

THE
LONDON
BOOK
FAIR®



South Africa
MARKET FOCUS 2010

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THE LONDON BOOK FAIR ANNOUNCES ANDRÉ BRINK AS AUTHOR OF THE DAY

EMBARGOED UNTIL TUESDAY 15TH DECEMBER 2009, 00:01

LONDON, 15TH DECEMBER 2009—The London Book Fair and the British Council are pleased to announce **André Brink**, one of South Africa's most distinguished writers, as Author of the Day on Tuesday 20th April, in honour of South Africa as The London Book Fair's Market Focus for 2010.

The London Book Fair Market Focus programme draws attention to specific countries and highlights the trade links with this region, its publishing industry and the opportunities for conducting business with the rest of the world. The popular Author of The Day programme runs over the course of the three day Fair and each author has a bespoke schedule. Tuesday will cast the spotlight on **André Brink** and the important work he has done in the modernisation of the Afrikaans language novel.

André Brink said: *“Authors are notoriously solitary creatures, so an occasion like this is a wonderful opportunity to meet one's actual readers. That is a privilege and a joy I'm looking forward to tremendously.”*

A professional programme of Market Focus seminars, events and industry debates created to help international publishers better understand how the region's market operates will take place during the fair.

Professional Seminar topics for 2010 will include:

- An overview of the South Africa Book Market (by PASA and the PA)
- Why buy South African content? (fiction /non-fiction)
- Overview of Academic / STM 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

Amy Webster, International Key Accounts Manager, The London Book Fair, stated: *“The Market Focus programme is key in helping international publishers better understand how the region's market operates and in identifying local industry issues. With the assistance of the British Council, we very much look forward to celebrating South Africa's literary and publishing achievements and showcasing the opportunities South Africa offers to the rest of the world. Contemporary South African writers follow a distinguished literary tradition and it is an honour to be hosting authors selected from the region.”*

The British Council is the Cultural Programme partner at The London Book Fair, programming leading South African authors together with fresh and exciting talents at the fair, helping to highlight the issues relevant to Market Focus writers today.

Susanna Nicklin, Director of Literature, British Council, says: *“The British Council’s cultural programme offers a real opportunity for people from different cultures to learn about one another. The programme is a chance for readers in the UK to listen to diverse voices from South Africa and hopefully be inspired to find out more for themselves about the wealth of oral and written literatures from that part of the world.”*

South Africa Publishers’ Workshops

As part of the South Africa Market Focus initiative, **The London Book Fair** and the British Council held a series of publishing training workshops for industry professionals over three days at Roode Vallei, outside Johannesburg, in November.

The workshops, designed to prepare publishers on how to maximise business and networking opportunities at the Fair, were attended by 20 publishers who had either never attended **The London Book Fair** before or had been once or twice and felt that they needed additional training on how to make the most of the opportunity.

Colleen Higgs of Modjaji Books said: *“I have seldom been to a workshop where I have learnt so much in such a short space of time. The whole event was extremely valuable and has helped me to feel geared up for The London Book Fair next year.”*

Esther Sibiya of Imisebe Printing and Publishing also commented: *“The Trade market is a new concept for us and we obtained amazing information at the training. We are looking forward to showcasing our product at The London Book Fair.”*

UK Poetry Tour

Other events organised by the British Council as part of the Cultural Programme to mark South Africa as Market Focus country included the Beyond Words poetry tour. The British Council partnered with Apples and Snakes, Sustained Theatre, the Arts Council and South Africa Department of Arts and Culture to facilitate four SA performance poets - Keorapetse Kgositsile, Lebo Mashile, Don Mattera and Phillipa Yaa de Villiers - visiting cities in the UK including Manchester, Birmingham, London and Bristol, to work and perform with poets from the UK.

END

NOTES TO EDITORS:

ABOUT ANDRÉ BRINK

One of South Africa's most distinguished writers, André Brink was born in 1935. Poet, novelist, essayist and teacher, he began work as a University lecturer in Afrikaans and Dutch Literature in the 1960s. He began writing in Afrikaans, but when censored by the South African government, he also began to write in English and became published overseas. He remains a key figure in the modernisation of the Afrikaans language novel.

His book, *A Dry White Season* (1979), was made into a film starring Marlon Brando while *An Instant in the Wind* (1976), the story of a relationship between a white woman and a black man, and *Rumours of Rain* (1978) were both shortlisted for the Booker Prize for Fiction. *Devil's Valley* (1998) explores the life of a community locked away from the rest of the world, and *The Other Side of Silence* (2002), set in colonial Africa in the early twentieth century, won a Commonwealth Writers regional award for Best Book in 2003. He has also written a collection of essays on literature and politics, *Reinventing a Continent* (1996), prefaced by Nelson Mandela.

André Brink has been made a Commander of the Order of Arts and Letters and awarded the Legion of Honour by the French government. In 1992 he was awarded the Monismannen Human Rights Award from the University of Uppsala, for making known the injustice of apartheid to the wider world.

He is Emeritus Professor of English at the University of Cape Town. His latest novels are *Praying Mantis* (2005) and *The Blue Door* (2007). In 2009, a memoir, *A Fork in the Road*, was published.

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

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

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.

CONTACT DETAILS

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