



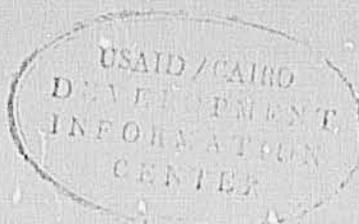
ACADEMY FOR EDUCATIONAL DEVELOPMENT, INC.

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University Textbook Program Component  
of  
The University Instructional Materials  
and Libraries Project

Final Report and Concept Paper  
by  
William M. Childs



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## Concept Paper

### INTRODUCTION

The reference Project (Ref. 10) incorporates, for the present, three major components :

1. University Textbook Program
2. University Library Development and Library Training
3. Introduction of Modern Education Technologies in Egyptian Universities

The PID (Ref. 2) focused exclusively on the first of these.

In its message informing the Mission of "general approval of the project" (Ref. 6), NEAC raised a series of questions. The Mission's response (Ref. 7) proposed that the Contractor "address questions raised regarding University Textbooks element of Project" and requested "NE/TECH assistance identifying technical advisors for assistance in developing a concept paper on University Library and Educational Technology elements."

Hence, this Paper is addressed to the NEAC questions as they relate to the University Textbook Program component of the overall Project.

### BACKGROUND

One of the major requirements in meeting Egypt's objective to upgrade and expand university education is access to American scientific and technical scholarship and literature; i.e., a transfer of knowledge from the American society's recognized preeminence and achievement in science and technology.

The well-known barriers hampering ready availability of American books in Egypt, high prices and unfavorable exchange rates for the import of books (not to mention those presented by inherent weaknesses within the Egyptian book import and distribution firms, themselves, viz, poorly trained, ineffectively directed personnel) are of concern to the Egyptian Government, especially the Ministries of Education and Culture (the latter has responsibility for supplying the country's schools and universities with textbooks through the General Egyptian Book Organization, the principal State publishing house and book import firm) as well as to American officials involved with Egypt's development.

### PROJECT DESIGN

The following eleven (11) questions raised during the NEAC review of the PID and posed in the Agency's "general approval" message (Ref. 6)

call for fuller explanation and clarification, in some cases, of the various proposed Project elements. Answers and comments, supplemented with the three Interim Progress Reports previously submitted (Refs. 5, 8, and 9), serve as the format for this Paper.

1. Describe and Discuss More Fully the Proposed Components of this Project and Clarify Implementation Plans

As presently conceptualized, there are three (3) elements incorporated within the University Textbook Program component of the overall Project:

- A. Short-range donations projects
- B. Longer-range publishing and subsidy import projects
- C. Special investigations and surveys

A. Short-Range Donations Projects (see Ref. 5, Annex I, pg. 9)

Description:

A series of projects aimed at immediately providing textbooks and professional reference books to Egyptian university students and to professionals already working in fields related to Egypt's development. With the cooperation of faculty deans and professors, textbooks will be selected for adoption as course texts which the Mission will purchase through the Agency's IQC Book Procurement Contractor and donate to cooperating university faculties teaching courses in development fields. The recipient faculties will, in turn, loan the books to students for use during the academic year.

Professional books and reference materials will be selected jointly by Mission project directors and their Egyptian counterparts, purchased by the Mission through the IQC Book Procurement Contractor and donated to Egyptian public and private sector organizations working in activities related to development, such as rural clinics. The purpose is to provide current reference and professional books for use by practitioners to bring them up-to-date in their fields.

Discussion:

The PID (ref 2) states the Mission's belief that this element of the Project "may offer an excellent opportunity to meet high impact and high visibility objectives and to satisfy a very strong demand for renewed contact with U.S. technology as well as to serve important human resources development needs."

As such, this element is an urgent, stop-gap measure aimed at quickly getting textbooks and professional references to university students and libraries and to practitioners in development

related fields. Given the minimum one year lead time required in organizing the longer-range publishing projects being developed (discussed below in paragraph B) and the pressures to begin providing textbooks now, this element of the textbook component carries special priority and emphasis. In addition to the "high impact, high visibility" purpose and value, donations serve also as a testing ground and can provide illumination to help answer more fully questions on "utilization".

Professional books and reference materials proposed for donations to practitioners already working in development programs, such as in public health and family planning, community development, agricultural development, etc., are intended as "refresher" materials, providing information on current procedures, techniques and practices in their fields.

In the initial stages of donations to professionals, it is proposed to limit them to American books. Later, it will be necessary and desirable to publish Arabic translations and/or adaptations, and, perhaps, original American Egyptian or Egyptian-only authored books and instructional materials under the longer-range publishing projects. Many of these will be selected specifically for donation and use to provide materials to supporting staffs, such as paramedics working at rural clinics, who do not read English as well as to provide specially relevant and directed instructional materials. Arabic translations of the medical handbooks and family planning materials to be donated to the rural clinics, for example, will be needed almost immediately for the paramedics working with the physicians and other professionals.

Implementation:

Designing and carrying out the Cairo University (Faculty of Commerce) Textbook Donation Project has provided a working model for future donations projects. Procedures to be followed consist of three steps:

- 1) Title selection
- 2) Procurement and shipping
- 3) Presentation

1. Title selection (see Ref. 8, para.1, pg. 2.)

To guide Egyptian deans and professors in selecting textbooks, which they would be willing to adopt as course texts, a large collection of current American textbooks in science and technology has been assembled and shelved in a reading alcove provided by the U.S. Information Service in its American Library, referred to as the Textbook Display Room. They were selected by a

Bibliographic Specialist assigned to the Project working with American professors, other subject-matter specialists and with American publishers who export textbooks to Egypt (see Ref. 11).

Examination copies of 1,000 to 1,200 textbooks have been donated by cooperating American publishers who recognize the long-run promotional value in their being reviewed by Egyptian academics. These publishers have offered full cooperation with the Mission in developing and implementing the Project.

With the assistance of USIS officers with contacts in the universities, Mission officers and advisors assigned to the Project will visit universities, explain the Mission's interest and planning to help meet their needs for American textbooks, and invite them to visit the textbook display at the American Library to review textbooks related to courses they teach. As previously reported (see Ref. 9, Activities, para. 2, pg. 2-3), the purpose is to involve Egyptian professors in the title selection process, learn of the relevance of American textbooks to courses they teach, their interest in adopting them as course texts, and to develop further immediate donations projects.

2. Procurement and Shipping ( see Ref. 5, Annex I, pg. 9; and Ref. 8, para. 6, pg. 5)

As previously noted, all Agency and Mission book procurement is channeled through an IQC Contractor, the American Overseas Book Corporation, Ridgefield Park, New Jersey. The Academy Project Advisor has developed logistics procedures with this firm providing for expeditious shipping via the FPO and continues liaison with the staff.

These arrangements and procedures relate only to short-run donations already in process or being developed. Different procedures are proposed for the import and distribution via Egyptian commercial channels of American textbooks selected for special subsidy-import under the "Longer-range Publishing and Subsidy Import Projects" as discussed in paragraph B below.

3. Presentation to Recipient Institutions and Organizations.

Presentation ceremonies are planned for at least the initial donations projects. If possible, they will be made by the Ambassador and/or the Mission Director in the name of the Mission. All books included will be identified with the AID "hand-clasp" logo which is stickered in by the book procurement contractor in all books ordered for USAID Missions worldwide.

Donations of university textbooks will be made normally to Faculty in which they are to be used. In some cases, where an unusually large number of books may be involved in a single presentation, the Mission proposes to arrange for the ceremony to take place in the office of the University President, possibly with the Minister of Education and/or senior Ministry officials present.

In the case of the donations of medical and family planning books to rural clinics (see Ref. 5, Annex VIII, pg. 38), the Mission has already arranged for the presentation to be made (hopefully by the Ambassador and/or the Mission Director) to the Minister of Health, who, in turn, will make the actual presentations to the individual clinics in the Mission's name.

- B. Longer-Range Publishing and Subsidy Import Projects (see Ref. 1, paras. 3-5, pgs. 4-5; Ref. 2, Section II-A and B, Section VI-A to C; Ref. 5, Annex VI, pg 28; and Ref. 9, pg.8)

Description:

These are the core projects of the University Textbook component of the subject Project, aiming at the longer-range, more permanent solutions to meeting needs of Egyptian universities for American textbooks in science and technology and in other development related fields in format appropriate to needs; i.e., Arabic translations, reprints, adaptations with Egyptian cultural references and/or case studies, originally published textbooks, either co-authored (by American and Egyptian professors) or Egyptian-authored, subsidized low-priced imports, etc.; and at prices within reach of all students. In addition to the publishing and subsidy import elements of this phase of project development, contemplated also are special donations by American publishers of surplus, unsold stocks of "reasonably current textbooks for presentations to universities" (see PID, Ref. 2, Section II-C, pg. 3).

Discussion:

These projects are developmental having as their ultimate goal well-established joint venture American-Egyptian publishing groups, independently publishing Arabic translations, adaptations and reprints of American textbooks as well as co-authored (Egyptian and American professors) and Egyptian-authored textbooks in Egypt.

They encompass in the long-run (perhaps the very long-run) development of an indigenous textbook-writing capability, a strengthened Egyptian publishing industry which will outgrow its traditional bookseller/publisher pattern into one modeled somewhat after the organizational structure of a typical American publishing house, staffed with highly specialized and experienced editorial, production, sales, and promotion specialists; and a more professional

and effective book trade, responsive to the needs of university education.

They envision also, concomitantly upgrading and modernizing Egypt's graphics capability and capacity, i.e., facilitating development loans and counseling on purchase of modern, high-speed printing, and binding machinery.

This longer developmental view borrows from the experience of the Joint Indo-American publishing ventures now functioning in India with very little direct USG subsidy support. They were established in the 1960's when the Joint Indian-American Textbook Program (P.L. 480 Textbook Program), funded jointly by the USAID Mission in India and USIS and administered by the latter, supported the publication of 200-300 Indian reprints and Indian-authored adaptations of American university textbooks annually.

Four American publishers (Prentice-Hall, John Wiley, Mostrand Reinhold and McGraw-Hill, in that order) and two American publishers' export representatives (Feffer & Simons and India Book House) formed joint venture or affiliate publishing houses with Indian partners, e.g., Prentice-Hall of India, Private Limited, Wiley-Eastern Ltd., Tata-McGraw-Hill, etc. They were set up initially primarily for the purpose of publishing and marketing P.L. 480-supported Indian reprints of the American partner's textbooks.

The six (6) Indo-American firms grew during the peak years of the P.L. 480 Textbook Program (1967-1972) into largely independent, self-sustaining publishing houses. Gradually, each branched away from total reliance on P.L. 480 support, adding independent publications of translations of American books, adaptations, joint Indian-American, and even original Indian-authored books.

At this stage, it is unlikely that any of the four American publishers presently considering joint venture publishing in Egypt, is contemplating affiliate houses there, such as three of them entered into in India. However, each (and several others) is alert to the growing potential Arab World market for American textbooks and is exploring with Egyptian publishers (especially the Al Ahram Organization and Franklin) publishing arrangements which, at this stage of planning, fall short of actually setting up American affiliate publishing houses in Egypt.

But the Indian experience is relevant in the context of project development. The International Divisions of the four American publishers exploring publishing ventures with Egyptian collaborators (McGraw-Hill, John Wiley, Prentice-Hall, and Addison-Wesley) are pioneers in establishing overseas affiliate companies. While it may be premature, for purposes of this Paper, to discuss American affiliate publishing firms in Egypt, it is reasonable and logical, in view of the growth aspirations of these four

(and other ) American publishers, to introduce the possibility.

Implementation:

1. Project Direction

The PID (see Ref. 2, Section VI-C, pg. 3, 2nd Section) discusses "American Publisher Initiative" (updated in the Contractor's First Interim Report (see Ref. 5, Annex VI, pg. 28) and suggests they "could form the operational base for an AID-supported project for the provision of low-priced American textbooks". That discussion developed the idea of having the American publisher serve, in effect, as the project manager, handling "all the negotiating and contracting with translators, paper suppliers, printers and binders; the supervision of production; and the making of arrangements for the distribution and promotion of sales".

The objective is to use the knowledge and experience of the American publishers' international managers in the supervision of the publishing projects which the Mission may support. This approach offers project direction and management through knowledgeable and qualified professionals with minimal Mission involvement and staff requirements. Further, it is a logical approach anyway since it is the American publishers who are taking the initiative, surveying market potential (both within Egypt and in other Arab countries), making the arrangements with Egyptian translators, printing and binding firms, distributors, and booksellers for sale to Egyptian students and libraries, as well as providing capital for editorial and production costs.

The Mission role proposed, then, is less direct involvement in the actual publishing process itself (as is the case with The USIS Book Translation Program) such as recruiting, contracting and supervising work of translators, reviewers, proof readers, etc.

Rather, it would take the form of developing, together with American publishing firms, publishing programs which meet clearly defined needs of Egyptian universities for American textbooks and of providing direct subsidy support to these publishing projects to assure lowest possible selling prices to Egyptian students. It would encompass also planning with Egyptian book import firms the importation of targeted text and reference books specifically requested by Egyptian professors and university libraries.

Project administration and day-to-day followup on publishing and subsidy import projects has been discussed with USIS. While the NEAC question on "coordination with USIS activities" will be discussed fully below under Question 10, a brief comment is relevant at this point. USIS sponsors an Arabic Regional Translation Program in Cairo, subsidizing the translation and publication of general American books supportive of USIA program objectives, i.e., explaining American life, culture and policies.

This activity is under the direction of Mr. Donald E. McNeil, Chief, Publications Division of USIA and is administered by the USIS Book Section in Cairo. Following his visit in April during which he met with the Mission (and later discussions with the Academy Project Advisor), Mr. McNeil commented in his trip report (dated April 22, 1977) that while he could see no role for the USIS Book Section in the short-run translations projects, he agreed with Dr. Applegate and the MO, "that it would make no sense to establish two separate offices". He added, however, "any increase in staffing in Cairo should be entirely Egyptian and paid for by AID".

Hence, at this stage, it is proposed that project administration and followup of publishing projects, especially those of Arabic translations, be centered in the USIS Book Section with the possibility of adding one or two editorial and administrative positions as Mission Egyptian employees.

2. Liaison with American and Egyptian Publishers.

The Mission's role proposed above, "developing together with American publishing firms" and "planning with Egyptian book import firms" the publishing and subsidy import projects discussed below, Section 4, "Proposed Alternatives," assumes regular and continuing liaison with both groups. It has three purposes, at this stage of Project development:

- 1) Meet with major American publishers to explain the Mission's interest in helping meet needs in Egypt for American textbooks and to encourage their sending senior-level managers to Egypt to survey needs and conditions and, hopefully, to explore possible joint publishing ventures with Egyptian publishers, that is, an attempt to recruit wider American publisher participation than is now the case (see discussion of this point in the Contractor's Third Interim Report, Ref. 9, Activity 3, pg. 3 and Activity 4, page 5);
- 2) Keep the Mission advised of developments and plans for joint venture publishing in Egypt and export

of American textbooks to Egypt; and,

- 3) Plan with American and Egyptian publishers already developing publishing projects, the selection of textbooks in cooperation with Egyptian academics which meet specific, identified needs.

The importance of regular and continuing liaison with publishers of both countries cannot be over-emphasized. It can influence publication and import of American textbooks which meet needs as well as assure utilization. To achieve these goals of relevance and utilization, the Mission needs to persuade greater American publisher participation, be informed on embryonic joint venture developments, and have a meaningful input in title selection, assuring that needs of university education are considered.

### 3. Mission Subsidy Support

Subsidy support, in addition to making possible low selling prices, can also influence publishers' decisions in favor of textbooks which they may otherwise decide against or defer. Unusually high costs for some textbooks and/or decisions in favor of others which may have greater market appeal (keeping in mind the American publishers' interests in the total Arab World market), may tend to discourage publication of textbooks for which there may be a demonstrated need in Egypt.

Subsidy support for publication in Egypt may take a variety of forms (as discussed in the next section), but its purposes are as stated above:

- 1) To reduce production costs, in effect, and thereby guarantee prices within reach of Egyptian students; and,
- 2) To sway a publisher's decision in favor of specific textbooks for which there are documented needs and in which he may be only marginally interested due to heavy investment costs and overall market considerations.

### 4. Proposed Alternatives

The following are suggested approaches for providing Egyptian students and libraries with course textbooks and reference materials. They include also books needed in other development areas such as public health, family planning, community development, agriculture, etc.

They fall into three main project areas:

- (1) Subsidy support for publication of low-priced Arabic and reprint editions;
- (2) Subsidies to lower prices of imported textbooks and references; and,
- (3) Donations by American publishers, through "an American foundation .. under a Grant agreement with AID" of their unsold stocks of "reasonably current textbooks for presentations to universities (in Egypt) by USIA and AID" (see PIP, Ref. 2, Section II-C, pg. 3).

No single one of the various alternatives discussed under these three project areas is the sole, best mechanism for making increasing numbers of American textbooks available at low prices in Egypt. Depending on a particular need in a particular situation, one may be indicated over any other. In some situations, a combination of approaches may be most efficacious. Providing collections for a newly established university would be an example where a multi-project approach would be indicated.

Nor are they intended as the only alternatives available to the Mission. The AED Advisor has discussed with American and Egyptian publishers, as mentioned above, the desirability and need for their own input. Ideas and recommendations they have made during the project development investigations have been reported in the reference Interim Progress Reports and are incorporated in the discussion below.

