winners in literature: Nadine Gordimer and JM Coetzee.
- Henrietta Rose-Innes was named the winner of the Caine Prize 2008 for African Writing
- The FIFA Soccer World Cup will take place in South Africa in 2010.

### **South Africa at The London Book Fair**

- The London Book Fair 2010 will feature a delegation of around 300, over 54 publishers.
- Dr. Mamphela Ramphele, the first woman and first black South African to hold the position of Vice-Chancellor at the University of Cape Town, is the keynote speaker at this year's London Book Fair Chairman's Breakfast. Dr. Ramphele is also a businesswoman and medical doctor and was an anti-apartheid activist. She was one of the founders of the Black Consciousness Movement (BCM), along with Steve Biko, and was voted 55<sup>th</sup> in the Top 100 Great South Africans in 2004. She is currently chairperson of Circle Capital Ventures. She is a director of several major companies, as well as trustee on the board of the Rockefeller Foundation in New York. (*Cited from 'Who's Who South Africa'*)
- The London Book Fair's Author of the Day on Tuesday 20<sup>th</sup> April will be André Brink, one of South Africa's most distinguished writers, in recognition of the important work he has done in the modernisation of the Afrikaans language novel.
- An invitation-only Market Focus reception will take place Tuesday 20<sup>th</sup> April at Earl's Court.

### **The London Book Fair and British Council Cultural Programme - 'One Nation, Many Voices'**

Events organised with the British Council as part of the 'One Nation, Many Voices' Cultural Programme include:

- Forty-seven authors, poets, playwrights, activists and academics, representing nine of the eleven official spoken languages of South Africa are contributing to the diverse cultural programme, including: South African Poet Laureate Professor Keorapetse Kgositsile; acclaimed author Damon Galgut (short-listed for the Man Booker Prize in 2003); political activist and writer, Achmat Dangor; prestigious novelist Gillian Slovo; multi-award-winning poet, writer and academic Antjie Krog; children's writer Beverley Naidoo; as well as John van de Ruit, Jonny Steinberg, Zakes Mda, Zoe Wicomb and Professor Njabulo Ndebele.

### **Market Focus Professional Programme**

A professional programme of Market Focus seminars, events and industry debates created by The London Book Fair and the British Council to help international publishers better understand how the region's market operates will take place during the fair. Located in meeting rooms within the Earls Court Conference Centre, professional Seminar topics for 2010 will include:

- An overview of the South Africa Book Market (in conjunction with PASA and the Publishers Association UK)
- Why buy South African content? (fiction /non-fiction)
- Overview of Academic / STM publishing in South Africa
- Distribution channels and new routes to market in South Africa and the wider Southern African region
- Overview of Children's and Educational publishing in South Africa

- Overview of Trade publishing in South Africa
- South Africa 2010, Writing sport: *The effect that the FIFA Soccer World Cup will have on writing, reading and politics*
- Fiction writing in South Africa Today: *Imagining South Africa*
- Writing Crime in South Africa: *How accurately does this genre reflect the reality in South African society?*
- The New South African Reader: *Reading development and the reading culture in South Africa today*
- One Nation Many Voices: *How writing in English can be informed by a writer's indigenous language*
- South Africa in Africa: *Why is South Africa seen as distinct from the rest of Africa?*
- South African Literary Journals: *What can magazines and journals offer that books don't?*

### **PEN Literary Café - Authors 'In Conversation'**

As in previous years, the popular PEN Literary Café in the main atrium will be the setting for authors 'in conversation,' featuring South African guests such as:

- Professor Keorapetse Kgotsitsile interviewed by Mark Lawson (Monday 19<sup>th</sup> April, 10am - 10:30am)
- Author of the Day Andre Brink interviewed by Alec Russell (Tuesday 20<sup>th</sup> April, 11:30 - 12:30)
- Antjie Krog and Sindiwe Magona interviewed by Sue MacGregor (Wednesday 21 April, 1pm - 1:30pm)

### **External Market Focus Seminars and Events**

External Market Focus seminars will also take place at The British Library, Foyles Bookshop and The Southbank Centre as part of the British Council's 'One Nation Many Voices' South Africa Cultural Programme. Open to the public, these will include the following issues:

- Country of Contrasts: *How South African authors approach the dichotomies in their society*
- The Legacy of Struggle: *The continued resonance of Anti-Apartheid writing in South Africa*
- South Africa: A United Country?: *What does it mean to be South African?*
- Negotiating the Past: *The importance of remembering and forgetting a troubled past*
- An Evening of Comedy, Performance, Poetry and Spoken Word from South Africa
- Goal! Match! Victory! Freedom! What the 2010 World Cup means to the home team

### **Market Focus Handover Ceremony**

The Invitation-only Market Focus Handover Ceremony will take place in the English PEN Literary Cafe on Wednesday, 21<sup>st</sup> April from 4pm - 5pm.

