

International Publishers **ASSOCIATION SEMINAR**

'Publishing for Sustainable Development
The Role of Publishers in Africa'

LAGOS
9th May
2018

Hosted at Eko Hotels & Suites
Lagos, Nigeria



international
publishers
association



Seminar **Brief**



About The Seminar

The International Publishers Association (IPA), the world's largest federation of national, regional and specialist publishers' associations, with the support and guidance of the Nigerian Publishers Association is proud to organize a special one-day seminar in the Nigerian capital of Lagos, coinciding with the Nigeria International Book Fair.

The one-day seminar will explore the African publishing market in detail and will bring together book industry professionals from across Africa and beyond to discuss key issues in the industry. The seminar is a response to the need for a platform to discuss sectorial innovation and revitalization, and to develop new ideas and solutions.

The publishing industry plays a key role in addressing the toughest development issues facing countries and communities including poverty, conflict, inequality and unemployment. The African publishing market faces both challenges and opportunities in meeting the needs of future generations and solving future challenges.

The one-day seminar will consist of six panels on topics such as how to strengthen educational publishing in Africa; the role of technology in overcoming illiteracy and promoting a reading culture; and how to bring the voice of African writers, publishers and content creators to the world. The two cornerstones of the IPA's mandate, freedom to publish and copyright protection, will be a recurring theme of the seminar.



About The International Publishers Association

Founded in 1896 in Paris by the leading publishers at the time, the initial aim of the IPA was to ensure that countries throughout the world showed respect for copyright, and properly implemented the (then) new international copyright treaty, the 'Berne Convention for the protection of literary and artistic works'. Today, the promotion and defence of copyright is still one of the IPA's main objectives.

Since its foundation, the IPA also promotes and defends freedom to publish, a fundamental aspect of the human right to freedom of expression. The IPA's membership comprises 76 organisations from 65 countries in Africa, Asia, Australasia, Europe and the Americas. Through its members, the IPA represents thousands of individual publishers around the world who service markets containing more than 5.6 billion people.

Based in Geneva, Switzerland, the IPA represents the interests of the publishing industry in the international fora and wherever publishers' interests are at stake. The IPA is an accredited non-governmental organisation (NGO) enjoying consultative relations with the United Nations.

It stands for the promotion of literacy and reading, and has always been a meeting place for publishers to network, exchange views and conduct business.



About The Nigerian Publishers Association

The Nigerian Publishers Association (NPA) is a professional association of publishers in Nigeria and the only collective voice of the publishers in Nigeria. It has been in existence since 1965. It is a rallying point for all book, journals, and electronic publishers in the country since its inception.

The Association provides a forum through which publishers come together and deliberate on various issues affecting the publishing industry and the book trade at large. It is at the NPA that policies that would create an enabling environment and secure favourable trade terms both within Nigeria and overseas are made.

SEMINAR SCHEDULE

8:30 - 9:00 am	Welcome Reception
9:00 - 10:15 am	Opening Ceremony
	Welcome Address 1: Gbadega Adedapo – President of the Nigerian Publishers Association
	Welcome Address 2: Dr. Michiel Kolman – President of the International Publishers Association
	Keynote Speaker: Chimamanda Ngozi Adichie
10:15 - 11:00 am	Coffee and networking break
11:00 - 12:00 pm	Panel Discussion 1: Publishing in the 21st Century: The Socio-economic Contribution of the Publishing Industry in Africa Moderator: Samuel Kolawole – Chair, African Publishers Network The publishing industry has a quantifiable contribution to the national economy's gross domestic production and employment. It also has less tangible contributions to socio-cultural development in the form of promoting industrial invention, innovation and differentiation, and economic competitiveness. This session will explore the socio-economic impact generated by the publishing and creative industries and discuss how the industry can evolve to better contribute to sustainable development in the future of Africa. Panelists Mohammad Radi – Vice Chair, African Publishers Network Ahmed El Meki – President, Mauritanian Publishers Association Asare Yamoah – Former President, Ghana Book Publishers Association Brian Wafawarowa – President, South Africa Publishers Association

12:00 - 1:00 pm

Panel Discussion 2: Strengthening Educational Publishing in Africa

Moderator: Dr. Yemi Ogunbiyi – Publisher, Tanus Books Limited

Educational publishing typically makes up a significant portion of industry sales in developing publishing markets. In many cases, the lack of development of educational publishing in emergent markets leads to high levels of imported textbooks and educational materials. Import substitution is one path to growth for educational publishers in emergent publishing markets. This session will draw on the experience of countries, which have developed strong domestic educational publishing industries and have reduced their reliance on imports. The session will also explore how educational publishers can help support achieve the sustainable development goals.