Several American publishers are preparing more formal proposals which will be submitted to the Mission as they are received, as addenda to this Paper. Additional publishers will be invited to submit proposals as they complete their own surveys and develop projects with Egyptian publishers and importers.

Alternatives developed thus far, then, are:

- a. Subsidy Support for Publication in Egypt of Low-Priced Arabic and Reprint Editions of American Textbooks

The following are suggested approaches to financially supporting the publication of American textbooks in Egypt (primarily Arabic translations during the first year) under joint venture arrangements. They aim at accomplishing the two main purposes discussed above in paragraph 3. It is not suggested that any one approach is the optimum formula. Depending on costs, edition size and retail price of a given proposed publication, one approach, or modifications to another, may be better suited than others.

1) Shared Costs - Co-publishing.

What is actually proposed under this approach is, in effect, co-publishing: the simultaneous publishing by two (or more) publishers of two (or more) editions of the same title under their respective imprints.

Description:

A typical co-publishing production would be a costly art book published in several languages in the same printing. The sharing of costs of the highly expensive color engravings which can be used for their respective language editions, reduces the per copy production cost for each publisher and, hence, makes a more economically attractive edition possible.

Another example would be a translated Spanish, French, or in this case, Arabic language edition published cooperatively by two publishers sharing make-ready costs and dividing the market territory for sale of their respective editions of the same title. For example, a Canadian and French publisher (or an Argentine and second Spanish publisher) would enter into such a cooperative or co-publishing venture, sharing the costs of translation, art work, composition, and paying manufacturing and paper costs in accordance with the numbers of copies printed for their respective editions to be marketed in their own countries.

Discussion:

Through this co-publishing technique, the joint venture publishers in Egypt ( McGraw-Hill and Al Ahram, for example) would, in effect, publish two editions of a large, costly Arabic translation of an American textbook in the same production: an "Egyptian Edition," a special low-priced edition for sale exclusively in Egypt and an "Export Edition," a regularly-priced one which the American publisher would export from Egypt for sale in other (more affluent) Arabic countries. (There are special problems with this two-tier pricing; these deal primarily with concerns that the lower priced edition would be exported without permission and compete with the higher priced one.)

It is proposed that the "Egyptian Edition" be specially identified to:

- a) Discourage unauthorized export; and,
- b) Inform Egyptian students that the books have been made available through the Mission's assistance.

The identifying symbols would include the "hand clasp" logo, prominently placed (perhaps on the title page), citing the

Mission's support and, hence, contribution to Egyptian educational development.

Direct financial assistance to the American publisher is proposed to enable him to sell what would otherwise be a prohibitively high-priced textbook to Egyptian students at a price possibly as low as one-fifth the price he would be forced to set if he were to publish it independently. Under the formula proposed, the Mission would reimburse the American publisher a share of the make-ready and plant (manufacturing) costs of a given textbook in accordance with the total number of copies printed and bound for each edition: the "Egyptian Edition" and the "Export Edition."

Flexibility in the support formula outlined below is proposed to take into account varying costs, incentives, and selling prices desired.

McGraw-Hill has prepared, and made available (on a confidential basis), cost quotations for seven basic college texts and seven vocational-technical books. John Wiley has submitted costs for ten (10) translations they have decided to publish in Egypt. Prentice-Hall and Addison-Wesley are still working up costs with Egyptian publishers and have agreed to submit cost statements for textbooks they have selected for early publication as soon as their own estimates are prepared.

Before explaining the proposed support formula for this "shared cost" alternative, it may be helpful to define the two cost elements employed by publishers in their cost submissions and discussed in the formula:

a) Make-ready costs

These include the publisher's payments for translation, editing, artwork, composition (typesetting) and proof-reading (his major and one-time costs of getting a manuscript ready to go into production or manufacturing). As subsequent printings are run, no further make-ready expenses are incurred other than offset plate-making, if plates are not preserved, which is usually the case outside the United States. This is not a major cost item, however.

b) Production (plant or manufacturing) costs

These include the publisher's payments for paper (text and jacket), blocks and engravings (or duplicate films, in the case of translations or reprints, where use of the original engravings is not feasible),

and printing and binding, his costs for producing or manufacturing the books themselves. They are governed by the physical size of the book, number of illustrations required, and the number of units produced. Unlike make-ready costs, production costs are repetitive for subsequent printings.

The support formula proposed for this approach to supporting publication in Egypt of low-priced Arabic translations (and later, reprints) involves varying degrees of financial subsidy towards each of the two production cost elements described above. Given widely varying costs and other factors present in each publication proposed for Mission support, it is neither possible nor desirable to set a fixed support formula. Flexibility must be provided so that cost sharing can be determined on a case-by-case basis as may be indicated by cost-price and other considerations.

It has evolved through investigations conducted over the past eighteen (18) months into the needs of Egyptian university education for American textbooks at low prices, discussions with Mission, Embassy, and GOE officials of their concerns and desires to meet those needs, consultations with American and Egyptian publishers currently developing joint venture approaches to publish and import American textbooks in Egypt; and experiences with USG-supported publishing programs over the years.

The cost quotations for production of the seven (7) McGraw-Hill basic college textbooks mentioned above, serve as specific cases in illustrating the proposed support formula outlined below. They are summarized in the following table:

| <u>No. Pages</u> | <u>Planned Print Run</u> | <u>Make-ready Costs</u> |             | <u>Plant Costs</u> |             | <u>Total Costs</u> |             |
|------------------|--------------------------|-------------------------|-------------|--------------------|-------------|--------------------|-------------|
|                  |                          | <u>Total</u>            | <u>Unit</u> | <u>Total</u>       | <u>Unit</u> | <u>Total</u>       | <u>Unit</u> |
| 352              | 3,500                    | \$10,218                | \$2.92      | \$7,105            | \$2.03      | \$17,323           | \$4.95      |
| 384              | 3,000                    | 10,606                  | 3.54        | 7,470              | 2.49        | 18,076             | 6.03        |
| 512              | 4,000                    | 13,796                  | 3.45        | 8,000              | 2.00        | 21,796             | 5.45        |
| 720              | 5,000                    | 23,160                  | 5.83        | 48,020             | 9.60        | 77,180             | 5.44        |
| 742              | 4,000                    | 20,624                  | 5.16        | 12,680             | 3.17        | 33,304             | 8.23        |
| 928              | 6,000                    | 37,299                  | 6.22        | 53,840             | 8.97        | 91,139             | 15.19       |
| 960              | 3,000                    | 24,932                  | 8.31        | 14,010             | 4.67        | 38,942             | 12.98       |

The seven (7) proposed McGraw-Hill Arabic translations taken as examples, then, range in size from 352 to 960 pages. Total production costs developed with Al Ahram Organization, the Egyptian collaborator, range from a low of \$17,323 (for the smallest book) to \$91,139 (for the next to the largest). Unit costs, computed by dividing total production costs by the planned

print run (i.e. edition size), work out to be \$4.95 to \$15.19, respectively.

Retail prices, while not yet established for these particular books, are normally determined by marking up the selling price to three times unit costs. Publishers' mark-up, normally four to five times unit costs in the western world, is intended to cover costs over and above actual out-of-pocket production costs such as:

- Author's royalties
- Overhead, usually determined at 25% of net sales
- Promotion, usually 10% of production costs
- Discount to distributors, an average of 30%
- Publisher's profit

Taking as an example, the normal three-times-unit-costs formula, these seven proposed translations would range in selling price from \$14.85 to \$46.32. Cost to the Egyptian student would be 10.40 to 32.42 Egyptian pounds, obviously out of reach for the majority of students.

Implementation:

To make lower selling prices to Egyptian students possible, Mission support is proposed in accordance with the following formula:

- (1) The American publisher pays total production costs (make-ready and plant as defined above) and authors' royalties;
- (2) The USAID Mission reimburses a per copy (unit) fee against the publisher's total production costs under the following schedule:
  - (a) A first-stage reimbursement of per copy (unit) make-ready costs (as defined above), multiplied by the number of copies specified and to be printed for the "Egyptian Edition."
  - (b) A second stage reimbursement of plant costs (as defined above), multiplied by the number of copies specified and printed for the "Egyptian Edition."
  - (c) No reimbursement of authors' royalties is proposed.

Subsequent printings of the same translation of a given co-published edition (as either or both the "Egyptian" or "Export" editions sell out) would be supported under essentially the same support formula which aided the production of the initial edition as follows:

- (1) Co-publishing a subsequent printing for both the "Egyptian" and "Export" editions:
  - (a) The American publisher pays:
    - Offset plate-making (the only make-ready cost involved)
    - Total plant costs
    - Total authors' royalties
  - (b) The USAID Mission reimburses the publisher as under paragraph 2 above (initial printing).
- (2) Publishing an "Egyptian Edition" only:
  - The Mission reimburses the publisher his total production costs.
- (3) Publishing an "Export Edition" only:
  - (a) The American publisher pays total production costs plus authors' royalties.
  - (b) No Mission reimbursement involved.

It is emphasized again that this formula is not proposed as one necessarily applicable to every translation. In general, shorter books are less costly to translate and produce (there are exceptions to this generalization such as the relatively low translations costs for the 720 and 960 page textbooks and relatively high plant costs for the same books); larger ones normally involve heavy make-ready and plant costs, forcing prohibitively high selling prices.

Thus, given the substantial portion of total production costs represented by make-ready costs (due, in the opinion of many knowledgeable book people, to excessively high charges being quoted for translations, especially, and to normally high costs of composition), it is proposed under the above formula that the Mission grant a larger first stage subsidy allowance to the American publisher to cover a greater share of his

total costs of preparing, editing, and composing the Arabic translation than would probably be indicated normally to bring down prices of the average-sized translation. In some cases, it might be necessary and desirable to reimburse his total make-ready costs (especially where plant costs are abnormally high due to costly illustrations).

It should be mentioned at this stage, that the proposed Mission support will undoubtedly encourage larger initial printings. This factor, in itself, can reduce unit costs of the make-ready element of total production costs, and plant costs somewhat, reducing total per copy production costs.

The effect of increasing print runs of the seven example McGraw-Hill textbooks is shown in the table below. Planned print runs have been raised to a hypothetical six thousand (6,000) copies each, except one already planned for that level which has been increased to nine thousand (9,000).

| No. Pages | Proposed Print Run | Make-ready Costs |        | Plant Costs <sup>1/</sup> |        | Total Costs |        | Reduction in Unit Costs |
|-----------|--------------------|------------------|--------|---------------------------|--------|-------------|--------|-------------------------|
|           |                    | Total            | Unit   | Total                     | Unit   | Total       | Unit   |                         |
| 350       | 6,000              | \$10,218         | \$1.70 | \$12,180                  | \$2.03 | \$22,398    | \$3.73 | \$1.22                  |
| 385       | 6,000              | 10,606           | 1.77   | 14,940                    | 2.49   | 25,546      | 4.26   | 1.77                    |
| 512       | 6,000              | 13,796           | 2.30   | 12,000                    | 2.00   | 25,796      | 4.30   | 1.15                    |
| 720       | 6,000              | 29,160           | 4.86   | 57,600                    | 9.60   | 86,760      | 14.46  | .93                     |
| 782       | 6,000              | 20,624           | 3.44   | 19,020                    | 3.17   | 39,644      | 6.61   | 1.02                    |
| 928       | 9,000              | 37,299           | 4.14   | 80,730                    | 8.97   | 118,029     | 13.11  | 2.03                    |
| 960       | 6,000              | 24,932           | 4.16   | 28,020                    | 4.67   | 52,952      | 8.83   | 4.15                    |

<sup>1/</sup> Not adjusted for increased print runs

Unit cost reductions achieved through increasing print runs are more dramatic, of course, with the larger books. Employing the three-times-unit-cost formula for setting retail prices, those for the seven example textbooks could be reduced from \$3.00 to \$12.00 through the proposed increased print runs.

Except for the smaller books, however, which are already relatively less costly to produce, the impact on selling prices through increasing print runs alone is not great enough to bring them down to levels where knowledgeable professionals in the Egyptian book trade agree would bring the books within reach of the majority of university students. Nor would the publishers be persuaded of the viability of increasing edition sizes by as many as three thousand (3,000) copies unless there were financial assistance toward reducing their unit production costs so that even further price reductions could be made possible and feasible.

Cost/price figures set out in the tables above are excellent illustrations why flexibility is inherent in the proposed support formula. Projected retail prices, based on the revised unit costs adjusted for the proposed increased print runs, are presented in the table below to further illustrate this point:

| <u>No. Pages</u> | <u>Adjusted Unit Cost</u> | <u>Projected Retail Price</u> |                               |
|------------------|---------------------------|-------------------------------|-------------------------------|
|                  |                           | <u>\$</u>                     | <u>L.E.</u> (Egyptian Pounds) |
| 350              | \$3.73                    | 11.19                         | 7.83                          |
| 385              | 4.26                      | 12.78                         | 8.95                          |
| 512              | 4.30                      | 12.90                         | 9.03                          |
| 720              | 14.46                     | 43.38                         | 30.37                         |
| 782              | 6.61                      | 19.83                         | 13.88                         |
| 928              | 13.11                     | 39.33                         | 27.53                         |
| 960              | 8.83                      | 26.49                         | 18.54                         |

Clearly, each of the seven textbooks would be expensive for the majority of Egyptian students. The four largest books would be out of reach for most. Assuming that the proposed support formula would have the effect of reducing the projected retail prices by half (the level of the proposed subsidy), projected selling prices for the first three books would drop to levels well within the desired range, perhaps lower than necessary. Subsidized selling prices for the most expensive books, on the other hand, though lower under the proposed larger print runs, remain at levels judged by Egyptian standards as exorbitant and hence, beyond reach of most students.

What is the expected effect, then, of the proposed Mission support on the selling prices of textbooks it subsidizes to Egyptian students? First, it should be noted that just as no set support formula is applicable in every case, neither will it guarantee a certain selling price for every book. Pricing is a matter of negotiation on a title-by-title basis.

In discussions with one American publisher on this point, the Project Advisor reached tentative agreement on the following:

- 1) Two-tier pricing, i.e. different prices for the "Egyptian" and "Export" editions (overcoming, for the moment, serious concerns over the risks involved); and,

- (2) A mutually agreed upon retail price in Egypt that would assure the price of the "Egyptian edition" would be within reach of Egyptian students. (There is consensus among American and Egyptian publishers and importers that four to five Egyptian pounds -- \$5.70 to \$7.15 -- should be the upper range to attract maximum sales to Egyptian students.)

At that point, it was not possible (nor desirable) to negotiate actual retail prices. However, the Mission can be assured that one American publisher, at this stage of project development, agrees to price textbooks published in Egypt under Mission subsidy at levels mutually agreed upon as necessary to assure that the books are within reach of virtually all Egyptian students.

2) Direct Support

This second proposed alternative to providing Mission support, thereby encouraging participation by American publishers to publish translations, adaptations, and reprints of American textbooks at low prices, proposes a direct subsidy payment to the American publisher for one or more given production cost elements.

Description:

Briefly stated, this approach (used in many USIS book translation programs) provides a direct subsidy payment toward one or more make-ready and/or plant cost elements (normally preparation of the translation or, in the case of a reprint, make-ready costs).

Discussion:

Advantages include generally greater flexibility over a fixed formula. Given the wide variations from book to book in costs for the various production elements, this approach permits the directing of subsidy support for one or more specific cost items in producing a given textbook. Subsidy payments can be provided to cover costs of selected production elements as may

be mutually decided upon and agreed to by the Mission and the American publisher as being necessary and desirable in order to lower production costs to levels as may be required to allow a desired selling price. In the table above on page 16, we note that plant costs for two of the seven textbooks (the 720 and 928 page examples) are markedly higher than the other five. This is due, very likely, to the use of a greater number of illustrations than in the average textbook, which increases plant costs and reduces those for translations at the same time (as there is less text to translate).

Under the direct subsidy approach, the Mission and the American publisher would probably opt for a subsidy payment of plant, rather than make-ready costs, as in the case of these particular books. This alternative would, of course, provide for an "Egyptian Edition" with a specified quantity of the initial (and subsequent, when and as needed) printing reserved for sale to Egyptian students.

Implementation:

The American publisher would prepare production cost statements in the usual manner. These would be reviewed and analyzed on a spot check basis to confirm they are in line with rates charged throughout the industry in Egypt (as would be the case under any subsidy alternative). This is an example of the role envisaged for the USIS Book Section discussed above under overall project implementation (see page 8).

Along with his production cost statement, the American publisher would submit a proposal giving details of pricing, with and without Mission support and requesting direct subsidy payment to reimburse his costs for one or more indicated production elements. The proposal would point out specifically how the Mission support requested would affect his decision on:

- (1) Whether or not to publish a given textbook;
- (2) Number of copies decided for the initial print run; and,
- (3) Selling price within Egypt.

On approval of costs and acceptance of the publisher's proposal, the Mission would issue the necessary procurement documents authorizing the subsidy payment.

The processing of these steps would be handled by the USIS Book Section under its "project administration" role, proposed above.

3) Hypothetical/Actual Costs Differences

This alternative proposes a subsidy support formula which is related directly to cost/price factors rather than to specific cost elements.