Full details of The London Book Fair Market Focus seminars and events can be found at [www.londonbookfair.co.uk](http://www.londonbookfair.co.uk), and more information on The London Book Fair and British Council Cultural Programme 'One Nation, Many Voices' at [www.britishcouncil.org/arts-literature-londonbookfair](http://www.britishcouncil.org/arts-literature-londonbookfair).

END

## **NOTES TO EDITORS:**

### **THE LONDON BOOK FAIR**

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels. Taking place every spring in the world's premier publishing and cultural capital, it is a unique opportunity to explore, understand and capitalise on the innovations shaping the publishing world of the future. The London Book Fair brings you direct access to customers, content and emerging markets. The London Book Fair 2010 will take place from 19th – 21st April. For more details, please visit: [www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)

### **THE MARKET FOCUS PROGRAMME**

The Market Focus programme was first created in 2004 for LBF to draw attention to certain countries and highlight the trade links with this territory, its publishing industry and the opportunities for conducting business with the rest of the world.

### **THE BRITISH COUNCIL**

The British Council is the UK's international organisation for educational opportunities and cultural relations. We work in over 100 countries worldwide to build engagement and trust for the UK through the exchange of knowledge and ideas between people. We work in the arts, education, English, science, sport and governance and last year we engaged face to face with 13.2 million people and reached 221 million. We are a non-political organisation which operates at arm's length from government. Our total turnover in 2008/9 was £645 million, of which our grant-in-aid from the British government was £209 million. For every £1 of government grant we receive, we earn £2.21 from other sources. [www.britishcouncil.org](http://www.britishcouncil.org)

### **SOUTH AFRICA MARKET FOCUS OFFICIAL PARTNERS**

The official partners for South Africa Market Focus from the UK include: Activair, African Writers Abroad & Sable magazine, Canon Collins Trust, Commonwealth Foundation, English PEN, Foyles, International PEN, Newcastle University, Portobello Books, SOAS, South Africa High Commission, Southbank Centre, The British Library and Writer's Centre Norwich. The official partners from South Africa include: MAPPP-SETA, NB publishers, Pan Macmillan, Penguin SA, Premier Freight, Publishers Association South Africa, Random House Struik, and South Africa Tourism.

### **SOUTH AFRICA MARKET FOCUS SEMINARS:**

#### **Monday 19<sup>th</sup> April 2010**

10:00 - 11:00 Official Opening of South Africa Pavilion  
South Africa Pavilion Networking Area, Earls Court 2

10:00 - 11:00 South Africa 2010: Writing sport  
Thames Room, Earls Court 1

Organised by The British Council  
Chair Mihir Bose

Speakers

Mr John Inverdale, Broadcaster

Mr Ndumiso Ngcobo, Author

Mr Simon Kuper, Sports Journalist, Financial Times newspaper

Mr Thando Mggolozana, Author

11:30 - 12:30 Overview of South African Book Market

Thames Room, Earls Court 1

Organised by PASA and The PA

Chair Mr Brian Wafawarowa

Speakers

Mr Chris Paterson, International Publishing Consultant

Mr Stephen Johnson, MD, Random House Struik

Ms Ann Betts, Commercial Director, Nielsen Book

Ms Fathima Dada, CEO, Maskew Miller Longman

13:00 - 14:00 Overview of Academic Publishing in South Africa

Thames Room, Earls Court 1

Chair Veronica Klipp

Speakers

Mr Steve Naude, Pearson

Ms Beth Le Roux, University of Pretoria

14:30 - 15:30 Overview of Trade Publishing in South Africa

Thames Room, Earls Court 1

Chair Mr Brian Wafawarowa

Speakers

Mr Jeremy Boraine, Publishing Director, Jonathan Ball Publishers

Ms Alison Lowry, MD, Penguin South Africa

Ms Eloise Wessels, MD, NB Publishers

Ms Terry Morris, MD, Pan Macmillan South Africa

16:00 - 17:30 Why buy South African Content?

Thames Room, Earls Court 1

Industry representatives speak out about current trends. Followed by networking drinks.