Panelists

Gbenro Adegbola – Managing Director and Chief Executive Officer, First Veritas

Adele Nibona - Culture Programme Specialist, UNESCO

Otunba Lawal-Solarin – Chairman and Chief Executive Officer, Literamed Publications

Elliot Agyare – President of the Ghana publishers Association, Chief Executive Officer, Smartline Publishers Ltd

Lily Nyariki - Bookshop Manager - Moi University, Association for the Development of Education in Africa (ADEA)

1:00 - 2:00 pm

Lunch and networking break

2:00 - 3:00 pm

Panel Discussion 3: Bringing the Voice of African Writers, Publishers, and Content Creators to the World

Moderator: Bibi Bakare-Yusuf – Co-founder and Publishing Director, Cassava Republic Press

There is a growing trend in which global readers are seeking out original, distinctive writing and more diverse narratives. Evolution in reader consumption trends presents a significant opportunity for publishers in emergent markets. This session will explore how governments and the publishing industry can collaborate to help African authors and publishers reach global audiences.

Panelists

Walter Bgoya – Managing Director, Mkuki na Nyota Publishing and Chairman of the International African Books Collective

Akoss Ofori-Mensah – Founder, Sub-Saharan Publishers

Lola Shoneyin – Founder, Ouida Books

Dr. Wale Okediran - Former President, The Nigerian Authors Association

Ayobami Adebayo - Author, Editor of Saraba Magazine

3:00 - 4:00 pm

Panel Discussion 4:

The Role of Technology in Overcoming Illiteracy and Promoting a Reading Culture

Moderator: Masennya Dikotla – Chief Executive, Molteno Institute for Language and Literacy

ICT has become an integral part of day-to-day life in developing and developed countries alike. For this reason, ICT-based literacy programs and innovative startups that digitally link readers with books play a significant role in addressing illiteracy and promoting a reading culture. Yet, many countries do not use ICTs in literacy programs and have not formulated policies for the integration of ICTs into adult literacy programs. Entrepreneurial ecosystems that support fledgling startups at the nexus of the publishing and technology are just starting to emerge. This session will discuss promising new approaches leveraging technology to address illiteracy and promote reading.

Panelists

Harry Hare – Chairman, CIO East Africa

Okechukwu Ofili - Founder, Okada Books

Ama Dadson - Founder & CEO, AkooBooks Audio

Godwin Fiagbor - Africa Director of Educational Technology Solutions, Edify

4:00 - 5:00 pm

Panel Discussion 5:

Addressing Freedom to Publish Challenges in Africa

Moderator: Folu Agoi – President, PEN Nigeria

The right of writers, publishers, and journalists to express themselves freely is increasingly under threat worldwide, with direct and indirect limitations being imposed on them, in many African countries. How can conditions be improved locally, regionally and internationally to protect this basic human right ?

Panelists

Trevor Ncube - Chairman, Alpha Media Holdings (Private) Limited, Recipient of the IPA Freedom to Publish Prize

Dr. Festus Adedayo – Member of Editorial Board, Sunday Tribune

Kristenn Einarsson – Managing Director, Norwegian Publishers Association and Chair of IPA Freedom to Publish Committee

Maxence M. Melo – Managing Director, JamiiForums

5:00 - 6:00 pm

**Panel Discussion 6:
Enhancing Enforcement of Copyright and Intellectual Property (IP) Laws**

Moderator: Lawrence Njagi – Chairman, Kenya Publishers Association

Many countries have shown a greater willingness to address the challenge of copyright and IP protection, with enforcement remaining the greatest challenge; particularly with the rise of new forms of digital content. Highly coordinated efforts are required by customs, police, and the local and international industries to enforce copyright and IP laws through civil and criminal penalties. Drawing on successful examples from across the world and in Africa; this session will explore successful copyright and IP enforcement models based on cooperation.