Description:

Unlike the two approaches outlined above, this one begins with establishing a target selling price (to Egyptian students), then calculates a unit production cost on which that price would be possible.

Discussion:

It requires, at the outset, agreement between the Mission and the American publisher on his allowable mark-up ratio. As mentioned earlier in this Paper, Egyptian publishers normally set a retail price of three times their direct production costs. Western publishers usually mark up retail prices four to five times their costs to cover their higher overhead and promotion expenditures. Under the proposed low prices for Mission-supported textbook publications in Egypt, the Project Advisor estimates that publishers would tend to set mark-up ratios at the upper range. Overhead costs are constant, regardless of costs and prices.

Implementation:

As provided under the Direct Support alternative, publishers would prepare production cost statements and proposals. Once a publisher's mark-up ratio has been determined and agreed to, it is then possible to determine his hypothetical unit production cost. For example, if it were mutually agreed that his mark-up ratio is four times his actual unit production cost, then the hypothetical figure is one-fourth the accepted target selling price. Mission support under this alternative would then be calculated at the difference between this hypothetical and actual unit cost.

Taking as examples, the cost/price data for the seven textbooks set out in the table on page 17 above, computations of Mission support and publisher's hypothetical costs (his investment in the production, except for costs of an overrun "Export Edition") work out as follows:

| No. Pages | Adjusted Unit Cost | Target <sup>1/</sup> Retail Price | Hypothetical Unit Cost | Mission Subsidy | Total Cost "Egyptian Edition" |          |          |
|-----------|--------------------|-----------------------------------|------------------------|-----------------|-------------------------------|----------|----------|
|           |                    |                                   |                        |                 | Publisher                     | Mission  | Total    |
| 350       | \$ 3.75            | \$2.86                            | \$ .72                 | \$ 3.01         | \$2,160                       | \$ 9,030 | \$11,190 |
| 385       | 4.26               | 2.86                              | .72                    | 3.54            | 2,160                         | 10,620   | 12,780   |
| 512       | 4.30               | 4.29                              | 1.07                   | 3.23            | 3,210                         | 9,690    | 12,900   |
| 720       | 14.46              | 5.00                              | 1.25                   | 13.21           | 3,750                         | 39,630   | 43,380   |
| 782       | 6.61               | 5.00                              | 1.25                   | 5.36            | 3,750                         | 16,090   | 19,830   |
| 928       | 13.11              | 7.14                              | 1.79                   | 11.32           | 5,370                         | 33,960   | 39,330   |
| 960       | 8.83               | 7.14                              | 1.79                   | 7.04            | 5,370                         | 21,120   | 26,490   |

<sup>1/</sup>Dollar equivalents of proposed selling in Egypt (from two to five Egyptian Pounds).

Significant price reductions can be achieved through any of the three support alternatives discussed thus far. Each merits consideration when approaching a particular proposed textbook production.

However, as mentioned above, this third alternative begins with establishing the retail price in Egypt, or target selling price. This makes it possible to visualize more readily, how Mission support may reduce selling prices to Egyptian students.

Referring again to the table on page 17, a quick comparison of "projected retail prices," based on a three-times-unit-cost mark-up with those proposed under this particular alternative, shows dramatic reductions:

| No. Pages | Projected Selling Price <sup>1/</sup> |                 | Target Selling Price <sup>2/</sup> |                 | Difference |                 |
|-----------|---------------------------------------|-----------------|------------------------------------|-----------------|------------|-----------------|
|           | \$                                    | Egyptian Pounds | \$                                 | Egyptian Pounds | \$         | Egyptian Pounds |
| 350       | \$11.19                               | ( 7.83)         | \$2.86                             | (2.00)          | \$8.33     | 5.83            |
| 385       | 12.73                                 | ( 8.95)         | 2.86                               | (2.00)          | 9.87       | 6.95            |
| 512       | 12.90                                 | ( 9.03)         | 4.29                               | (3.00)          | 8.61       | 6.03            |
| 720       | 43.38                                 | (30.37)         | 5.00                               | (3.50)          | 38.38      | 26.87           |
| 782       | 19.83                                 | (13.88)         | 5.00                               | (3.50)          | 14.83      | 10.38           |
| 928       | 39.33                                 | (27.53)         | 7.14                               | (5.00)          | 32.19      | 22.53           |
| 960       | 26.49                                 | (18.54)         | 7.14                               | (5.00)          | 19.35      | 13.54           |

<sup>1/</sup>Retail prices based on the publisher's 3-time-unit-cost mark-up using adjusted unit cost figures in the table above.

<sup>2/</sup>Pricing levels based on consensus of American and Egyptian publishers of reasonable prices for Egyptian students.

4) Quantity Purchase

Guaranteed pre-publication purchases of sizeable quantities (bulk purchase) may provide the economic incentive necessary to encourage the publication of needed textbooks. Such a purchase would be in lieu of a direct subsidy payment proposed in each of the three alternatives above.

Description:

This approach is generally applicable only when the Mission desires to present large quantities of a given textbook or reference book to university libraries and/or to development-related organizations. The bulk purchase serves, in effect, as an indirect subsidy payment. Depending upon production costs, proposed selling price, and negotiated discount, the Mission payment for the books would probably approximate subsidy levels under the direct subsidy alternatives.

Discussion:

An excellent example of where this approach would be especially applicable is the Mission's Rural Clinic Donations Project (see Ref. 5, Annex VIII, pg. 38). Initially, donations of the American editions of medical manuals and handbooks and books in family planning will be made for use of physicians, other professionals and administrative personnel at the clinics who read English. Later, it is proposed to have these same books translated for use of the paramedic staffs supporting the work of the professionals.

As proposed in that project, these Arabic language editions would be published under the longer-range publishing phase of the University Textbook Program. Guaranteed purchases of quantities necessary to place numbers of copies needed in each of the two thousand (2,000) rural clinics can assure their publication in Arabic.

Since the Mission's presentation would cut deeply into the publisher's Egyptian market, his commercial interests would be limited primarily to export sales. It is emphasized in this context, that large-scale donations to students would, in the opinion of the Project Advisor, be counter-productive to the longer-range developmental objectives of the overall Project, as discussed above (see page 5).

Implementation:

Administrative processing under this alternative is greatly simplified. In most instances, the Mission would initiate the publication of a book needed for specific project-related activities.

Of course, there would be instances where the publisher may be planning publication of a book which may, in the end, support a Mission project. A case in point is a nursing manual which McGraw-Hill has already published in Arabic; another is a similar book planned by Wiley. Both would be useful in the Rural Clinics Donations Project.

Either way, little is required beyond negotiating a bulk purchase price and delivery arrangements and time. A contract, or purchase order, would be issued with payment due upon publication and delivery of the books as specified in the agreement.

Discussion of implementation of the proposed Mission subsidy support to joint venture publishing in Egypt, to this point, has been concerned exclusively with Arabic translations of American university textbooks. Support is proposed also for the publication of Arabic translations of American textbooks incorporating adaptations such as substitutions and/or additions of Egyptian cases or experiences, especially in textbooks in fields of agriculture, business administration, economics, sociology, etc. (see "Description," paragraph B, page 5, above). These adaptations would be prepared by Egyptian professors in collaboration, preferably with the American author.

Publication of original textbooks, co-authored by American and Egyptian professors in some cases, and by Egyptian professors alone in others, with editorial guidance to be provided by the sponsoring American publisher, is proposed also in the Project Design (see "Description," paragraph B, page 5, above).

These are projects which would be carefully developed to meet special needs which American textbooks might not completely fill and/or where such an adaptation or writing of an original Egyptian textbook, with American collaboration (professors and publishers' editorial staffs), would make not only a more relevant textbook, but because of the collaboration of an Egyptian professor, would help assure greater utilization.

Mission support, as outlined above for straight translations, would be generally applicable to publication, at low prices, of such adaptations and original textbooks. Modifications, as may be required to provide for royalty and/or commission payments to Egyptian professor collaborators, can be readily negotiated with the sponsoring American publisher.

Reprints (in Egypt) of American textbooks are proposed in a later phase of project implementation. English is the language of instruction in Faculties (departments) of medicine, science and mathematics, and engineering in all twelve (12) national universities offering these fields.

According to Ministry of Education statistics (see Reference 5, Annex VIII, pg. 54), approximately 135,000 students are enrolled in these Faculties during the current academic year. As has been previously mentioned, first and second year students in science and engineering tend to have deficiencies in English. Faculty deans have raised this problem with the Project Advisor and have requested that consideration be given in project development for translating introductory textbooks in basic careers taught in their Faculties.

Upper division and graduate students usually develop sufficient reading comprehension to permit their using English language materials. Given the pyramid effect of declining enrollments in the educational ladder, numbers of students taking given courses in these fields may not justify reprinting the quantities necessary to make the production economically viable for the American publisher. Rather, imports of the American editions may be indicated of quantities required to meet known needs. Such imports would be subsidized also by the Mission as outlined in paragraph b below.

Where there are larger numbers of students in given courses, however, suggesting needs for larger quantities, say in the range of 3,000 to 5,000 over a three year period (the usual and preferred selling cycle in textbook publishing), reprints in Egypt may be indicated.

Here again, the proposed Mission support formula, outlined above, would be generally applicable, with modifications to incorporate such make-ready elements as duplicate films and color separations for illustrations and photographic processing ("shooting the pages") in substitution of translation, editorial, artwork, etc.

b. Subsidy Support to Lower Prices of Selected American Textbooks Imported into Egypt.

This alternative proposes Mission subsidy support to Egyptian book import firms to lower prices of American textbooks and reference materials imported into Egypt.

Description:

As noted in the above discussion of reprinting American textbooks in Egypt, that alternative may be a viable approach

only when large quantities are required. Where demonstrated needs exist for a given American textbook but in limited quantities, it is clearly less costly and more efficient all around to import the American original in quantities which will meet known needs. Mission support to Egyptian book import firms is proposed to make possible the desired selling prices in Egypt.

Discussion:

It is generally accepted that prices of American textbooks imported into Egypt are out of reach of most Egyptian students. The reasons are essentially that American books are relatively highly priced in the first place, and secondly, Egyptian importers mark up prices to nearly double the United States list price. This is due, in part, to the unfavorable rate of exchange at which they are charged for dollars. Importers of certain critically needed commodities are offered dollars at the so-called "official" rate of forty (40) piasters per dollar; book importers are charged at the "parallel market" or "tourist" rate of seventy (70). This has the effect of doubling the price of an already very expensive American textbook in Egypt.

In discussions over the past eighteen (18) months with American and Egyptian publishers and importers, clear preference has emerged for some form of direct Mission subsidy support to make possible lower prices of imported American textbooks. This is generally preferred over reprints unless very large quantities of a given textbook are needed.

American publishers, themselves, tend to have little enthusiasm for reprinting in Egypt under any circumstances. Their reluctance is due largely to:

- Cost considerations
- The risk they see in unauthorized exports which would compete with their own higher-priced editions.

Most American publishers have been producing special low-priced editions abroad since the early 1950's. These "student" or "international" editions (paperback) as they are known, have been produced in Japan, Hong Kong, and Singapore with significant cost advantages and have sold at prices ranging from one-third to one-half that of the U.S. produced hard-cover edition. Inflation has gradually eroded these cost advantages and many publishers have discovered there is no longer any real cost difference between producing textbooks abroad and in the United States.

Secondly, they share a unanimous concern that it is almost impossible to control unauthorized exports. Their experience with violations of territorial restrictions in licenses they have granted for Indian reprints has generated skepticism among them that reprinting in Egypt could be effectively controlled.

Egyptian importers, as publishers also, are anxious to promote reprinting there. However, they recognize that imports can more effectively meet needs generally. The Chairman of the General Egyptian Book Organization (GEBO), Dr. Mahmoud el Sheniti, Senior Undersecretary of State of the Ministry of Culture, has suggested that reprints be considered as an alternative to imports only when a clear need for a minimum of three thousand (3,000) copies over a short period is demonstrated. Otherwise, he recommends importing the American edition. These imports could be channeled through a subsidy import project with Mission subsidy to participating Egyptian book import firms (in both the public and private sectors) to make pre-determined, or "target" prices possible.

British and Soviet textbooks are being imported into Egypt at subsidized prices. The Mission discusses these in the PID (see Ref. 2, para. IV-A, page 1 of the second section), observing that arrangements for the import of the British subsidized textbooks are handled under an agreement between the British Council in Egypt and GEBO. It is a project similar to this which Dr. Sheniti has proposed.

#### Implementation:

Through discussions with American publishers, Egyptian importers and with Mission officials, the Project Advisor has developed two proposals for Mission subsidy support to Egyptian importers.

The first, a direct Mission subsidy to Egyptian importers to meet the difference between the "official" and "parallel" rates, was proposed initially by Dr. Sheniti. In April 1976, the Association of American Publishers (AAP) invited Dr. Sheniti to visit the United States and meet with publishers to explore possibilities for increasing exports of American textbooks to Egypt. The USAID Mission in Cairo endorsed the idea and sponsored Dr. Sheniti's trip under its Participant Training Program.

During that visit, the Government Advisory Commission on United States Government Overseas Book and Library Programs (GAC) invited him to address the group. In his remarks, Dr. Sheniti commented on the difficulties which Egyptian book importers face in obtaining scarce foreign exchange at reasonable rates and proposed a United State Government-funded program to help importers overcome the excessive charge for dollars.

In subsequent meetings with Dr. Sheniti, the Project Advisor developed a "Pilot Import Project" proposal (outlined in Ref. 1, pg. 4 and discussed further on pg. 14).

Under GEBO's agreement with the British Council for the import of British low-priced textbooks, that Agency acts as a clearinghouse for the import of all textbooks designated for the project (English Language Book Society) through any participating

importer. Any importer (public and private) is eligible. GFBO grants the necessary import licenses and approves expenditure of foreign exchange for the transaction to any firm who agrees to adhere to the terms of the overall agreement. These basically limit imports to approved titles in the British Council list, prescribe the selling price, and prohibit their export from Egypt.

Under the Subsidy Import Project proposed here, the Mission would provide direct subsidy payments (in Egyptian Pounds) to participating importers covering the import of American textbooks specified on lists which it would prepare periodically in consultation with deans and professors, with the importers themselves, and with American publishers. The agreement would specify also quantities to be imported and prices at which they may be sold. Each book imported under the terms of such agreements would be identified with the USAID "hand clasp" logo, expressing the Mission's visibility interests and discouraging exports which would be specifically prohibited in the agreements.

The amount of the subsidy would not necessarily equal the difference between the "official" and "parallel" exchange rates. Rather, flexibility would be provided to allow even further price reductions in cases where, even at the "official" rate, the book would still have to be priced above the desired level.

A second approach would provide a direct Mission dollar grant, either via the Commodity Import Program or directly to the participating import firms. The agreement would embody essentially the same terms as above. This alternative allows the acceleration of imports of American textbooks with no adverse affect on the GOE's foreign exchange position. It may also assure the import of needed American textbooks since the importers would not be required to apply for the purchase of dollars and possibly thereby encounter foreign exchange quotas and processing delays.

c. Donated Books (see PID, Ref. 2, Para. II-C, pg.3).

As a supplement to alternatives proposed above, this project would enlist the cooperation of American publishers in donating surpluses of unsold stocks of "reasonably current textbooks for presentations to universities."

Description:

While American publishers have not yet been approached, there is reason to believe they would cooperate in making rather large-scale donations of surplus stocks of textbooks and reference materials which would support Mission objectives. Over the past twenty (20) years, they have been cooperating with the U.S. Information Agency in its own Donated Books Program, providing several million books at no direct cost to USIA.

Discussion:

Textbooks acquired via this approach would be presented through a cooperative project to be administered by the Mission and USIS. Multiple copies of textbooks and reference books would be presented to university libraries, especially ones to be developed under the Library Science component of the overall Project.

Additionally, it is planned that books in fields appropriate for presentation under such special projects as the Mission's Rural Clinic Donations Project, will become available through this avenue. Other anticipated uses include presentations to library science schools for "laboratory" use by students in learning classification and cataloging.

Implementation:

At this stage of project development, it is proposed that before approaching American publishers, a survey be conducted in Egypt of needs and of possible mechanisms for receiving, stocking, and delivering the books to recipient institutions. Once more specific uses for donated books have been identified and logistical arrangements developed, a second phase of activity proposed would be discussions with publishers to determine their willingness to cooperate and to what extent they may be able to provide books to meet needs identified in the first phase survey.

Finally, a report is proposed presenting a statement of such books and an indication of willingness and ability of American publishers to provide books, which, while not necessarily specifically targeted, would be at least generally applicable to the identified needs. It would include also assessment of anticipated magnitude of the project, procedures for shipping, warehousing and presenting the donated books and a proposed budget for carrying out the activity.

C. Special Investigations and Surveys (see PID, Ref.2, Para. III, pg.3)

From time to time as project development proceeds, requirements will emerge for further information and data, including feasibility studies of proposed projects. Need for the first two such special studies outlined below was identified early in project development and proposed in the PID. Necessity for the other two became apparent in the course of developing the Project Design itself.