Chair Ms Nèlleke de Jager

Speakers

Mr Etienne van Heerden, Author

Mr Niq Mhlongo, Author

Ms Isobel Dixon, Blake Friedmann Agency

Ms Rebecca Servadio Kenan, International Scout for Major International Publishers

## **Tuesday 20<sup>th</sup> April 2010**

10:00 - 11:00 South Africa in context

Thames Room, Earls Court 1

Organised by The British Council

Chair Rachel Holmes

Speakers

Mr David James Smith, Journalist

Mr Elias Masilela, Head of Policy Analysis, Sanlam Investments

Mr Ivan Vladislavic, Author

Mr Mark Gevisser, Journalist and Author

11:30 - 12:30 Imagining South Africa: Fiction writing in South Africa today

Thames Room, Earls Court 1

Organised by The British Council

Chair Aminatta Forna

Speakers

Mr Damon Galgut, Author

Ms Kopano Matlwa, Author

Ms Maxine Case, Author

Ms Nadia Davids, Author

13:00 - 14:00 Writing Crime in South Africa

Thames Room, Earls Court 1

Organised by The British Council

Chair Tom Harper

Speakers

Mr Deon Meyer, Author

Mr Jonny Steinberg, Author

Ms Angela Makholwa, Author

Ms Gillian Slovo, Author

14:30 - 15:30 The New South Africa reader

Thames Room, Earls Court 1

Organised by The British Council

In association with the Commonwealth Foundation

Chair Miranda McKearney

Speakers

Mr Chris van Wyk, Author

Mr John van de Ruit, Author

Mr Njabulo Ndebele, Author

Ms Antjie Krog, Author

Ms Beverley Naidoo, Author

16:00 - 17:00 One nation many voices

Thames Room, Earls Court 1

Organised by The British Council, In Association with the Commonwealth Foundation

Chair Lutz Marten

Speakers

Mr Mandla Langa, Author

Mr Sihle Khumalo, Author

Mr Sipiwo Mahala, Deputy Director for Books and Publishing, National Department of Arts and Culture

Ms Antjie Krog, Author

17:30 - 18:30 South Africa in Africa

Thames Room, Earls Court 1

Organised by The British Council

Chair Richard Dowden

## Speakers

Mr Diran Adebayo, novelist, short fiction writer and cultural critic

Mr Njabulo Ndebele, Author

Mr Zakes Mda, Novelist, playwright, painter and music composer

Ms Kadija George, Literary activist, editor and publisher

## **Wednesday 21<sup>st</sup> April 2010**

10:00 - 11:00 Overview of Children's and Educational Publishing

Thames Room, Earls Court 1

Chair Brian Wafawarowa

### Speakers

Mr Martin Dlamini, Nutrend Publishers

Ms Heather Hannaway, Shuter & Shooter

Ms Hennette Calitz, Cambridge University Press

Ms Veronica Napier, Pearson Education

10:00 - 11:00 Making the most of the Market Focus

Marlborough Room, Earls Court 1

Organised by The British Council

Chair Emma House

### Speakers

Mr Neel Mukherjee, Writer

Ms Sheila Lambie, Senior Lecturer in Marketing, Oxford Brookes

Professor Amanda Hopkinson, Professor of Literary Translation, University of East Anglia

11:30 - 12:30 Distribution and Other Routes to Market in South Africa and Southern Africa

Thames Room, Earls Court 1

Chair Simon Littlewood

### Speakers

Mr Arend Kotze, CEO, On The Dot

Mr Brian Wootton, CEO, New Holland Publishers

Mr Fred Withers, MD, Avusa Retail

13:00 - 14:00 South African Literary Journals

Thames Room, Earls Court 1

Organised by The British Council

In partnership with African Writers Abroad and Sable LitMag. Supported by Arts Council England

Chair Pumla-Dineo Gqola

### Speakers

Liepollo Rantekona, Chimurenga

Phakama Mbonambi, Words Etc.

Sandile Ngidi, Baobab

Vonani Bila, Timbila

Mr Allan Kolski - Horowitz, Botsotso Publications

16:00 - 17:00 Market Focus Handover Ceremony

English PEN Literary Cafe, Earls Court 2

## **The London Book Fair and British Council Cultural Programme - 'One Nation, Many Voices'**

18<sup>th</sup> April 1430 - 1600

The British Library

'South Africa: Country of Contrasts'

BBC news presenter George Alagiah chairs a discussion with South African writers Thando Mqgqolozana and Niq Mhlongo, Jonny Steinberg, Marlene van Niekerk.

19<sup>th</sup> April 1830 - 2000

The British Library

'The Legacy of Struggle'

Sixteen after the abolition of Apartheid, we ask four distinguished South African authors how politics has affected their writing, and what they think is the legacy of apartheid for literature in South Africa today. Panellists: Ivan Vladislavić, Chris van Wyk, Zakes Mda and Njabulo Ndebele. Chair by Maya Jaggi.