Panelists

John Asein – Executive Director, Reproduction Rights Society of Nigeria (REPRONIG)

José Borghino – Secretary General, International Publishers Association

Afam Ezekude - Director General, Nigeria Copyright Commission

6:00 - 6:15 pm

Closing Remarks – Bodour Al Qasimi – Founder and Chief Executive Officer of Kalimat Group, International Publishers Association Representative

6:15 - 8:00 pm

Gala Dinner



SPEAKERS **BIOGRAPHIES**



Welcome **Address**

Gbadega Adedapo

Adedapo is Managing Director and Chief Executive Officer of Rasmed Publications Limited, President of the Nigerian Publishers Association, and a member of the Executive Committee of the International Publishers Association. He is also a member of the Board of Directors of Best Technologies Limited and Best-In-Print Consult. In 2017, he was named one of the 20 Most Exceptional CEO's and was awarded the Printing and Publishing Personality Prize by African Mark of Leadership Excellence.



Dr. Michiel Kolman

Kolman is Senior Vice President for Information Industry Relations and Academic Ambassador Emeritus at Elsevier, one of the largest international scientific, technical, and medical publishers, and President of the International Publishers Association. In multiple years, he was selected to be included in the Financial Times' Top 100 ranking of the most influential LGBT senior executives.



Keynote Speaker

Chimamanda Ngozi

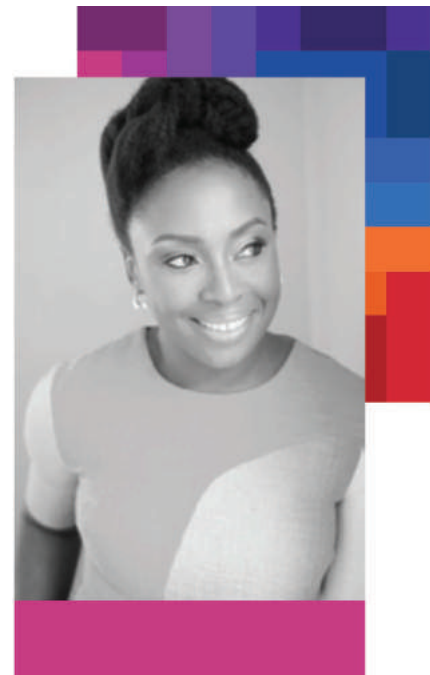
Chimamanda Ngozi Adichie was born in Enugu, Nigeria in 1977. She grew up on the campus of the University of Nigeria, Nsukka, where her father was a Professor and her mother was the first female Registrar. She studied medicine for a year at Nsukka and then left for the US at the age of 19 to continue her education on a different path.


She graduated summa cum laude from Eastern Connecticut State University with a degree in Communication and Political Science.

She has a Master's Degree in Creative Writing from Johns Hopkins University and a Master of Arts degree in African History from Yale University. She was awarded a Hodder fellowship at Princeton University for the academic year, and a fellowship at 2006-2005 the Radcliffe Institute of Harvard University for she ,2008 academic year. In 2012-2011 the received a MacArthur Fellowship.

She has received honorary doctorate degrees from Wellesley College, Johns Hopkins University, Haverford College, Williams College, and the University of Edinburgh.

Ms. Adichie's work has been translated into over thirty languages.





Her first novel, *Purple Hibiscus* (2003), won the Commonwealth Writers' Prize, and her second novel, *Half of a Yellow Sun* (2006), won the Orange Prize. Her 2013 novel *Americanah* won the US National Book Critics Circle Award, and was named one of *The New York Times* Top Ten Best Books of 2013.

She has delivered two landmark TED talks: her 2009 TED Talk *The Danger of A Single Story* and her 2012 TEDx Euston talk *We Should All Be Feminists*, which started a worldwide conversation about feminism, and was published as a book in 2014.

Her most recent book, *Dear Ijeawele, or a Feminist Manifesto in Fifteen Suggestions*, was published in March 2017.

She was named one of TIME Magazine's 100 Most Influential People in the World in 2015. In 2017, Fortune Magazine named her one of the World's 50 Greatest Leaders.

Ms. Adichie divides her time between the United States and Nigeria, where she leads an annual creative writing workshop.

Panel Discussion-1

Publishing in the 21st Century: The Socio-economic Contribution of the Publishing Industry in Africa

Samuel Kolawole

Kolawole is the Managing Director/Chief Executive Officer of University Press Plc in Ibadan, Nigeria. He is an accomplished professional in the legal and administration management fields with a career years. He is the Chairman of 24 spanning more than the African Publishers Network (APNET), and has just completed his term as a Chairman of the Nigerian Book Fair Trust. Kolawole was the President of the Nigerian Publishers Association, and is an active Fellow of the National Institute of Marketing of Nigeria (FNIMN), and Associate Member of the Nigerian Institute of Management.