Survey of Printing and Binding Facilities in Egypt:

A printing specialist has already been designated and will visit Egypt in January, 1978, to tour printing plants and paper supply firms. He will survey plant and equipment and availability of printing paper for purposes of advising the Mission on the adequacy and condition of the Egyptian graphics industry generally,

(including projected supply of paper) and on capabilities of that industry to meet increased demands expected to be generated as the proposed longer-range publishing projects described above are implemented. He will also review several applications for Mission-supported loans for the purchase of American printing and binding machinery to upgrade and modernize existing Egyptian printing plants. Following this review, he will advise the Mission on whether the type of equipment proposed under the requested loans will meet the particular needs of the loan applicant. Additionally, he will comment on the extent to which the new equipment would significantly add capacity to the country's overall textbook production facilities.

Survey of Campus Bookstores:

Several major bookstores (both public and private sector) operate book sales outlets on the campuses of the major universities in Egypt. The Project Advisor has seen several of these, which are described as kiosks rather than bookstores as we know them on college campuses in the United States. At this stage of project development, little is known of how these on-campus kiosk branches function, stocks carried, utilization, profitability, etc. The proposed survey, which is to be designed during the next few months, would investigate existing facilities and explore feasibility of Mission support for converting them to full-fledged bookstores as well as for development of an expanded network of new bookstores, especially on the campuses of the newer universities.

Feasibility Study for Training Programs in Bookselling and Promotion:

There is a clear need for training of personnel working in firms which import, distribute, and promote sales of educational materials in Egypt. As reported in the PID (Ref.2, Para. IV, pg.2, second section), "clerical processes of establishing payment procedures such as L/C's promptly so that orders can be serviced, handling customs clearances, unpacking, cataloging the books once they are finally received and getting them into the sales outlets are agonizingly inefficient, mis-directed, and frustrate the whole exercise of getting the right books to the right place at the right time."

An advisor, preferably someone with experience in training programs in Third World publishing and bookselling, would explore specific needs for and expected benefits from such training programs with:

- (1) Egyptian book import and distribution firms
- (2) American publishers who export books to Egypt

- (3) The British Council which conducts such training programs for nationals of developing world countries, and
- (4) University deans, professors, and librarians.

As part of his study, he would submit a report to the Mission on his findings and recommendations for workshops, seminars, participant training, etc.

Survey of Student Enrollment:

Project development and determination of needs of Egyptian university education for American textbooks requires accurate data on student enrollments (see Ref. 5, Annex VIII, pg. 54). Statistics currently available through the Egyptian Ministry of Education present only projections for the years following the 1974-75 academic year. These are based on "maximum capacities of existing facilities" and assume, therefore, no expansion beyond an annual one percent increase in total university enrollment.

Figures on distribution of Egypt's approximately 300,000 students in the country's twelve (12) national universities (among the various faculties in these universities) show that approximately 43% are enrolled in the priority development fields of medicine and the health sciences, science and mathematics, engineering, and agriculture - - or approximately 135,000 in the current academic year.

This data needs to be refined and developed further. Additionally, more realistic projections of student growth are required. The proposed survey should be designed and carried out within the next few months.

2. Utilization by Egyptian students of materials to be provided.

The answer to this second question raised in the NEAC review of the PID must be speculative as is the question itself. Utilization will be determined as much by supply as by demand, which is assumed to be the thrust of this question.

Factors bearing on that side of the equation include the positive findings of the Project Advisor's investigations in an earlier survey of needs of Egyptian universities for American textbooks (see Ref.1, para. 2, pg.7). The two short-term university donations projects mentioned above offer concrete examples of utilization when books are readily available. Finally, the growth of exports of American textbooks reported by American publishers during the past two years suggests greater use over the past year than the Project Advisor had observed during his investigations in June, 1976.

However, more experience with the short-range university donations projects is necessary to develop more factual data on probable utilization of American textbooks to be provided. As observed above in the discussion of these donations, they are expected to serve as a "testing ground" on relevance and utilization and should provide the experience needed to guide the Mission on the proposed longer-range publishing projects. In fact, now that organization of the Textbook Display Room at the USTS American Library has been completed (see Ref. 9, para 2, pg. 2), the Mission has requested that the Project Advisor return to Egypt to quickly arrange visits by deans, professors, and university librarians. Discussions with these academics as they review the textbooks displayed, in themselves, will give the Mission illuminating indicators of the extent in which professors may be interested in and willing to adopt, and hence, utilize the textbooks to be provided under various projects proposed.

Concerns that the almost total reliance on lecture-note-type "textbooks" which, in many cases, the professors write, publish, and sell to their students may block, to a large extent, profitable use of textbooks which may be provided through the Project are valid, of course. For this reason, in the early stages of project development, it is recommended that the Mission focus on needs at the upper class and graduate levels. Here, where there are relatively fewer students and where lecture-note-type materials are inadequate anyway, there would be little direct competition with professors who publish and sell their own lecture notes.

At the lower class level, deans and professors have been unanimous in asking Mission assistance in providing Arabic translations of basic introductory level American textbooks, especially in science, mathematics, and engineering. There would be no conflict with the widely used lecture-note-type texts, and the Mission can be assured there would be very strong demand and use. The early experience of McGraw-Hill with their independently published Arabic translations has persuaded them (and other American publishers) to publish additional books in Egypt. Mission support, as proposed above, to make lower prices to Egyptian students possible would, of course, make wide utilization possible.

3. Mechanics of how these materials (textbooks) are to be put in hands of students.

For textbooks to be purchased by the Mission and donated to university faculties for loans to students under short-range donations projects, procedures which will assure availability to them have already been established (see page 3, above). Mechanics for providing textbooks to university libraries for use of students via donations by American publishers will be developed through the survey proposed above (see paragraph C., Donated Books, page 28). Distribution and sale of textbooks to be published in Egypt under the longer-range publishing projects (see page 5, above) will be channeled primarily through commercial distribution mechanisms utilized by the Egyptian distributor-partner of the various participating American publishers.

These latter, however, in the view of the Project Advisor, are not wholly adequate or likely to be effective in getting the published books into hands of students. All American publishers (and several Egyptian distributors) consulted agree with this assessment of the Egyptian book trade. Spotty coverage and institutional weaknesses in promoting and marketing books in Egypt place the burden of finding a needed book on the student, professor, librarian, etc. For this reason, further project development is proposed. Both surveys outlined above (see discussions of the proposed surveys on campus bookstores and training programs in bookselling and promotion, page 29 ) grew out of concerns of the Project Advisor and American publishers that the Egyptian book trade may not be prepared to adequately deal with promotion and distribution demands which will arise when production of textbooks of the magnitude proposed under the Project reaches levels required to meet needs.

Despite these defects within the Egyptian book trade, it is urged that implementation of both the proposed publishing and subsidized import projects be initiated at the earliest possible moment. Publicity expected to be developed through consultations with Egyptian academics proposed above (page 3, "Title Selection") will create strong demand which, in itself, will help develop effective supply mechanisms. This involvement of deans and professors, both in the title selection process and in translating (and other editorial activities such as preparing special, tailored introductory materials, adaptations, co-authoring, etc.) should assure their very strong interest in the published books which should, in turn, help overcome the casual, haphazard promotion and sales effort which characterizes the Egyptian book trade.

In the meanwhile, the surveys proposed above (page 29 - "Survey of Campus Bookstores" and "Feasibility Study for Training Programs in Bookselling and Promotion") plus the know-how input of the American publishers, themselves, should begin to show effect in gearing Egyptian distribution and book selling firms to meet anticipated demands for textbooks to be provided under the University Textbook Program.

4. Assurance that sufficient demand exists for materials in question

As has already been observed in the answer to the 2nd NEAC question concerning utilization, "demand" has been investigated and reported in the Project Advisor's report on his "Survey of Needs of Egyptian Universities for American Textbooks and Reference Works and Publications." It is expected that further evidence of demand will be demonstrated (and reported as addenda to this Paper) during consultations with Egyptian academics visiting the Textbook Display Room recently established in the USIS American Library (See Ref. 9, para. 2, page 2).

5. Utilization of material in the public domain

No needs for publications specifically in the public domain have been identified. It is possible, of course, that during further project development, materials such as publications issued by the U.S. Government Printing Office may be requested.

6. Copyright issues

No issues relating to international copyright are directly involved in the various donations, publishing, and subsidy import projects proposed above. American publishers will publish primarily, if not entirely, under their own imprint rather than license translation or reprint rights to Egyptian publishers. (They feel that to license either, especially reprints, would result ultimately in unauthorized exports of the lower-priced Egyptian reprint, competing with their regularly-priced editions.)

Egypt is expected to become a signatory of the Berne Convention (and may have already ratified the treaty agreement as of this writing). This, of course, is a welcome addition to the community of nations registering their recognition of and respect for rights of authors in the protection of their literary property against unauthorized use. However, the decision to join the Berne rather than the Universal Copyright Convention (UCC), to which the U.S. is a signatory, is a disappointment to American publishers.

At the same time, they have been encouraged by the very strong GOE support of USG positions at international copyright meetings on a number of critical international copyright issues. Dr. Mahmoud el Sheniti, Senior Undersecretary of State of the Ministry of Culture and Chairman of the General Egyptian Book Organization (GEBO), as Egypt's delegate to international copyright meetings, has defended American publishers against claims of Third World delegates of denial of access to American books. This posture may carry more meaning concerning Egypt's intentions vis-a-vis copyright issues than formally joining the UCC.

7. Shipment procedures

For the Short-Range Donations Projects, both procurement and shipping will be the responsibility of the Agency's IQC Book Procurement Contractor. However, as reported above (see "Procurement and Shipping," page 4, above) and in the Project Advisor's 1st and 2nd Interim Progress Reports (Ref. 5, Annex I, page 9; and Ref. 8, para. 6, page 5), he has worked out special arrangements with the Contractor to forward shipments for these donations projects directly to the Mission via the PPO, on the advice of the Embassy Administrative Section.

Shipments for the proposed subsidy-import projects will be arranged between the American publisher and the Egyptian import firm placing the order. Normally, air cargo is the preferred shipping mode. While this adds to the cost of an already expensive textbook, there is unanimous agreement among the three major public sector importers that advantages outweigh cost considerations. They believe that shipping via air cargo assures deliveries and may, in the long run, prove less costly than ocean freight which involves pilferage, water damage, unloading delays, and customs clearances which become more troublesome at the port cities than at the Cairo airport.

8. Publication considerations

These include, generally, need, demand, production costs, selling price -- and Mission support. Need will be identified through Mission and USIS consultations with academics (as discussed above in answers to the 2nd and 4th NEAC questions) as well as through market surveys to be conducted by both American publishers and Egyptian distributors. Demand related to quantities likely to be needed over a normal, three-year publishing cycle.

Quantifying demand will require assessment of adoption potential, data on student enrollments, and careful weighing of cost/price factors to set an optimum selling price to students.

Selling price, production cost, and Mission support are inter-related elements of publication considerations, as essential to publishing decisions as are demonstrated need and projected demand. Knowing there is a need and being able to project (rather accurately) demand in terms of likely sales over a given period, feed in only part of the data needed to reach that decision.

For example, several American publishers have already conducted market surveys, studied student enrollment projections and have determined there is both need and demand for an Arabic translation of a given textbook. However, once production costs were developed and retail prices determined, they invariably reached decisions not to publish. Excessively high costs quoted for preparing translations inflate production costs to the point where even with minimum markup, the books would be priced out of reach of most Egyptian students.

Figures presented in tables on pages 13, 16, 17, and 21 illustrate this point nicely. In the case of each of the seven example textbooks, per copy production costs exceed the "target," or optimum, selling price to Egyptian students. Mission support, as proposed under the various support formulas outlined in the 1st NEAC question above, becomes the key element of the publication consideration for each of these cases. (McGraw-Hill has published several Arabic translations despite high costs. But every book published thus far has been a relatively short "college outline" or manual.

They have not yet published a basic textbook. In fact, decisions on the seven textbooks used as examples above, are waiting determination of possible Mission support.)

9. Broader material (textbooks, in this case) relating to other aspects of socio-economic development

It is true that project development to this stage has placed emphasis on the priority development fields of medicine, science and mathematics, engineering, and agriculture. This is due primarily to requests of academics consulted for books in these disciplines. American publishers, surveying needs for their textbooks in Egypt, are themselves giving priority to the sciences and engineering.

However, consideration is being given to a wider scope which will encompass broad developmental areas. The Project Advisor has recommended additional bibliographic preparation in fields of sociology, economics, business administration, education and political science with the objective of obtaining more balanced representation in all development-related fields. Then, the Mission and USIS with the assistance of the Project Advisor have already developed and carried out two university textbook donations projects in the socio/economic area (see Ref. 5, Annex III, page 16 and Annex IV, page 23; and Ref. 9, "Activity" No. 5, page 5). Multiple copies of some thirty-seven (37) textbooks in economics and business administration and twenty-two (22) in education and applied linguistics have been purchased and donated to the Faculties of Commerce (Cairo University) and Education (Ain Shams University), respectively.

Additionally, projects are being developed under which textbooks, professional books, reference works and other materials will be donated to Egyptian organizations and agencies working in community development fields. These books will be selected by the Egyptian professionals and Mission staff working with them and will cover such subjects as rural and urban sociology, community organization, local government, anthropology, etc.

10. Close cooperation with USIS activities

All of the foregoing has been developed around the premise of Mission and USIS cooperation in a co-mingling of funds, resources and personnel to carry out the proposed projects. This tone was set during pre-project development with a joint Mission-USIS review of the Project Advisor's Survey Paper (see Ref. 1). That joint review expressed general approval and called for further study as outlined in the PID (Ref. 2) which proposes USIS involvement in any Mission project for provision of textbooks and educational materials to Egyptian university education.

An excellent illustration of this "close cooperation" at work is the development and implementation of the two university donations projects reported above under NEAC question No. 9. Another is the Textbook Display Room located in the USIS American Library. Further, general project administration by USIS is interwoven into most of the proposed university textbook donation projects and longer-range publishing projects with the advance agreement and approval of USIA and USIS-Cairo.

11. Assure cooperation among appropriate Egyptian entities

This, of course, is an essential requirement both in project development and implementation. Step-by-step consultations with officials of the Ministries of Economy and Economic Cooperation, Education and Culture have been built-in to both. (In fact, as mentioned above in the discussion of donations to the rural clinics, page 5, the actual presentation of the books will be made to the Minister of Health.)

Apart from consultations with GOE officials, continuing liaison with Egyptian academics is inherent in project development and implementation. A good example of cooperation with university deans, professors and librarians is the Textbook Display Room activity, whereby, as discussed above, they will have an opportunity to review books in their fields and discuss with Mission and USIS staff relevance of the books to courses they teach and to indicate their interest in adopting any of them, i.e., a selection input.

Finally, there has been and will continue to be necessity and desirability for meeting regularly with Egyptian publishers, importers, and distributors throughout project development and implementation.

Summary

This Paper, following the format of answers to eleven (11) questions raised during the NEAC review of the Mission's PID in August, 1977, has been prepared for the purpose of providing the USAID Mission in Cairo with a Project Design for the University Textbook Program component of its overall University Instructional Materials Program. It incorporates (along with the three previously submitted Interim Progress Reports and various memoranda prepared at the Mission by the Project Advisor) full details on plans of American publishers to undertake joint venture publishing projects in Egypt and of their interest in collaborating with the Mission in meeting needs of Egyptian university education for American textbooks. Hopefully, it offers full information and background materials needed by the Mission for the textbook section of the

concept paper of the overall project. The Project Design (presented basically in the answer to the 1st NEAC question) develops each of the three major elements of the University Textbook Program component outlined in the Mission's Project Identification Document, Cairo 05572, dated April 1, 1977 which, at that point of project development, discussed only the textbook component of the overall Project:

1. Short-Range Donations Projects

These consist of immediate, high visibility, stop-gap donations of textbooks and reference materials to universities for loans to student and to Egyptian organizations and agencies providing services in public health, family planning, community development, agricultural development, etc.

Project design for the short-range donations element is virtually completed. Procurement and logistical arrangements have been worked out with the Agency's IQC Book Procurement Contractor. Two projects have already been developed and implemented. Others will be developed through further consultations with Egyptian academics largely through the facility of the recently established Textbook Display Room with the generous donations of selected textbooks by cooperating American publishers.

2. Longer-Range Publishing and Subsidy Projects

These consist of textbooks and reference materials to students and university libraries basically through commercial channels of American publishers' Egyptian distributor-partner. Low selling prices to Egyptian students will be made possible through Mission subsidy support proposed under the three following approaches:

- a. Publication in Egypt of Arabic translations and adaptations of American textbooks, original co-authored or Egyptian-authored textbooks and reprints of American textbooks;
- b. Subsidy support for importing American textbooks through Mission payments to Egyptian importers via the Commodity Import Program or direct grants of amounts to permit sale to Egyptian students at optimum prices;
- c. Donated book program with American publishers donating surplus copies of older but relatively current textbooks largely for Mission and USIS presentation to university libraries and to professionals working in development-related fields.

Approaches to Mission subsidy support to American publishers planning to publish in Egypt have been developed. These are outlined above in the four alternatives to providing direct and indirect Mission subsidy to these publishers to make possible lower selling prices to Egyptian students. The Project Advisor has discussed proposed Mission subsidy support for lowering prices within Egypt of imported American textbooks and reference materials with the three major public sector import firms. They are prepared to cooperate with the Mission in any way proposed to develop specific projects. To develop the proposed American publisher donations, further investigations has been proposed to the Mission.