19<sup>th</sup> April 1830 - 2000

Foyles Bookshop, Charing Cross

'Negotiating the past'

Antjie Krog, Achmat Dangor, Mandla Langa and Zoe Wicomb discuss the importance of remembering or forgetting in relation to a troubled history. Chaired by Claire Fox.

19<sup>th</sup> April 1930 - 2100

The Southbank Centre, Queen Elizabeth Hall

Soweto Kinch and Bra Willie present Salon Shebeen

A night of words and music with an eclectic constellation of South African talents. Southbank Centre's Salon Shebeen features a vivid collaboration across generations between jazz saxophonist Soweto Kinch and South African Poet Laureate Keorapetse Kgositsile (Bra Willie); an audience with living legacy Mrs Evita Bezuidenhout (comedian Pieter-Dirk Uys); and poetry, readings and performance from Malika Ndlovu, Ndumiso Ngobo, Isobel Dixon, Sihle Khumalo and Nadia Davids.

1000 – 1130

Marlborough House

The literary landscape of HIV

South African writers discuss the contribution literature can play in addressing the issues surrounding HIV

Panellists: Jonny Steinberg, Pieter Dirk-Uys, Achmat Dangor

Chair: Rachel Holmes

21<sup>st</sup> April 1800 - 2000

SOAS, London

'The power of Spoken Word'

Join Lesego Rampolokeng, Masoja Msiza and Malika Ndlovu for an evening discussion on the power of poetry and spoken word in Apartheid and contemporary South Africa where we will explore the power of the genre and its use as both an instrument for activism and social engagement. In partnership with the Royal African Society.

21<sup>st</sup> April 1830 - 2000

The British Library

'South Africa: A United Country?'

How does a country forge a national or common story – and is it necessary to do so? A discussion with Etienne van Heerden, Damon Galgut, Zoe Wicomb, Kopano Matlwa. Chaired by Sue MacGregor.

21<sup>st</sup> April 1830 - 2000

Foyles, Charing Cross

Andre Brink in conversation with Isobel Dixon

21<sup>st</sup> April 1945 - 2100

The Southbank Centre, Purcell Room

'Goal! Match! Victory! Freedom! What the 2010 World Cup means to the home team'

In South Africa, football - as everywhere - is not just about winning or losing: it's about masculinity, femininity, sexuality, power, inequality and blessed release. In a curtainraiser to the 2010 World Cup kickoff in Johannesburg, eight of South Africa's most exciting young authors get off the bench and chuck the ball around.

Panellists: Imraan Coovadia, Sipiwo Mahala, Angela Makholwa, Thando Mgqolozana, Pumla Gqola, Zukiswa Wanner and Kevin Bloom. Chair: Mark Gevisser.

22<sup>nd</sup> April 1000 - 1130

New South African Writing

New talents from South Africa will read from their work and reflect upon the diverse voices in South African new literature. The event will be followed by networking drinks.

With Sipiwo Mahala, Kopano Matlwa, Maxine Case, Niq Mhlongo and Thando Mgqolozana

Chair: Mandla Langa

In partnership with Commonwealth Writers Prize

22<sup>nd</sup> April 1845 - 2030

By Invitation only

Foyles Gallery, Charing Cross

Bookshop Barnie with Kevin Bloom. In conversation with Austin Williams.

22<sup>nd</sup> April 1830 - 2000

The Drum, Birmingham

'Personal or Political?'

Achmat Dangor and Gillian Slovo join Zimbabwean writer Brian Chikwava to discuss the importance of personal resonance vs. political relevance in their writing. Hosted by Leeto Thale

22<sup>nd</sup> April 1745 - 1900

Leeds University

South African Literature and Theatre: a conversation with Zakes Mda. Chaired by Sam Durrant and Jane Platsow

22<sup>nd</sup> April 1830 - 2000

Culture Lab, Newcastle University

In Conversation with Andre Brink

23<sup>rd</sup> April 1800 - 2100

By Invitation Only

Khalili Lecture Theatre, SOAS, London

Learning through Literature: A South African Story

A celebration of 25 years since the publication of Journey to Jo'burg by Beverley Naidoo with a discussion on the wider theme of children's writing in South Africa chaired by former Children's Laureate Michael Rosen with South African authors Beverley Naidoo, Gillian Slovo, Njabulo Ndebele, Chris van Wyk and Ret'sepile Makamane.

In partnership with SOAS and Canon Collins Trust

## **CONTACT DETAILS**

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