Mohammad Radi

Involved in the publishing industry for more than 30 years, Radi is Vice Chair of the African Publishers Network and cofounder of the Arab-Chinese Cultural Forum. He has held senior positions in the Egyptian Publishers Union and has represented Egypt at international publishing and copyright conferences in the United Arab Emirates, Turkey, China, and many countries throughout Africa.



Sellami Ahmed El Mekki

El Mekki is President of the Mauritanian Union of Publishing and Distribution and former President of Maghreb Union of Publishers. He has led the significant membership expansion of the Union and secured its admission into the International Publishers Association.



Brian Wafawarowa

With 25 years of experience in the publishing and education sectors, Wafawarowa is President of the Publishers' Association of South Africa and a member of the Executive Committee of the International Publishers Association. He was previously Executive Director of Learning Services at Pearson South Africa and Chairman of the African Publishers Network.



Asare Konadu Yamoah

Yamoah is the Managing Publisher of Adaex Educational Publications Ltd in Ghana. Under his leadership, ADAEX has gained international presence. In 2009, Yamoah was elected the President of the Ghana Book Publishers association, serving two terms. He has also been a Board member of the Ghana Book Development Council, Ghana Book Trust, CopyGhana (the reprographic rights society of Ghana) and the African Publishers Network (APNET).



Panel Discussion-2

Strengthening Educational Publishing in Africa

Yemi Ogunbiyi

Ogunbiyi has served as an Executive Director of the Guardian Newspapers in Charge of Public Affairs and Marketing. He is the Chairman of Tanus Communications and is a non-executive director of Fountain Publications, an indigenous Book Publishing Company, based in Ibadan, Nigeria. Ogunbiyi initiated the Literary and the Annual Lecture Series at the Guardian and he was awarded the United States Department of State, Institute of International Education Fulbright-Hayes Fellowship. He was the General Secretary of the Newspapers Proprietors Association of Nigeria, and is an active member of the Association of Nigerian Writers and the Nigerian Publishers Association.



Otunba Olayinka Lawal-Solarin

Lawal-Solarin is Managing Director of Corona Chemists and Chairman and Chief Executive Officer of the award-winning publishing house Literamed. He is a member of the board of several pharmaceutical societies and former president of the Nigerian Publishers Association. He also previously served as Trustee and former Chairman of the Nigerian Book Fair Trust and Chairman of the Reproduction Rights Society of Nigeria.



Elliot Agyare

Agyare is Chief Executive Officer of Smartline Publishing, a leading publisher in Ghana, President of the Ghana Book Publishers Association, and Vice President of the Commonwealth Book Publishers Association. He was previously served as a member of the Oversight Committee of the Ghana Private Sector Development Strategy, the Board of the Ghana Book Development Council, and the Minister of Education's Advisory Council.



Gbenro Adegbola

Adegbola is Managing Director and Chief Executive Officer of First Veritas, an educational technology company. With two decades of experience in the educational publishing industry, he has held senior positions at leading publishing firms such as Spectrum Books, Bookcraft, and Evans.



Lily M. Nyariki

Nyariki has served as a consultant for global institutions including the Dag Hammarskjold Foundation, UNESCO, UNICEF and the Association for the Development in Africa in issues related to Monitoring and Evaluation, information management, publishing and the book trade. She is currently the Librarian in charge of the University Bookshops in Moi University based in Eldoret, Kenya. Nyariki is a published author and is a member of the New Dawn Educational Center to develop school libraries and encourage the habit of reading especially among children.



Panel Discussion-3

Bringing the Voice of African Writers, Publishers, and Content Creators to the World

Bibi Bakare-Yusuf

Bakare-Yusuf is co-founder and publishing director Cassava Republic Press, of one of Africa's leading publishing houses. She has worked as a gender issues in the public, private and development sectors for the BBC, UniFem, ActionAid, eShekels, Central Bank of Nigeria, the European Union among others. Bakare-Yusuf is also the chair of board for The Initiative for Equal Rights, the largest organization in West Africa devoted to LGBTQ issues. An accomplished academic, Bakare-Yusuf is a Yale World Fellow, a Desmond Tutu Fellow and a Frankfurt Book Fair Fellow.