### 3. Special Investigations and Surveys

These consist of studies needed in further project development:

- a. Survey of printing and binding facilities in Egypt including review and analysis of applications for Mission-supported loans for the purchase of American printing and binding machinery. An advisor for this study has already been selected and is expected to be in Egypt in February, 1978.
- b. Survey of campus bookstores to learn of their effectiveness in meeting student needs and possible recommendations for Mission support for upgrading existing campus outlets and for establishing new ones.
- c. Feasibility study for training programs in bookselling and promotion for personnel presently engaged and/or planning to work in book import, distribution, sale, and promotion including recommendations for specific training programs.
- d. Survey of student enrollment to provide data on trends in student enrollments including numbers of students currently enrolled in the various universities' Faculties with projections for future student body sizes in the various subject matter fields.

## REFERENCE

SURVEY OF NEEDS OF EGYPTIAN UNIVERSITIES  
FOR AMERICAN TEXTBOOKS AND REFERENCE WORKS AND PUBLICATIONS

by

William M. Childs

Prepared for The Office of  
Near Eastern and South Asian Programs  
Bureau of Educational and Cultural Affairs

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SURVEY OF NEEDS OF EGYPTIAN UNIVERSITIES  
FOR AMERICAN TEXTBOOKS AND REFERENCE WORKS AND PUBLICATIONS

This survey was carried out for The Office of Near Eastern and South Asian Programs of the Bureau of Educational and Cultural Affairs to provide information to present at the next meeting of the U.S.-Egyptian Working Group on Education and Culture scheduled for fall 1976 in Washington, D.C. Books are at the central core of educational exchanges, a vital element in the process of transferring knowledge from one nation to another and producing that intellectual dialogue which, if it does not produce consistent agreement at least produces understanding. At the present moment, there is a lacunae of such a bibliographic exchange between Egypt and the U.S. resulting from the genuine breakdown in communications channels after June, 1967. Opportunities and needs are now present for cultural, intellectual and educational exchanges on a broader and more active dimension than even during the peak period of warm relations after the Suez War.

CU's goal is to facilitate such exchanges. The Government of Egypt, too, desires opportunities for such exchanges and for access to American educational books in facing urgent demands for social and economic development. Programs and projects recommended below were designed within the context of the findings of the survey and have the objective of serving the goals of the Government of Egypt and CU in providing bibliographic, educational and cultural exchanges.

For the survey, visits were made to the campuses of Cairo, Ain Shams, Al-Azhar Universities, the American University in Cairo, university, faculty and departmental libraries, the Central Book Organization of the Ministry of Higher Education, the General Egyptian Book Organization of the Ministry of Culture, and public and private sector book import firms and bookstores. In-depth interviews were held with university administration officials, deans, vice deans, department chairmen and professors as well as with the only American publisher representative in Egypt, Egyptian publishers and book sellers, and officers of USIS and AID.

This report includes background information on (a) the specific needs of Egyptian universities for American textbooks and reference publications and (b) present use of texts and references, Egyptian

or foreign, and the channels through which they are acquired. . It makes recommendations to the Joint Working Group on steps which might be taken to meet clear needs for American educational publications in Egyptian higher education as determined through the study. These recommended steps are basically facilitative and the last four involve the cooperation of Egyptian and American publishers. Implicit in them and especially the last, is that American publishers will (or should) launch initiatives to follow up on opportunities and the good work which has already been accomplished, particularly by the General Egyptian Book Organization.

American books have never really penetrated the Egyptian market. The Egyptian book trade was developed largely under the influence of British and French publishers who have established commercial ties with these publishers through which the majority of foreign books are imported. American publishers have faced deterrents such as higher prices for their books, limited dollar quotas for importing books, distance, lack of contacts and marketing information, etc. These, plus a prolonged break in relations with Egypt following the June War, have tended to discourage any interest American publishers may have had over the years in promoting their books in Egypt.

But today one sees rising interest in and demand for American books, especially in the universities and libraries. The doors are open for both sides to work together to try to surmount the obstacles in the way of Egyptian booksellers and American publishers for commercial penetration of American books in Egypt. More initiatives will have to come from American publishers. For example, only one American publisher, Addison-Wesley, maintains a full-time Egyptian representative to promote sales of its textbooks to universities and libraries.

SUMMARY OF RECOMMENDATIONS:

1. American Research and Reference Center

Establish a central American library for research and reference in the fields of medicine, the basic sciences and mathematics, engineering and technology and the agricultural sciences (the priority areas identified by the senior Egyptian academicians interviewed). The center would combine a library of a comprehensive collection in these fields of American advanced textbooks, references works, professional journals, periodicals, research papers, etc., with total library and reference services provided by a professionally trained library staff. It would feature also audiovisual facilities, microfilm and microfiche materials and readers, and copying equipment (xerox or photocopying) for making copies of research papers, articles, etc.

The General Egyptian Book Organization of the GOE Ministry of Culture has offered space, facilities, and the services of the library and reference staff of the new National Library of Egypt (equivalent to the U.S. Library of Congress) which comes under the jurisdiction of GEBO to house a separate, intact American research and reference collection. The National Library of Egypt is in advanced stages of completion and is scheduled for formal opening in January 1977 as a feature of the Cairo International Book Fair. It is to be housed in a new section of the GEBO complex on the Corniche El Nil, central to the main universities of Cairo.

2. Training Seminars and Workshops for Librarians

The library is the heart of the university. And librarians, trained and experienced in library organization and management, are essential to providing effective and efficient library and reference services to the university community. Develop a small-scale librarian training seminar as a pilot project to help develop a future training program which would be relevant to needs, guide in the selection of candidates and test results. This initial seminar could be organized through the facilities of AUC which has the staff and experience in library training programs. The staff of the USIS American Library could also participate. Additionally, the services of a small group of American librarians including one or two professors of library science to participate in developing the curriculum and as lecturers would be a key to such a pilot seminar.

3. Pilot Import Project

There is a limited but steady market for imported American textbooks in small quantities which could be expanded if prices could be lowered to make them competitive with British books, especially the low-priced textbooks supported by the U.K. under the English Language Book Scheme (ELBS), which are imported through GEBO under an agreement with the British Council in Cairo.

Under this pilot project to be conducted in cooperation with GEBO, specific titles would be identified in one test area, medicine, through a study of the ELBS experience with medical textbooks. GEBO would order copies of selected textbooks directly from the American publishers under normal discount and credit terms. The books would be priced in Egyptian Pounds on par with the official exchange rate, i.e. forty piasters to one dollar rather than the parallel market rate of sixty piasters to the dollar. This would make the Egyptian price lower by about fifty percent than is the case presently for American textbooks. Al Ahram and Maaref price American imported books at the equivalent of eighty piasters to the dollar.

The project would provide funds to pay GEBO the difference between their actual cost of dollars at the higher parallel market rate and the official exchange rate, a difference of fifty percent.

4. Pilot Reprint Project

In those cases where there is a need for larger quantities of a given American textbook to use as a classroom textbook, it becomes feasible to reprint several thousand copies in Egypt to sell at prices which the majority of Egyptian students can afford. Under this pilot project, a group of twenty to thirty American textbooks to be selected by professors in the four priority fields of medicine, basic sciences, engineering and technology and agriculture, would be reprinted by GEBO and marketed through their channels to test the market for low-priced reprints of American textbooks generally. (We have limited information based on the experience with the import of the American textbooks reprinted under the P.L. 480 Textbook Program in India.)

The project would provide bibliographic lists of textbooks most widely used in American universities prepared by American professors, facilitate the negotiation of reprint rights with American publishers, and provide paper. GEBO will pay all costs of manufacture and royalties to the American publishers at five percent of the Egyptian retail price.

5. Arabic Translations of American Textbooks

Establish a pilot project to translate, publish and distribute selected American textbooks for sale to Egyptian students at lowest possible prices. These would be largely introductory level textbooks in some of the science fields (for first and second year science majors who have deficiencies in English) and for the faculties of commerce and political science and economics where the medium of instruction is Arabic. There is undoubtedly need for Arabic translations in the polytechnic and higher institutes; however, these schools were not covered under this study.

6. Cairo International Book Fair

Establish a project to encourage more American publishers to exhibit more textbooks at the Fair next January. It would facilitate their participation and coordination with GEBO which organizes and manages the Fair. To assure adequate stocks of textbooks for public sale, the project includes planning and coordination with and between the American publishers and the public and private sector importers and booksellers who represent them in Egypt.

To help promote sales and to assist Egyptian students, professors and librarians interested in American textbooks, the project would feature a central American exhibition of the textbooks available for public sale at the stands of the various Egyptian firms representing the individual American publishers. This would give them an opportunity to see in one central location the full range of American textbooks on public sale at the Fair through the different Egyptian exhibitors.

One of the objectives of the project would be to encourage greater attendance personally by senior officials of the major American textbook houses to discuss with Egyptian educators and with the Egyptian book trade the need for American textbooks and ways and means of possibly overcoming difficulties American publishers find in getting their books into Egypt.

BACKGROUND:

1. Universal Education in Egypt

Every Egyptian citizen is guaranteed "access to any school or university whatsoever according to his talents and abilities." Egypt has given highest and most urgent priority to education at all levels in its development process with special emphasis on fields related to the country's priority development fields. Students with special ability are "missioned abroad for training and higher studies, the fruits of which are to be reaped for the benefit of the State."

Education is free and more and more Egyptian families are finding ways to keep their children in the educational process. In the five year period from 1968 to 1973, enrollment in Egyptian secondary schools rose by fifty percent. For the same five year period, total enrollment in Egypt's five major universities (Cairo, Ain Shams, Alexandria, Assiut, and Al-Azhar) grew by nearly 60 percent. Today, there is an estimated total enrollment of 300,000 students in Egyptian universities and higher institutes. Nearly two-thirds of this enrollment is in the three Cairo universities.

Rapid growth in student bodies has outpaced the capacity of the universities to absorb and provide facilities for the increasing numbers of Egyptian boys and girls completing secondary schools and entering the universities each year. Teaching staffs, classroom and laboratory facilities and libraries are inadequate to cope with the mass of students now on the university campuses. Professors face classes numbering in the hundreds and even upwards to two thousand in some cases. Even large lecture halls and auditoriums are over-crowded, noisy and uncomfortable, discouraging any meaningful professor-student contact. Many students find they cannot see or hear the professor's lectures despite attempts at loudspeaker systems.

Students find that the course material can be more readily absorbed and understood through reading the professor's own lecture notes or textbook which he publishes directly under his own name or under the imprint of one of several publisher/booksellers who cooperate with the professors in distributing his textbook. These professor-published textbooks serve as classroom texts throughout Egyptian universities, especially at the undergraduate level.

2. Findings and Conclusions on Needs for American Reference Works and Textbooks

The six recommendations outlined above grew out of impressions, observations and insights developed from my visits to the faculties and libraries, and discussions with other senior members of Egypt's academic community and with publishers and booksellers. The following observations and comments represent, in effect, the findings of my study and provide, I believe, the background and rationale for my recommendations:

a. Reference Works, Journals and Periodicals

Without exception, university vice presidents, deans, vice deans, department chairmen, and professors emphasized that their most critical need is for American references and bibliographic publications. These are needed most urgently in medicine, basic sciences, engineering and technology and agriculture.

They were unanimous in requesting donations of these materials immediately to their faculty libraries. In discussions of ways and means to approach this need, there was a specific proposal for a central American library as outlined in my first recommendation. This was endorsed by the majority of the professors and deans in the faculties of medicine, basic sciences and engineering. Many of them expressed strong reservations over the organization, management and facilities of their faculty libraries. Others still expressed strong interest in seeing some help for their own libraries. But, in my opinion, a project to upgrade central university and individual faculty libraries would be overly ambitious. It would require duplication of collections and efforts and would be excessively costly.

b. American Textbooks

I did not attempt to quantify the need in terms of numbers of individual textbook titles or copies of each. Figures can be developed as the bibliographies of American textbooks are presented to selection committees (see paragraph number three under "Discussion of Recommendations" below). Deans and professors of faculties of medicine, pharmacy, science, engineering, agriculture, commerce and economics and political science at Cairo, Ain Shams, and Al-Azhar Universities gave me specific examples of courses in the various departments of their faculties where either translations or reprints of American textbooks are needed and would be used.

2. b. Translations were indicated primarily in the agricultural, commercial and economics and political science faculties at all levels. Arabic is the medium of instruction in these faculties. Then, several of the deans in the science and engineering faculties mentioned deficiencies of entering students in their faculties in English and brought up the need for translations of introductory level texts.

Reprints at all levels and in all branches of medicine and pharmacy were proposed. Otherwise reprints (in some cases reprints were not specified but implied in requests for multiple copies for the library) were requested largely at the post-graduate and, in some cases, third and fourth year undergraduate levels in the science and engineering faculties.

c. University Libraries

No observer with even limited knowledge of library organization and management could recommend providing the quantities of American reference books and textbooks which every dean had requested for his faculty library. With few exceptions, these libraries are little more than haphazard collections of outdated, worn books and publications in dark, cramped quarters. Only a few are directed by professionally trained librarians. Most are organized following only rudimentary systems of classification and cataloging. Space for additional shelving required for any substantial addition to the collection is not available.

My own conclusion, shared by many professors and even some of the deans with whom I discussed the library problem, is that it would be irresponsible and counter-productive to donate large quantities of texts and references proposed by the deans and professors. I found agreement that the need should be met but only within the terms of a modernization or renewal project. As discussed above, this does not appear a realistic or possible goal.

d. Textbook Selection

The selection of the classroom text and recommended readings is the right and responsibility of the individual classroom professor. Neither the Supreme Council of

2. d. Higher Universities nor the individual university administration has a voice or role in the decision of the textbook to be used at the classroom level. The professor is autonomous.

Therefore, for the purposes of the recommendations in this study to provide reprints or translations of American textbooks, no consultation with nor approval of any GOE ministry would appear to be necessary or required.

e. Practice of Professor Publishing

This autonomy which the individual professor enjoys in the determination of the classroom text encourages and permits the practice which is widespread and entrenched of professors preparing, publishing and selling their own course textbook. It is under attack in the press and is an issue of concern within the Parliament and the Ministry of Higher Education.

During May and June, there was fairly intensive and insistent press coverage of the problems in meeting the needs of university students for low-priced textbooks of decent quality. Many of the articles criticized the quality, standards and relevance of most of the textbooks prepared by the teaching faculties of the universities. They take the position that professors are engaged in an improper and questionable practice in preparing lecture-note-type textbooks and that the government should intervene and set up a body to prepare, publish and distribute textbooks of higher standards for the students. Allegations have been carried that the professors are largely plagiarizing from foreign textbooks raising questions of ethics and of their own competence. Complaints that students are the victims of poorly prepared textbooks for which they are overcharged run through these articles.

f. Import, Distribution and Promotion of American Textbooks

There is a market for American books in Egypt, but it is limited largely to institutional purchasers due to the high prices. Shortages of foreign exchange hamper attempts to penetrate the Egyptian market. Yet, American general books and textbooks are imported and sold to university libraries, professors, and even to some students. Within the limitations imposed by high prices

2. f. and shortages of foreign exchange, much more can be done. But the American publisher himself will have to be more aggressive.

As previously mentioned, only one American textbook publisher maintains a full-time representative in Egypt. Most of the major American textbook publishers are represented by either GEBC, Al Ahram or Maaref. The two well-established and venerable private book-sellers, Anglo-Egyptian and Renaissance Bookshop, import and promote a modest number of American textbooks. From my observations, none of them does a really effective job of stocking or actively promoting American textbooks with university librarians or professors. Sporadically, they send American publisher catalogs to the librarians who in turn show them to the professors. Orders are generated via this casual marketing technique but because most of the books are not stocked in Egypt, the importer must order from the American publisher (usually through his U.K. branch) with discouraging delays.

The Cairo International Book Fair has been a major and effective event bringing American textbooks to the attention of university librarians, professors, and students especially during the past two Fairs. In almost every instance where I saw a current American textbook on a university library shelf or on a professor's desk, I was told it had been bought at the Fair. Nearly every university librarian and many of the professors I visited mentioned the Fair and commented favorably on the opportunities it gives them to learn about the new American textbooks in their fields and to actually buy books they especially need.

DISCUSSION OF THE RECOMMENDATIONS:

1. While American reference works and publications were given highest priority by all the administration officials and senior academic members of the universities I visited, different approaches were proposed for providing them. The majority favored simply donating a collection including periodical subscriptions (with back issues) to their faculty libraries.

Others were critical of their libraries and questioned whether they could effectively handle such donations (a view which I quickly and independently formed) and suggested that we establish an American center or library accessible to all students, professors, and researchers.

Then, there were specific proposals for developing American research and reference collections within existing libraries at Cairo, Ain Shams and Tanta universities:

- a. Cairo University

Dr. Ibrahim Badran, Vice President for Post Graduate Affairs and a member of the JWG, proposed that two such centers be established -- one in the central university library building on the main campus where the science and engineering faculties are located and the other in the Faculty of Medicine Library on the campus on the east side of the Nile.

- b. Ain Shams University

Dr. Abdel Wareth, Deputy President for Graduate Studies and Research, proposed that the JWG undertake a major upgrading of the central university library which could include an American center in the priority fields of medicine, science, engineering and agriculture.

