

# 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 where 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](http://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](http://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 26<sup>th</sup>, 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](mailto: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](mailto:agnes.gyr@bakame.ch) / [agnes.gyr@nachricht.ch](mailto:agnes.gyr@nachricht.ch)  
Website: [www.bakame.org](http://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](mailto:bld@bldsn.org)  
Website: [www.bld.sn/index.html](http://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](mailto:sekouf@ymail.com)  
Website: [www.editionsdonniya.com](http://www.editionsdonniya.com)

### **GANN DAL (REPUBLIC OF GUINEA) – HALL 29, STAND C/57**

Gann dal 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, Gann dal 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, Gann dal 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](mailto:aliou2sow@yahoo.fr)  
Website: <http://editions-gann-dal.blogspot.fr>

### JEUNES MALGACHES (MALAGASY) – HALL 29, STAND C/57

The limited company Presse Edition & Diffusion (PREDIFF) was founded in March 1995. Its core business is the subscription sale of foreign periodicals, managing international communication, the bookshop, card shop and since November 2004, the publication of children's books. To date Éditions Jeunes Malgaches have published several tales and bilingual children's publications: in February 2005, Maria Vakansy any Alaotra, in Malagasy; in November 2006, Maria Nahita ranomasina voalohany, in Malagasy; Marthe Rasoja raconte, two Malagasy tales written in French; in January 2007, Les Mésaventures de Milaloza, a French/Malagasy bilingual edition of a Malagasy tale, and in November 2007, Soza le pêcheur, a bilingual tale as well as ABDlire, a bilingual alphabet book.

Representative: Marie Michèle RAZAFINTSALAMA

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Website: [www.prediff.mg](http://www.prediff.mg)

### PALLAS EDITORA (BRAZIL) – HALL 29, STAND D/16

Pallas Editora was founded by Antonio Carlos Fernandes in 1975. It publishes works on religion and popular culture. In 1992, Cristina Fernandes Warth launched a project to connect previously covered topics with Afro-Brazilian culture; she then started to publish books on anthropology, sociology and ethnology. Pallas Editora has now forged a strong reputation for its work on African heritage, candomblé and popular Brazilian culture. Mariana Warth joined the publishing house in 2002; it is considered state-of-the-art in publishing fiction for children, youth and adults in the universe of Afro-Brazilian and African cultures.

Representatives: Cristina and Mariana WARTH

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Website: [www.pallaseditora.com.br](http://www.pallaseditora.com.br)

### RUISSEAUX 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.

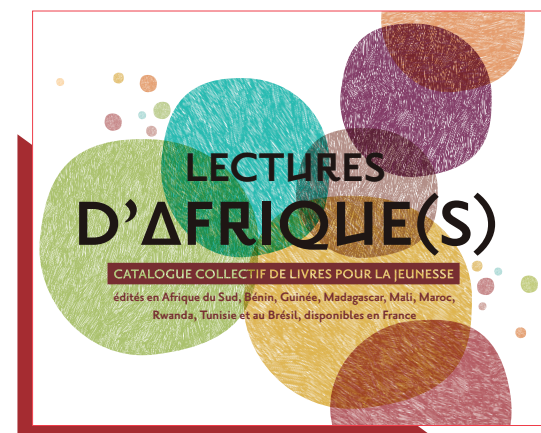
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Website: [www.ruisseauxdafrique.com](http://www.ruisseauxdafrique.com)

► TO CONSULT THE PUBLISHERS' LITERARY PRODUCTION, SEE ALSO THE COLLECTIVE CATALOGUE "LECTURES D'AFRIQUE(S)":

<http://www.alliance-editeurs.org/lectures-d-afrique-s-telechargez?lang=fr>





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**BOLOGNA CHILDREN'S BOOK FAIR**

**CNL**  
 Centre national du livre

**INSTITUT FRANÇAIS**  
 MADAGASCAR