Walter Bgoya

Bgoya is the managing director of Mkuki na Nyota, an independent scholarly publishing company in Dar es Salaam, and chairman of the international African Books Collective. He is the past Director of the Tanzania Publishing House, and has served as the Chairman of the Jury, NOMA Award for Publishing in Africa. Bgoya was the Publisher Director of the African Writers-Publishers Seminar, which were held in Arusha, Tanzania. Bgoya has numerous publications to his name, and he is a regular contributor to various news and media outlets in Tanzania such as the Radio Tanzania, and The African.



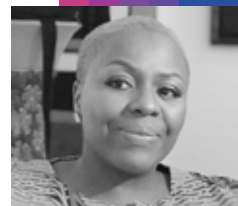
Akoss Ofori

Ofori runs Sub-Saharan Publishers, a Ghanaian specialized publisher of African children's, literature, and scholarly books, which won the 2017 Children's African Book Award. She was previously Vice President and Honorary Secretary of the Ghana Book Publishers Association and is a Member of the Council of Management of the African Books Collective.



Lola Shoneyin

Shoneyin is an award-winning poet and author and Founder of Book Buzz Foundation, an NGO that promotes literacy and reading. She is also Coordinator of the Right to Write Nigeria Project and the Founder of Ouida Books.



Wale Okediran

Okediran is an established writer and an active member of the literary world in Nigeria. He was the National President, Association of Nigerian Authors (ANA) until 2008. He was also a leading founder of the Ebedi International Writers Resort in Iseyin, Nigeria, considered the first ever writers resort in Nigeria. Okediran's publications are on the reading lists of several Nigerian universities. He is a winner of an ANA Prize for Fiction and a joint winner of the 2010 Wole Soyinka Prize for Literature in Africa.



Ayobami Adebayo

Adebayo is the editor of Saraba magazine, and is an award-winning writer. She is a regular contributor for the BBC, The Guardian, and Elle. Adebayo is the author of **STAY WITH ME**, which was shortlisted for the Kwani Manuscript Project, shortlisted for the Baileys Prize for Women's Fiction, and also longlisted for the International Dylan Thomas Prize. **STAY WITH ME** was named a Notable Book of the Year by The New York Times and a Best Book of the Year by The Guardian, The Economist, and The Wall Street Journal. In 2017, she won The Future Awards Africa Prize for Arts and Culture.



Panel Discussion-4

The Role of Technology in Overcoming Illiteracy and Promoting a Reading Culture

Masennya Dikotla

Dikotla is Chief Executive Officer of the Molteno Institute for Language and Literacy, a non-profit literacy and education organization in South Africa. He is an educator who taught 8 years at a secondary school and 7 years at a teacher training college. Dikotla was Senior Deputy Education Specialist at the Limpopo Department of Education and an educational expert at RTI International. He is a renowned academic with research interests in teaching, educational technology, and literacy.



Ama Dadson

Dadson is Founder and CEO of AkooBooks Audio Limited, based in Accra, Ghana. She advocates for the use of audiobooks that you can listen to anywhere, anytime to foster a love of reading in Africa. Dadson is an IT Service Delivery professional with over 20 years experience in Africa and Europe and a passionate social media brand advocate. She consults on ICT and e-sustainability projects for a number of development agencies, including UNEP DTIE, UNDP and Open Society Initiative for West Africa. Dadson has a wide range of experience in African universities and culturally diverse environments and a regular participant and speaker at international conferences including Internet2, the Africa Digital Week and Google Educational Events.



Harry Hare

Hare is the founder and publisher of CIO East Africa an IT Media company with Web, Print, Events and TV properties serving the C-Level IT professionals in East Africa. Hare is also the Managing Director at Okaki Africa, a Health Intelligence Software company with offices in Nairobi, Kenya and Alberta, Canada and Events Management Solutions an events technology company based in Nairobi. Harry runs of DEMO Africa, a LIONS@FRICA initiative and the largest technology startup event in Africa bringing technology startup, investors and technology buyers on one platform.



Okechukwu Ofili

Ofili is a 4-time TEDx speaker, one of Venture Africa's 40 African Innovators to watch, listed on the Quartz Africa 2016 Innovators list, author of 4 bestselling books including "How Intelligence Kills" and the children's book "Afro: The Girl With The Magical hair" published by Nigerian publishers Farafina/Kachifo. Ofili is an international blogger and the CEO and co-founder of OkadaBooks.com, the fastest growing mobile book reading app in Africa.