- c. Tanta University

Dr. Cecil K. Byrd, President, American University in Cairo, and a professional librarian, had just completed a study for a central science library on the medical campus of the new Tanta University. He believes that the new university at Tanta will quickly develop into a major university in the health sciences and that establishing a central science library of American reference and research publications would have an important and lasting influence on that development. He feels that efforts should be directed toward encouraging

1. c. decentralization of the educational establishment in Cairo anyway and that placing a strong, prestigious collection of American reference materials and advanced textbooks at Tanta would help attract senior faculty people and the better qualified students away from the Cairo universities. His answer to the obvious disadvantage of location? Dr. Byrd replied that materials can be quickly copied and sent to other universities via one-day messenger service.

Finally, Dr. Sheniti, Chairman of GEBO and a professional librarian (Ph.D. in library science from the University of Chicago), proposed an American collection as a separate department in the National Library and Documentation Center of Egypt. He cautioned that there would be jealousies among the universities and that the GEBO-administered National Library offered a "neutral ground."

Dr. Sheniti and I discussed the importance of recruiting and training a staff for the American collection. Training in the U.S. including scholarships for advanced degrees in library science would be the core of the overall training program. But he proposed an initial "on-the-job" training project as a first step. Instead of sending staff to the U.S. initially he feels it would be less costly and all around more effective to select a group of about fifty of his most experienced librarians and bring out two or three American librarians to work with this group in organizing the American section. This might involve a six-month, or longer, period during which professional training would be given to the GEBO trainees as they work to organize and establish the collection. Once the American department is organized and operating, he would identify two or three of the especially able and talented librarian trainees to send to the U.S. to study for advanced degrees in library science and documentation. This would be repeated annually for a few years to train and develop a cadre of professionally trained librarians to assure continuity of a professional staff for the Center.

Thus, the proposals range from donating reference collections to faculty libraries to establishing an American research and reference center either (a) independently organized and operated, (b) established within any of three university libraries, or (c) set up as a separate and independent section of the National Library of Egypt.

- (con't.) 1. Overall, Dr. Sheniti's proposal impressed me more than the other three. It carries the prestige of the GOE National Library, an American educated librarian would be the overall director of the Center, the pitfalls of inter-university rivalry and jealousy would be avoided, and the project as Dr. Sheniti outlined it features a built-in training and education program to provide the professional staff which is essential to effective service to Egypt's academic and scientific communities.

Any of the proposals would involve major costs, both dollars and Egyptian Pounds. An independently established center would involve leasing, buying or constructing whatever size building is required. Using someone else's real estate obviates a major cost factor. A centrally established American center or library has the obvious advantage of a one time only project. Placing reference collections in either a central university or individual faculty library will lead to demands for donations of similar collections to other libraries -- an endless and enormously costly chain reaction.

Training of library personnel is implicit in any of the proposals to assure that the collection is properly classified, catalogued and organized and that efficient and professional reference services are provided. The project cannot begin nor end with merely donating books.

If the JWG agrees that an American research and reference center or library should be established, plans will have to be developed both for the preparation of bibliographies and for the procurement and shipment of the books, subscriptions to journals and periodicals, etc., and microfilm and microfiche materials and readers and copying equipment. American authorities would have to be consulted in each of the four priority subject matter areas the Center would encompass to develop comprehensive bibliographies. Shipping could be arranged through the Department's pouch facilities.

Whether the U.S. side of the JWG decides to present a proposal or to discuss the need for American reference publications brought out in my survey, I am certain that the Egyptian representatives will raise the need. This appears to be a serious one and it was seriously presented by the senior university officials whom I interviewed in the context of joint U.S.-Egyptian planning to help meet the needs of Egyptian universities for American textbooks and reference publications.

2. Egyptian librarians are joining the exodus of professionals and skilled technicians to better-paying employment in the oil rich Arab countries. And the number of Egyptian students enrolled and graduating in library science is inadequate to Egypt's growing needs anyway. Only a handful of the faculty libraries I visited are directed by trained librarians. As the number of central and faculty libraries increases and as the collections expand, the shortage of trained librarians becomes more critical.

As brought out earlier, many of the deans and professors with whom I discussed libraries expressed discontent and disappointment with their own faculty libraries. Apart from general neglect and low priority given by top university officials, they are concerned with the inadequacies of their library staffs. Many felt the quality of their library's services could be significantly upgraded with well trained staffs.

Hopefully, this pilot training seminar would attract a number of the librarians from the various faculty libraries. The program would cover the basics of library organization and management such as accessions, classification, cataloging, stack organization, reference service, etc. It would give special emphasis to university library organization and services.

3. Dr. Sheniti believes that he is as familiar as anyone with the needs of Egyptian universities for American textbooks. GEBO has had years of experience importing foreign books, continuing contact with university professors, students and librarians, operating a chain of sixteen retail outlets, and, of special importance, observing the demands for American textbooks at the Cairo International Book Fair which it organizes and runs annually.

If the pilot import project for medical textbooks is approved, Dr. Sheniti would prepare a list of the titles most in demand for the initial import order. Simultaneously, he would draw up a list of the most successful ELBS medical textbooks. Working with this list, he would select American textbooks in the same branches of medicine in consultation with American professors in these fields to be imported and promoted under the pilot project.

Once we have lists in hand and research prices and costs, we would set an initial limit to the numbers of books for

3. the first group of orders. At this point, we would prepare a formal agreement with GEBO along the lines of the one it has signed with the British Council for the ELBS textbooks to establish the terms of reference of the project and to authorize the Egyptian Pound payments required to maintain selling prices on par with official exchange rate of forty piasters to the dollar.
4. There are two stages in the title selection process involved in the proposed pilot textbook reprint project:
  - 1) consult with American professors to prepare lists of American textbooks in the subject matter fields to be included which are most highly regarded by and most widely used in American colleges and universities, and
  - 2) submit these lists (with annotations prepared by the American professors) to the various discipline committees functioning under the aegis of the Supreme Council of Universities for their final selection of titles to be reprinted. Most professors with whom I discussed this selection procedure agreed that it would not be necessary to have examination copies of the textbooks themselves but that the short annotations would be sufficient.

Once the selection process is completed, GEBO will have the responsibility to negotiate reprint rights agreements with the involved American publishers and to produce, market and promote sales of the reprints. However, it would be advisable to brief the major American textbook publishers, at least, on the project and to answer any questions they may have on the nature and scope of the project and on the negotiation of reprint rights, royalties, control over unauthorized exports, etc., as well as to have benefit of any ideas and recommendations they may care to offer.

It will be necessary to negotiate and execute a written agreement with GEBO similar to the contracts used by USIS-New Delhi for the P.L. 480 Textbook Program.

5. The selection process for Arabic translations would be the same as above for the reprints.

As in the case of the reprints, there are advantages in beginning with a pilot approach with a limited number of titles. This is especially important in Egypt in view of the experience USIS has had with its regular translation and textbook programs of the 60's and the one underway

5. since 1973. This experience has shown that the care required with the preparation of the translations complete and faithful to the original work slows the whole process and limits the individual translations over which an operator to have effective control. It required to produce some 138 textbooks in Arabic in the 60's.

More important than numbers is to quickly identify of the most urgently needed textbooks in these fields (which might include the higher mathematics) and place them with qualified translators. Possibly a group of 15 - 25 introductory translators would be selected for the proposed pilot project.

There are advantages in having the professors handle the process. They are more qualified than translators to deal with the subject matter and priorities call and will have a vested interest in the use of the translations. At the same time, their commitments restrict the time available for translations making an already lengthy process drawn out.

Possibly, a solution is to have the professors at universities for a short "sabbatical" period involved in the more urgently needed translations. During this period, we could make payments to the universities cannot continue the professor's salary while the translation is being prepared. An average length textbook could probably be completed by one professor with income while his regular salary is suspended. One semester working on a full-time basis could provide an income at standard rates for the professor equal to and probably higher than the amount of his suspended salary.

As with the pilot reprint, the pilot project could be contracted with either a public or private publisher. Or, alternatively, Franklin D. Roosevelt could administer the project, making the arrangements with the professors for the translations, supervising the process and placing the completed manuscripts with publishers for production, marketing and distribution.

6. A central American exhibit at the next Cairo International Book Fair could be effectively and professionally organized and supervised by the Association of American Publishers. It has participated in other major international book fairs .. and has the experience and staff to direct and supervise such a central exhibit. If approved, an agreement with the AAP could be negotiated and executed.

The AAP represents American publishers of both trade and educational books and would undoubtedly feel obligated to include a representative collection of American publishing. But I believe that they would agree to limit the books in the exhibit to those for which an American publisher has arranged for import and sale in Egypt through a representative firm. Certainly, it is important to assure that emphasis be given to textbooks and that each title which the individual American publishers plan to have on sale at the Fair be included. To feature the textbooks and make it easier for the professors, students and librarians to learn which are available for public sale, the textbooks should be separately and collectively exhibited.

Close and continuing coordination between USG contract agency, the AAP and the individual publishers who plan to promote sales of their textbooks at the Fair will be required. A project outline should be drawn up with a clear statement of the obligations of the parties and a schedule of publisher participation. Project reports from the AAP should be required indicating the publishers who have "signed up" and what arrangements they have made for the promotion and sale of their books at the Fair.

In past central U.S. exhibits at the Frankfurt International Book Fair which USIS supported, the books were donated by the publishers, delivered to the ICS shipping facility in New York, and pouched to USIS who made arrangements to have them delivered to the Fair site. A similar arrangement could be worked out with the Agency and the AAP. At the end of the Fair, the books would become the property of USIS and/or the Embassy for program use including presentations and adding to the American Library collection.

APPENDIX I - List of Individuals Consulted

Government of Egypt Officials

- Dr. Ali Abdel Rarik, Deputy Minister of Higher Education; Director,  
Central Book Organization
- Dr. El-Sayed Mahmoud El-Sheniti, Senior Undersecretary of State,  
Ministry of Culture; Chairman, General Egyptian Book Organization

University Officials and Professors

- Dr. Mohamed A. Mian, Vice President, The American University in Cairo
- Dr. Ibrahim Badran, Vice President for Post Graduate Affairs, Cairo  
University; Member, Joint U.S.-Egyptian Working Group on Education  
and Culture
- Dr. Cecil K. Byrd, President, The American University in Cairo
- Dr. Ahmed Moustafa Abdel Wareth, Deputy President for Graduate Studies  
and Research, Ain Shams University
- Dr. Nayel Barakat, Dean, Faculty of Science, Ain Shams University
- Dr. Mahmoud Khairi Lissa, Dean, Faculty of Economics and Political  
Science, Cairo University
- Dr. Abdel Ezz, Vice Dean, Faculty of Commerce, Cairo University
- Dr. Hassan Hamdi, Dean, Faculty of Medicine, Cairo University
- Dr. Fayek Hashem, Dean, Faculty of Pharmacy, Cairo University
- Dr. Moheb El Din Hassan, Vice Dean, Faculty of Engineering, Ain Shams  
University
- Dr. Mohamed Fawzi Hussein, Dean, Faculty of Science, Cairo University
- Dr. Y. Kabil, Chairman, Department of Mechanical Engineering,  
Faculty of Engineering, Cairo University
- Dr. Taher Kira, Dean, Faculty of Agriculture, Cairo University
- Dr. Al-Magrabi, Dean, Faculty of Engineering, Cairo University
- Dr. Salah Namak, Dean, Faculty of Commerce, Al-Azhar University

- Dr. Carl V. Schieren, Director, External Relations, President's Office, The American University in Cairo
- Dr. Ahmed Shaker, Dean, Faculty of Engineering, Ain Shams University
- Dr. Yehia Taher, Vice Dean, Faculty of Medicine, Cairo University
- Dr. Hassan Tewfik, Dean, Faculty of Commerce, Cairo University
- Dr. Zaghloul Mahran, Dean, Faculty of Medicine, Ain Shams University
- Dr. Khalid Almansory, Assistant Professor of Philosophy, Cairo University
- Dr. Rashed Al-Barawy, Professor Emeritus (Dean), Faculty of Commerce, Cairo University; Visiting Lecturer, Faculties of Commerce, Al-Azhar, Alexandria, and Ain Shams Universities.
- Dr. K. H. Khalid, Chairman, Department of Radiology, Faculty of Medicine, Ain Shams University; Chairman, Library Committee
- Mr. Mohamed Marzouk, Director, Faculty of Science Library
- Dr. Abdel Rahman Ragab, Professor of Mechanical Engineering, Faculty of Engineering, Cairo University; Chairman, Library Committee
- Mr. Amr Saleh, Director, World Health Organization, Cairo; former Librarian, The American University in Cairo, University of California (Middle East Section); former Book Program Adviser, USIS
- Dr. Ibrahim El Sibai, Professor of Accountancy, Faculty of Commerce, Cairo University; Chairman, Library Committee
- Dr. Farahat B. Toma, Head Librarian, Cairo University

Publishers and Booksellers

- Dr. El-Sayed Abul Naga, Chairman, Dar Al Ahram
- Mr. Lufty Fateem, Middle East Representative, Addison-Wesley Publishing
- Mr. Shawki Galal, Manager, Dar Rose Al Yusif Bookshop
- Mr. Sophe Grace, Director, Anglo-Egyptian Publishing House
- Mr. Hassan Mohamed, Director, Renaissance Bookshop
- Mr. Raouf Naarun, Director, Al-Wal Al-Arabi

REFERENCE 2



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SUBJECT: AMERICAN UNIVERSITY TEXTBOOK

REF: CAIRO 4116

1. THE MISSION HAS UNDER SERIOUS CONSIDERATION A VARIETY OF PROPOSALS FOR THE PROVISION OF AMERICAN UNIVERSITY TEXTBOOKS AND PROFESSIONALS, BOOKS TO EGYPTIAN UNIVERSITY STUDENTS AND TO PROFESSIONALS IN DEVELOPMENT RELATED FIELDS AS GIFTS OR AT LOW COST. THE MISSION BELIEVES THAT THIS MAY OFFER AN EXCELLENT OPPORTUNITY TO MEET HIGH IMPACT HIGH VISIBILITY OBJECTIVES, AND TO SATISFY A VERY STRONG DEMAND FOR RENEWED CONTACT WITH U.S. TECHNOLOGY, AS WELL AS TO SERVE IMPORTANT HUMAN RESOURCES DEVELOPMENT NEEDS.

2. USIS/CAIRO HAS INDICATED WILLINGNESS TO EXPLORE THE POSSIBILITY OF USIA AID/W BOOK COMMITTEE ASSISTANCE ON BOOK SELECTION. USIS/CAIRO WOULD ASSIST ON PROBLEMS OF WAREHOUSING DISTRIBUTION AND RECORD KEEPING. WILLIAM RUGH, PUBLIC AFFAIRS OFFICER, WILL EXPLORE POSSIBILITIES OF EVEN BROADER USIS COOPERATION WITH PROJECT WHEN IN WASHINGTON, MARCH 27 - APRIL 2. ALL OF THOSE PROPOSALS LISTED UNDER HIGH IMPACT HIGH VISIBILITY ONCE APPROVED WOULD BE FUNDED UNDER THE EGYPTIAN POUNDS AND U.S. DOLLARS REQUESTED

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IN CAIRO 4116.

3. MISSION WOULD APPRECIATE NE/TECH COMMENTS ON EACH PROPOSAL.

I. HIGH IMPACT HIGH VISIBILITY

THESE ARE PROJECTS WHICH THE MISSION SHOULD BE ABLE TO GET UNDERWAY ALMOST IMMEDIATELY MAKING THE TEXTBOOKS AVAILABLE BEFORE THE BEGINNING OF THE FALL SEMESTER.

A. DONATIONS OF COLLECTIONS OF TEXTBOOKS AND REFERENCE BOOKS IN SELECTED DEVELOPMENTAL AREAS WHERE ENGLISH IS THE LANGUAGE OF INSTRUCTION. THIS WOULD INCLUDE HEALTH, MEDICINE, FAMILY PLANNING, SCIENCES, ENGINEERING, ECONOMICS, COMMERCE, AMONG OTHERS. ESTIMATED COST FY 77 \$600,000.

B. COPIES OF AMERICAN PROFESSIONAL BOOKS AND REFERENCE BOOKS TO PROFESSIONALS ALREADY WORKING IN DEVELOPMENTAL FIELDS TO HELP BRING THEM UP TO DATE. THE FIELDS MOST INDICATED INCLUDE PUBLIC HEALTH, FAMILY PLANNING, COMMUNITY DEVELOPMENT, VARIOUS SPECIALTIES IN AGRICULTURE AND TECHNICAL VOCATIONAL EDUCATION. THIS PROPOSAL WOULD REQUIRE SEVERAL THOUSAND COPIES OF EACH TITLE SELECTED.

ESTIMATED COST FY 77 \$200,000.