Godwin Fiagbor

Godwin Fiagbor is the Africa Director of Educational Technology Solutions for Edify, an international NGO based in California, USA, and the country program director for Edify Ghana. Edify provides capacity building, teaching support and education technology solutions for over 2,500 low-fee private schools globally, including 600 in Ghana. Godwin leads Edify's educational technology interventions in Africa through employing computer laboratories and mobile technologies, including e-readers and other literacy projects for the past seven years. Prior to joining Edify, Godwin oversaw Automatic Teller Machine (ATM) systems at a local Ghanaian bank. Besides his IT certifications, he has a B.Sc in Chemistry and is currently pursuing an M.Sc in Educational Design and Technology at the Concordia University, Wisconsin, USA.



Panel Discussion-5

Addressing Freedom to Publish Challenges in Africa

Folu Agoi

Agoi is a literary activist, critic, book editor, publisher, and teacher. He teaches English at Michael Otedola College of Education in Lagos, Nigeria while also serving as President of the Nigerian Centre of PEN International. He has won several literary awards for his writing including the BBC Poetry Competition in 2001, Professor Wole Soyinka Award for Literature in 2007, and the Mother Drum Golden Award for Excellence in 2012.



Trevor Ncube

Trevor Ncube is Chairman of Alpha Media Holdings based in Zimbabwe, and is the owner of News Day, Southern Eye (regional daily), The Zimbabwe Independent (business weekly) and The Standard (Sunday). Ncube was chairman of the World Economic Forum's (WEF) Global Agenda Council on Informed Societies, and a member of WEF's Global Agenda Council on Africa. He was awarded the International Publishers Association Freedom Prize Award in 2007, and has also won the German Africa Award in 2008. In 2010 Ncube was bestowed the Nation Media Group (Kenya) Life Achievement Award for his work in media on the continent.



Kristenn Einarsson

Einarsson is Managing Director of the Norwegian Publishers Association and has worked in the publishing industry for years. He is the President of the Bjørnson 40 more than Akademy, a non-profit focused on literature and freedom of expression, and Chairman of the Board of two television distribution companies. Einarsson also serves as Chairman of the International Publishers Association's Freedom to Publish Committee.



Maxence M. Melo

Melo is the Founder and Managing Director of JamiiForums Ltd, the most visited locally owned website in East and Central Africa. Although trained as an engineer, Melo developed extensive experience in advocacy for freedom of expression, freedom of assembly and association, accessibility, privacy and data protection, personal safety and security. Melo is well recognized in Tanzania as a champion of online freedom of expression and a supporter of digital freedom and privacy.



Panel Discussion- 6

Enhancing Enforcement of Copyright and IP Laws

Lawrence Njagi

Njagi is the Chairman of Kenya Publishers Association. He is also the Director of the National Book Development Council of Kenya. Under his leadership, The Nairobi International Book Fair has emerged to be a premier event of its kind in East and Central Africa. Njagi is in the process of leading the formation of Publishers Association of East Africa which aims at integrating the various National Associations to form a unified voice able to articulate regional publishing issues internationally.



José Borghino

Borghino is Secretary General of the International Publishers Association. Previously Borghino was Manager of Industry Representation for the Australian Publishers and a lecturer at the University of Sydney. He edited newmatilda.com, led the Australian Society of Authors, and held several senior positions at the Literature Board of the Australia Council.



John Asein

Asein is the Executive Director of the Reproduction Rights Society of Nigeria. He has served as the Head of the Legal Department of the Nigerian Copyright Commission and Director of the Nigerian Copyright Institute. Asein is a Nigerian authority on copyright law and practice, and has represented Nigeria's interests in various international treaties. He is also a leading voice in Nigeria in subjects related to reproduction rights organizations, and access to educational and learning materials by the blind and visually impaired community in Nigeria.



Afam Ezekude

Ezekude is the current Director General of the Nigerian Copyright Commission (NCC). He has been a regular guest lecturer on compliance and regulation in the UK, where he taught a professionalism course for newly qualified members of the actuarial profession. Ezekude is a trained lawyer and seasoned financial services professional with over 20 years of experience in compliance, enforcement and risk management gained in the UK, Europe, Middle East and Asia working in senior positions in some of the world's largest multinationals.



Closing Remarks

Bodour Al Qasimi

Al Qasimi is Founder and Chief Executive Officer of Kalimat Group, a leading children's publisher in the United Arab Emirates, and President of the Emirates Publishers Association. She chairs the Sharjah World Book Capital 2019 Committee and is actively involved in the Executive, Membership and Freedom to Publish Committees of the International Publishers Association.





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