C. REFERENCE COLLECTIONS FOR UNIVERSITY LIBRARIES ESTIMATED COST FY 77 \$110,000.

II. LONGER RANGE PROJECTS

A. SUPPORT OF TRANSLATION AND REPRINT PUBLISHING PROJECTS: PLAN WITH FOUR AMERICAN PUBLISHERS WHO ARE ALREADY PREPARED TO ENTER INTO PUBLISHING VENTURES HERE ON THE SELECTION OF ESPECIALLY NEEDED TEXTBOOKS IN PRIORITY FIELDS. STUDY THEIR COSTS, PROPOSED PRICES AND MARKET DATA AND MAKE SUBSIDY PAYMENTS TO MAKE POSSIBLE LOWEST PRICES TO EGYPTIAN STUDENTS. AN ALTERNATIVE WOULD BE TO GUARANTEE PURCHASE OF A CERTAIN NUMBER TO REDUCE RISK TO PUBLISHER AND TO PROVIDE US DOLLARS FOR FIRST PHASE PRINTING. IT IS EXPECTED THAT EVENTUAL SALES TO THE OTHER ARAB COUNTRIES WOULD PRODUCE DOLLARS OR OTHER HARD CURRENCY. A FEASIBILITY PROJECT WOULD PROVIDE FOR SUPPORT OF FIVE TITLES WITH EACH OF THE FOUR AMERICAN PUBLISHERS -- TWENTY EGYPTIAN

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EDITIONS.

ESTIMATED COST FY 77 \$100,000.

B. SUPPORT FOR IMPORTING U.S. EDITIONS OF SELECTED TEXTBOOKS: IN CONSULTATION WITH EGYPTIAN PROFESSORS AND IMPORTERS, PREPARE A LIST OF ESSENTIAL TEXTBOOKS AND REFERENCES FOR USE IN UPPER CLASS UNDERGRADUATE AND POST GRADUATE COURSES WHICH ARE NOT LIKELY TO BE REPRINTED IN EGYPT DUE TO LIMITED MARKET AND, HENCE, WHICH MUST BE IMPORTED. ARRANGE FOR THEIR IMPORT THROUGH SEVERAL IMPORT FIRMS AND OFFER THEM SUBSIDY PAYMENTS IN THE AMOUNT OF THE DIFFERENCE BETWEEN THE OFFICIAL EXCHANGE RATE AND THE PREMIUM RATE AT WHICH DOLLARS ARE AVAILABLE FOR IMPORTING FOREIGN BOOKS. A GROUP OF ABOUT 25 TITLES OF THE MORE ADVANCED TEXTS IN MEDICINE, SCIENCE AND ENGINEERING WOULD BE SELECTED FOR THIS INITIAL PHASE.

ESTIMATED COST: FY 77 \$250,000.

C. EXPLORE WITH AMERICAN PUBLISHERS A PROGRAM SIMILAR TO THE USIA DONATED BOOKS PROGRAM WHEREBY PUBLISHERS DONATE TO THE AGENCY, UNSOLD STOCKS OF BOOKS WHICH THE AGENCY CAN USE FOR PROGRAM SUPPORT AND FOR LIBRARIES. THIS PROJECT WOULD FOCUS ON REASONABLY CURRENT TEXTBOOKS FOR PRESENTATIONS TO UNIVERSITIES HERE BY USIS AND AID. TO PROVIDE THE INCENTIVE OF TAX DEDUCTIONS, SUCH DONATIONS WOULD BE MADE IN THE NAME OF AN AMERICAN FOUNDATION WHICH WOULD HANDLE THE WAREHOUSING AND SHIPPING UNDER A CRANT AGREEMENT WITH AID.

ESTIMATED COST: \$25,000 ANNUALLY.

III. STUDIES REQUIRED

A. SURVEY OF AVAILABILITY OF PAPER SUPPLIES AND PRINTING AND BINDING FACILITIES: CONTRACT THE SERVICES OF AN EXPERIENCED GRAPHIC AND BOOK PRODUCTION CONSULTANT TO SURVEY THE AVAILABILITY AND COST OF BOTH LOCAL AND IMPORTED TEXT AND COVER STOCK, PLANT CAPACITY AND PRESENT AND PROJECTED UTILIZATION OF PRINTING AND BINDING FACILITIES. THE SURVEY WOULD INCLUDE DESCRIPTIONS AND EVALUATIONS OF: 1) FACILITIES AND EQUIPMENT FOR LINO AND MONO COMPOSITION, OFFSET PLATE MAKING, ENGRAVING AND BINDING FOR BOTH PAPERBACK AND HARDBOUND BINDING PROCEDURES AND 2) QUALITY OF WORK AND COMPARATIVE COST OF BOTH LETTER AND OFFSET PRESSES

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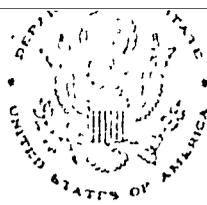
AND BINDING MACHINERY, ESTIMATED THREE TO FOUR WEEKS REQUIRED.  
ESTIMATED COST: \$10,000.

C. SURVEY OF CAMPUS BOOKSTORES: SURVEY THE EXISTING CAMPUS  
BRANCHES OF PUBLIC AND PRIVATE SECTOR BOOKSTORES AND THE  
POTENTIAL FOR ESTABLISHING STUDENT OPERATED BOOKSTORES. DATA  
TO BE GATHERED TO INCLUDE LOCATIONS, STOCKS CARRIED, SALES VOLUME,  
OPERATING COSTS AND AN EVALUATION OF THE EFFECTIVENESS OF THESE

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OUTLETS IN SERVICING THE NEEDS OF THE STUDENT COMMUNITIES OF THE NATIONAL UNIVERSITIES OF EGYPT. IT WOULD INCLUDE ALSO AN INVESTIGATION INTO THE FEASIBILITY OF ESTABLISHING STUDENT-MANAGED BOOKSTORES ON CAMPUS AND AN ESTIMATE OF COSTS AND REVENUE PROJECTIONS. MUCH OF THE DATA GATHERING COULD BE CARRIED OUT BY THE USIS BOOK SECTION STAFF UNDER THE DIRECTION OF A SPECIALIST IN THE FIELD. THE SURVEY WOULD INVOLVE OVERTIME AND TRAVEL EXPENSES PLUS A COST OF \$10,000.

ESTIMATED COST: L.E. 5,000.

IV. DISCUSSION OF PROPOSALS

A. AVAILABILITY OF BRITISH AND SOVIET TEXTBOOKS IN EGYPT: IT IS WORTH NOTHING IN THE CONTEXT OF CONSIDERATION OF THE ABOVE PROPOSALS THAT BOTH THE BRITISH AND SOVIETS ARE DISTRIBUTING TEXTBOOKS IN EGYPT AT ATTRACTIVE PRICES. THE BRITISH COUNCIL NEGOTIATED AN AGREEMENT WITH THE GENERAL EGYPTIAN BOOK ORGANIZATION (GEBU) EIGHTEEN MONTHS AGO WHEREBY LOW-PRICED BRITISH TEXTBOOKS ARE IMPORTED HERE. THEY ARE PUBLISHED AS OVERRUNS OF STANDARD EDITIONS UNDER THE COUNCIL'S ENGLISH LANGUAGE BOOKS SOCIETY (ELBS) WHICH MAKES SUBSIDY PAYMENTS TO BRITISH PUBLISHERS. A FULL RANGE OF TITLES IN THE MEDICAL AND BASIC SCIENCES AND THE SOCIAL SCIENCES AND HUMANITIES ARE IMPORTED AND SOLD IN EGYPT THROUGH GEBU'S AND OTHER IMPORTERS' OUTLETS AT PRICES AS LOW AS ONE-THIRD THE U.K. LIST PRICE. SOME 450 TITLES ARE LISTED IN THE COUNCIL'S CURRENT CATALOG BEING DISTRIBUTED AT THE BOOK FAIR.

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WHILE THE DETAILS OF THE SOVIETS' LOW-PRICED BOOK DISTRIBUTION ACTIVITY ARE NOT SO READILY AVAILABLE, WE DO KNOW THAT TEXT-BOOKS AND IDEOLOGICAL BOOKS AND PUBLICATIONS ARE SOLD AT UNBELIEVABLY LOW PRICES THROUGH THE WELL-STOCKED SOVIET BOOKSHOP, AL SHARO, ON TAHRIK SQUARE. ADDITIONALLY, THE SOVIETS EXHIBIT AND SELL BOOKS EACH YEAR IN A MAJOR EFFORT AT THE BOOK FAIR. THIS YEAR, FOR THE FIRST TIME, THE SOVIET EXHIBIT AND SALES STANDS HAVE BEEN COMBINED IN A SINGLE PROMINENTLY LOCATED SALES AND DISPLAY PAVILLION.

B. OBSTACLES HAMPERING THE IMPORT AND SALE OF AMERICAN BOOKS: HIGH PRICES AND PREMIUM RATES FOR FOREIGN EXCHANGE AVAILABLE FOR THE IMPORT OF FOREIGN BOOKS COMBINED WITH INEFFICIENT AND INEFFECTIVE BOOK IMPORTING, DISTRIBUTING AND SELLING PROCEDURES PREJUDICE CHANCES FOR GREATER COMMERCIAL IMPORT AND SALE OF AMERICAN TEXTBOOKS IN EGYPT. PRICES ALREADY HIGH BY EGYPTIAN STANDARDS ARE FURTHER INFLATED TO EXHORBITANT LEVELS BY THE UNFAVORABLE EXCHANGE RATE AVAILABLE TO BOOK IMPORTERS BY THE GOE, E.G. MOST OF THE AMERICAN BOOKS ARE PRICED ON PAR WITH AND 80 OR 85 PIASTER DOLLAR.

SELECTION OF TITLES ORDERED FROM AMERICAN PUBLISHERS OFTEN APPEARS UNRELATED TO STUDENTS' NEEDS AND INTERESTS. IT IS HARD TO BELIEVE THAT EVEN RUDIMENTARY MARKET SURVEYS ARE USED. RATHER, ORDERING APPEARS TO BE AN UNIMAGINATIVE EXERCISE OF A RANDOM CHECKING OFF TITLES LISTED IN PUBLISHERS' CATALOGS. AMERICAN PUBLISHERS' REPRESENTATIVES HERE AT THE BOOK FAIR REPORT MANY INSTANCES OF RECEIVING ORDERS FROM EGYPTIAN IMPORTERS FOR A FIXED NUMBER OF EVERY TITLE IN THEIR CATALOG. OTHERS REPORT THEY ARE FREQUENTLY GIVEN A LETTER OF CREDIT FOR A CERTAIN AMOUNT AND ASKED TO SEND ANY BOOKS EQUAL TO THE AMOUNT.

THEN, THE SUBSEQUENT CLERICAL PROCESSES OF ESTABLISHING PAYMENT PROCEDURES SUCH AS L/C'S PROMPTLY SO THAT ORDERS CAN BE SERVICED, HANDLING CUSTOMS CLEARANCES, UNPACKING AND CATALOGING THE BOOKS ONCE THEY ARE FINALLY RECEIVED AND GETTING THEM INTO THE SALES OUTLETS ARE AGONIZINGLY INEFFICIENT, MIS-DIRECTED AND FRUSTRATE THE WHOLE EXERCISE OF GETTING THE RIGHT BOOKS TO THE RIGHT PLACE AT THE RIGHT TIME.

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C. AMERICAN PUBLISHER INITIATIVES: AMERICAN PUBLISHERS ARE BEGINNING TO APPRECIATE THE MARKET POTENTIAL IN THE ARAB WORLD FOR ARABIC TRANSLATIONS OF THEIR BOOKS AND FOR LOW-PRICED RE-PRINTS. MCGRAW-HILL ALREADY HAS A TRANSLATION PROJECT UNDERWAY OF TWELVE BOOKS IN THE SCHAUH OUTLINE SERIES IN COLLABORATION WITH AL AHAM. THE FIRST ARABIC EDITION HAS JUST BEEN PUBLISHED AND IS NOW ON SALE.

ADDISON-WESLEY IS STUDYING COSTS AND MARKET POTENTIAL FOR AN ARABIC VERSION OF THEIR BILINGUAL MATH SERIES. THEY ARE NOW PREPARING COST DATA.

WILEY AND PRENTICE-HALL ALSO HAVE BEEN EXPLORING MARKET POTENTIALS FOR ARABIC TRANSLATIONS OF THEIR SCIENCE AND MATH LINES AND WILL PREPARE COST DATA.

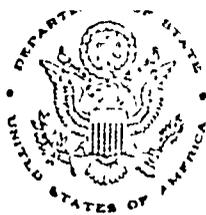
AN INDEPENDENT REPRESENTATIVE OF A NUMBER OF AMERICAN PUBLISHERS IN MEDICAL AND SCIENCE FIELDS (LIPPINCOTT, LEA AND FEBIGER, UNIVERSITY PARK PRESS, PUBLISHING SCIENCE GROUP, ETC.) IS ALSO EXPLORING POSSIBILITIES OF PUBLISHING PROJECTS AND IS PREPARING MARKETING AND COST DATA TO PRESENT TO THEM WHEN HE VISITS THE U.S. IN A MONTH OR SO.

THE ATHENS BASED PUBLISHER REPRESENTATIVE GROUP, INTERNATIONAL PUBLISHERS REPRESENTATIVES (IPR) HAS JUST NEGOTIATED A PROJECT TO IMPORT FLAT PRINTED SHEETS FOR BINDING HERE OF AN IMPORTANT ANATOMY TEXT. (THERE MAY BE IMPORTANT SAVINGS AVAILABLE THROUGH THE USE OF THIS TECHNIQUE).

THESE EXPLORATIONS AND, IN SOME CASES, WELL-FORMULATED PLANS TO LAUNCH PUBLISHING PROJECTS IN EGYPT COULD FORM THE OPERATIONAL BASE FOR AN AID SUPPORTED PROJECT FOR THE PROVISION OF LOW-PRICED AMERICAN TEXTBOOKS. THE AMERICAN PUBLISHER AS THE MANAGER OF EACH SEPARATE PUBLISHING SUB-PROJECT, WOULD HANDLE ALL THE NEGOTIATING AND CONTRACTING WITH TRANSLATORS, PAPER SUPPLIERS, PRINTERS AND BINDERS AS WELL AS THE SUPERVISION OF PRODUCTION AND MAKING ARRANGEMENTS FOR THE DISTRIBUTION AND PROMOTION OF SALES. THIS OFFERS OPPORTUNITIES TO AVOID INVOLVEMENT IN THE MANY PUBLISHING DETAILS WHICH HAVE OVERWHELMED US IN USG SUPPORTED OVERSEAS BOOK PROGRAMS. IT PRESENTS AN OPPORTUNITY ALSO TO HOLD DOWN WORKLOAD, COMPLEXITY OF THE

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OVERALL OPERATION AND, HENCE, THE SIZE OF AID STAFF REQUIRED TO CARRY OUT THE ACTIVITY.

4. IF TEXTBOOK PROJECTS WERE TO MATERIALIZE, MISSION WILL WANT TO CONTRACT WITH MR. WILLIAM CHILDS OR SOMEONE WITH A SIMILAR BACKGROUND, TO COORDINATE THE EFFORT IN THE U.S. AND IN CAIRO ON A LONG-TERM 18-24 MONTHS BASIS. OTHER TECHNICAL ASSISTANCE WOULD BE EMPLOYED ON A TDY BASIS AS REQUIRED.  
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REFERENCE 3

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CU/NEA:CEANYASO  
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STATE - 89670

ROUTINE

CAIRO

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E.O. 11652: N/A

TAGS:

SUBJECT: PROPOSAL FOR AMERICAN UNIVERSITY TEXTBOOK PROGRAM

REF: CAIRO 5572

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1. IN RESPONSE TO MISSION REQUEST FOR COMMENTS ON THE VARIOUS PROPOSALS CONTAINED IN THE REFCABLE FOR AN AMERICAN UNIVERSITY TEXTBOOK PROGRAM, NE/TECH AND OTHER BUREAU PERSONNEL MET WITH MR. WILLIAM CHILDS, TECHNICAL BOOK CONSULTANT, TO REVIEW THESE. THE COMMENTS BELOW REFLECT THAT MEETING PLUS REVIEW OF DOCUMENTS SUCH AS MR. CHILD'S JUNE 1976 SURVEY ON THE NEED OF EGYPTIAN UNIVERSITIES FOR AMERICAN TEXTBOOKS.

2. IN GENERAL, WE ARE IN FAVOR OF A PROGRAM FOR SUPPLYING U.S. TEXTBOOKS, PRIMARILY IN TECHNICAL SUBJECTS, FOR STUDENTS AT EGYPTIAN INSTITUTIONS. HOWEVER, WE BELIEVE THAT THERE ARE SOME BASIC QUESTIONS THAT NEED TO BE DETERMINED INITIALLY, SUCH AS WHAT IS THE LIKELIHOOD OF ACTUAL UTILIZATION (BY THE STUDENTS) OF SUCH BOOKS. ANOTHER QUESTION IS HOW CAN THE MANAGEMENT AND DISTRIBUTION RESPONSIBILITY BE ASSURED? IN LIGHT OF THE RELATIVELY RESTRICTED PERSONNEL SITUATION PREVAILING AT USAJD CAIRO, DEVOTION OF ANY MAJOR MANAGEMENT EFFORT TO THIS PROJECT WOULD BE LIKELY TO PROVE

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EXTREMELY DIFFICULT FOR THE MISSION. THIS RAISES THE QUESTION OF WHETHER USIS IS FULLY PREPARED TO ASSUME THE PRINCIPAL MANAGEMENT ROLE FOR THE PROGRAM. WE BELIEVE THAT THESE (AND OTHER) BASIC QUESTIONS SHOULD BE REVIEWED BEFORE A FINAL DECISION IS MADE REGARDING SUBMISSION OF THE PROPOSAL AS A POTENTIAL PROJECT.

3. FOLLOWING ARE OUR COMMENTS ON THE SPECIFIC COMPONENTS OF THE PROPOSAL. THEY FOLLOW THE ORDER PRESENTED IN THE REF CABLE.

I. HIGH IMPACT HIGH VISIBILITY PROJECT--(A) DONATION OF TEXT AND REFERENCE COLLECTIONS: IT IS UNCLEAR TO US HOW THE BOOKS TO BE DONATED WOULD BE SELECTED. IF THIS IS TO BE DONE THROUGH PREPARATION OF LISTS, WHO (BY WHOM) WILL THIS BE COLLATED? IF THE DONATIONS ARE TO DEPEND ON PUBLISHERS' OVERSTOCK, WHAT INDICATIONS ARE THERE THAT SUCH COLLECTIONS ACTUALLY WILL FILL A NEED? AGAIN THERE IS THE QUESTION OF UTILIZATION, WE BELIEVE. ON THE OTHER HAND, IF WHAT IS CONTEMPLATED IS THE PURCHASE OF SPECIFICALLY INDICATED TECHNICAL WORKS, IT MAY BE POSSIBLE TO UTILIZE THE SERVICES OF AN ORGANIZATION SUCH AS THE AMERICAN FRIENDS OF THE MIDDLE EAST (OR POSSIBLY THE ASIAN FOUNDATION) WHICH HAS SOME EXPERIENCE IN THIS. HOWEVER, WE SUGGEST THAT THESE RAMIFICATIONS NEED TO BE EXPLORED, PARTICULARLY IN LIGHT OF THE UTILIZATION ISSUE. THE SAME ISSUES APPLY TO (B) THE POTENTIAL DONATIONS TO PROFESSIONAL PERSONNEL AND (C) DONATIONS TO UNIVERSITY LIBRARIES. WE NOTE THAT MR. CHILDS' SURVEY FAVORED AN AMERICAN COLLECTION AT THE NATIONAL LIBRARY AND DOCUMENTATION CENTER, AS OPPOSED TO HOUSING COLLECTIONS IN DISPARATE UNIVERSITIES. WOULD THIS BE A MORE APPROPRIATE STARTING POINT? FUNDAMENTALLY WE ARE CONCERNED THAT THE HIGH VISIBILITY IN REALITY WILL RESULT IN HIGH IMPACT.

II. LONGER RANGE PROJECTS--(A) TRANSLATION AND PUBLISHING PROJECTS: WE AGREE THAT ENCOURAGEMENT OF U.S. PUBLISHERS TO DEVELOP TRANSLATION AND PUBLICATION PROGRAMS FOR SPECIALLY NEEDED TEXTS SHOULD BE VERY BENEFICIAL. WE ALSO AGREE THAT THE WAY TO PROCEED IS THROUGH THE SURVEYS AND FEASIBILITY STUDIES OUTLINED. IT PROBABLY IS PREMATURE TO DETERMINE WHAT MANNER (IF ANY) OF DIRECT ENCOURAGEMENT, I.E., SUBSIDIES, GUARANTEED PURCHASES, ETC., WOULD BE APPROPRIATE. THIS OUGHT TO DEPEND ON THE OUTCOME OF THE STUDIES.

{B} SUPPORT FOR IMPORTING U.S. EDITIONS OF SELECTED TEXTBOOKS. THIS COMPONENT POSES SPECIAL PROBLEMS, AS OUTLINED IN YOUR DISCUSSION ON THE PROPOSALS. WE WOULD LIKE TO BE CERTAIN THAT A REASONABLE OUTLOOK EXISTS FOR SUCCESS IN SECURING A CHANGE OR OVERCOMING OBSTACLES TO EFFECTIVE IMPORTATION, BEFORE CONSIDERING THIS AS A KEY PART OF THE PROGRAM. AGAIN THE QUESTION OF LIKELY UTILIZATION IS PRESENT IN THE ATTEMPT TO GET "THE RIGHT BOOKS TO THE RIGHT PLACE AT THE RIGHT TIME." THE PROPOSED SURVEY OF BOOKSTORES AND SALES OUTLETS MIGHT HELP ESTABLISH THIS.

{C} DONATED BOOKS PROGRAM: THE QUESTION HERE IS A VARIANT ON THE UTILIZATION ISSUE. GIVEN THE RELATIVE LACK OF PROPENSITY TO USE TEXTBOOKS, IN CONTRAST TO THE USE OF PROFESSORS' "NOTEBOOKS," WOULD A PROGRAM SIMILAR TO THE DONATED BOOKS PROGRAM ACTUALLY ACCOMPLISH MUCH? WE BELIEVE THIS ISSUE NEEDS TO BE EXPLORED ALSO.

4. OVERALL, THOUGH, AS NOTED WE FAVOR THE CONCEPT OF A TEXTBOOK PROGRAM, CONCENTRATED LARGELY IN THE TECHNICAL FIELDS. WE SUGGEST THAT MR. CHILDS OUGHT TO EXPLORE THE POSSIBILITIES FURTHER WITH THE MISSION/EMBASSY. WE UNDERSTAND THAT HIS CONSULTANCY WITH THE JOINT WORKING GROUP IS NEARLY COMPLETE. FOR THE ABOVE PURPOSE, WE ARE ATTEMPTING TO SECURE HIS SERVICES FOR THE MISSION, POSSIBLY THROUGH AN IGC. WE ARE IN THE PROCESS OF DRAFTING A POTENTIAL SCOPE OF WORK FOR HIM AND WILL FORWARD THIS TO THE MISSION ONCE IT IS COMPLETE.

5. WE WILL APPRECIATE YOUR REACTION TO THE COMMENTS. RP

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REFERENCE 4

I. AID PROJECT TITLE

Technical & Feasibility Studies II

II. OBJECTIVE

The objective of this Work Order is to assist the Government of Egypt in the development of a potential project on technical book distribution and development.

III. STATEMENT OF WORK

A. The Contractor shall be responsible for:

1. Reviewing, analyzing, and researching the present state of utilization of U.S. (and other) technical books in Egyptian schools and other educational institutions;
2. Exploring alternative approaches for provisions of such texts;
3. Assisting the GOE and USAID in developing a project potentially composed of three immediate-action components and three long-range components, designed to begin to satisfy the needs identified, and
4. Assist the GOE and USAID in developing preliminary project documentation relating to this potential project.

B. To accomplish the above, the Contractor shall perform the following:

1. Bibliographic preparation (in the U.S. or Egypt as required);
2. Work with Egyptian counterparts, to plan and coordinate project development (this will require work with appropriate Egyptian Government officials, faculty, deans, professors and librarians);

3. Discuss (primarily with American publishers) potentials for development of text and reference book supply and distribution in Egypt;

4. With appropriate Egyptian counterparts, develop a means for selection of indicated titles and determinations of quantities needed, both for donation purposes and for long-range book publishing potential;

5. Review and analyze likely procurement and shipping means for importation of U.S. technical books in relation to this potential project;

6. Analyze distribution arrangements for technical books and help facilitate these (as appropriate) for short-range components of the project;

7. With Egyptian counterparts, develop the overall project plan, at least to the stage that it can be drawn upon substantially for purposes of preliminary project documentation. This plan may be in the form of a final report and recommendation(s).

C. The Contractor shall submit interim monthly reports on each of the activities listed in III-A&B above to:

The Government of Egypt - 3 copies

USAID/Egypt - 3 copies

Technical Office - AID/Washington - 3 copies

d. The Contractor shall submit a final report and recommendations within ninety (90) days from the date of this Work Order to:

The Government of Egypt - 3 copies

USAID/Egypt - 3 copies

Technical Office - AID/Washington - 3 copies

AID Reference Center, Agency for International Development,  
Washington, D. C. 20523 - 2 copies

REFERENCE 5

Contractor's First Interim Progress Report, dated  
August 25, 1977, previously submitted under  
separate cover

REFERENCE 6

Project: University Textbook Program, 263-0067

Amount:

Grant Agreement

Implementing Entity:

Contracting Code:

Project Officer:

Project Description: Develop and carry out with the MOHE, university deans, department chairman and with individual professors as well as with American and Egyptian publishers and book import firms a variety of approaches for the provision of American university textbooks and reference books including periodical literature to students and to practicing professionals in development related fields as gifts or at low cost. In cooperation with university professors teaching in priority development fields of medicine, science and mathematics, engineering and agriculture (and later in subject matter fields related to Egypt's development needs), lists of American university textbooks which will be adopted as classroom texts and supplementary reading will be immediately developed and arrangements worked out for the procurement of multiple copies directly from American publishers and/or through jobbers in the U. S. and for air pouch shipment to the Mission. These books will be donated by the Mission to faculties and departments requesting them for loans to students. Planning with USAID Mission project officers and with appropriate Ministries responsible for operations in development fields donations of American professional books and reference works to professionals already working in these fields to bring them up to date. The priority fields will include public health, family planning, community development, various specialities in agriculture and technical vocational education. In cases where clear needs can be demonstrated and where full and free utilization by students can be assured, special collections of American reference works and professional journals and periodicals will be donated to selected university and faculty libraries. Plan with four American textbook publishers (initially) who are already prepared to enter into publishing ventures in Egypt on the selection of especially needed textbooks in priority fields and publication with Mission subsidy support to assure lowest possible prices for students. These textbooks produced in Egypt may be in Arabic translated editions or low-priced reprints of the original American edition. Develop with American publishers and Egyptian book importers subsidy support projects to drastically lower selling prices in Egypt of American textbooks selected from lists developed from American publishers' most popular textbooks in Egypt and from discussions with and from questionnaires prepared by Egyptian professors and imported commercially underspecial arrangements. Launch study and survey projects initially to determine condition and capacity of both public and private printing and binding plants to meet increased

University Textbook Program, 265-167 (con't.)

demands for plant time brought on by publishing ventures developing between American and Egyptian publishers. Next in priority terms is a survey of existing on-campus bookstores to determine ways and means they may serve a role in increased distribution and sale directly to students of American textbooks introduced by the publishing or special import support projects described above. If and where indicated support would be given to these campus outlets and/or additional ones developed with Mission support.

PROJECT STATUS

University Textbooks (263-0067)

- 12/10/76 USIS contracted with Bill Childs to carry out a study on present university textbook production, importation, distribution and use in Egypt with recommendations to the U.S. Mission on assisting the CCE to resolve the problem of the deficit of university text materials. Applegate and Rugh of USIS have met to discuss the options and Rugh's letter of October 27, 1976 (attached) represents the views of both.
- Applegate will explore the implications of each of the options for AID and produce a memorandum for Mission discussion by December 24.
- 1/ 6/77 No change
- 1/31/77 Bill Childs TDY contractor to USIS for the organization of the U.S. exhibit at the International Book Fair is developing a paper on various options for the U.S. support of university textbooks in Egypt. A number of representatives of U.S. publishers are now in Egypt. Applegate and Childs will meet with them to discuss options.
- 3/1/77 No change
- 4/1/77 Cairo 5572 sent outlining proposed textbook project and requested comments from AID/W.
- 4/21/77 State 89670 with AID/W response. Mission preparing PID.
- 5/7/77 Cairo 7797 sent requesting advice on availability of Childs for drafting PP.
- 5/14/77 State 110122 received giving scope of work for Childs.
- 5/31/77 Letter sent to El-Nazer seeking concurrence of Childs' visit.
- Request received from Cairo University, College of Commerce for donation of books

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University Textbooks (263-0067) - con't.

- 6/2/77 Mr. Gamál El Nazer approved Childs' visit.
- 7/15/77 AID/W issued Work Order 17 (Egypt) to Academy for Educational Development to provide Childs' services as consultant in international publishing and textbook distribution "to assist the GOE in the development of a potential project on technical book distribution and development." Work order provides for ninety days to perform scope of work received in Mission on 5/14/77 leading to development of overall project plan.
- 7/15 - - 27 Childs carried out initial phase of Activity 3 under scope of work (discuss with American publishers potentials for development of text and reference book supply and distribution in Egypt). Met with publishers in the U.S. and their U.K. branches directing and developing sales promotion and publishing projects.
- 7/28/77 Childs arrived for twenty-two (22) day visit (second four week visit scheduled beginning mid-September to carry out final investigations here and prepare project design). Concentrating at this stage on development of high visibility textbook donations projects outlined in Mission's April 1st telegram (Cairo 5572). Currently developing design, costing and procedures for these, e.g., Cairo University (Faculty of Commerce) and Dr. Shutt's proposed project for donations of sets of practical medical handbooks and manuals through the Ministry of Health to some 2,000 rural medical clinics and family planning centers.
- 8/2/77 Prepared detailed report on current status of initiatives of four American textbook publishers developing publishing programs in Egypt (these activities first reported in early planning stage in paper referred to in 1/31/77 entry above).
- 8/3/77 Proposed and prepared project description for donations of American textbooks for use as course texts in faculties of medicine, science and mathematics, engineering and technology and agriculture. Donations are to faculties for loans to students.

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E.O. 11652: N/A

TAGS:

SUBJECT: REVIEW OF PID ON UNIVERSITY INSTRUCTIONAL  
MATERIALS PROJECT

1. THE HLAC REVIEWED THE SUBJECT PID ON AUGUST 15 AND EXPRESSED GENERAL APPROVAL OF THE PROJECT. IN VIEW OF POTENTIAL POLITICAL IMPACT-IMPORTANCE OF THIS PROJECT, WE ARE EAGER TO REVIEW AS SOON AS PRACTICABLE A BRIEF CONCEPT PAPER THAT WOULD DESCRIBE AND DISCUSS MORE FULLY THE PROPOSED COMPONENTS OF THIS PROJECT AND CLARIFY IMPLEMENTATION PLANS. ISSUES WE WISH TO SEE ADDRESSED IN THE PAPER ARE NOTED BELOW.

2. IN OUR VIEW, A MAJOR CONSIDERATION OF THIS PROJECT SHOULD BE THE MEANS OF ASSURING UTILIZATION, BY EGYPTIAN STUDENTS, OF THE TECHNICAL MATERIAL TO BE DEVELOPED AND SUPPLIED. I.E., WE ARE INTERESTED IN MECHANICS OF HOW THESE MATERIALS ARE TO BE PUT IN HANDS OF STUDENTS AND ASSURANCE THAT STUDENT DEMAND EXISTS FOR MATERIALS IN QUESTION.

3. THERE ARE SEVERAL DIMENSIONS TO THIS, BUT AMONG THESE ARE THE QUESTION OF ACCESS TO LIBRARIES, ROLES OF LIBRARIES IN THE LEARNING PROCESS IN EGYPT (INCLUDING FOR

EXAMPLE, SUCH THINGS AS THE POTENTIAL DEVELOPMENT OF THE USE OF MICROFICHE), MEANS OF ACQUIRING TEXTBOOKS, RELIANCE ON REFERENCE BOOKS AND SO FORTH. THERE ALSO ARE A SERIES OF TECHNICAL QUESTIONS WHICH WE HOPE COULD BE ADDRESSED, IN DESCRIBING THE FUNCTIONING OF THIS PROJECT. THESE WOULD INCLUDE THE QUESTION OF UTILIZATION OF MATERIAL IN THE PUBLIC DOMAIN, COPYRIGHT ISSUES, SHIPMENT PROCEDURES AND PUBLICATION CONSIDERATIONS. AS TO THE ISSUE RAISED IN THE PID CONCERNING LIMITING LOOKS IN THIS PROJECT TO STRICTLY A NARROW DEFINITION OF TECHNICAL MATERIAL, WE FAVOR INCLUDING BROADER MATERIAL RELATING TO OTHER ASPECTS OF SOCIO/ECONOMIC DEVELOPMENT. FYI WE ARE DISCUSSING THESE QUESTIONS WITH CHILDS AND EXPECT THAT HE WILL FURNISH MUCH OF THIS TYPE OF INPUT TO THE PAPER REQUESTED.

4. THERE ARE ISSUES OF COORDINATION AS WELL, TOUCHING ON THE NEED FOR COORDINATION WITH SIMILAR PROJECT ACTIVITIES SPONSORED BY ORGANIZATIONS SUCH AS THE SMITHSONIAN, THE NEED FOR CLOSE COORDINATION WITH USIS ACTIVITIES, THE NEED

TO ASSURE COOPERATION AMONG APPROPRIATE EGYPTIAN ENTITIES, AND THE POSSIBILITY OF SECURING SOME NETWORKING OF INDICATED UNIVERSITY INSTITUTIONS.

5. WE ANTICIPATE THAT YOU WILL BE ABLE TO DRAW CONSIDERABLY ON THE EFFORTS OF MR. CHILDS FOR CONCEPT PAPER. WE WILL APPRECIATE YOUR COMMENTS AND AN INDICATION AS TO WHEN WE MIGHT EXPECT SUBMISSION OF SUCH A PAPER. CHRISTOPHER

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SUBJ REVIEW OF PID ON 263-0067

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1. MISSION APPRECIATES INDICATION OF GENERAL APPROVAL OF THE SUBJECT PID. WE EXPECT THAT CHILDS WILL ADDRESS QUESTIONS RAISED REGARDING UNIVERSITY TEXTBOOKS ELEMENT OF PROJECT. MISSION WOULD APPRECIATE THE TECH ASSISTANCE IDENTIFYING TECHNICAL ADVISOR FOR ASSISTANCE IN DEVELOPING CONCEPT PAPER ON UNIVERSITY LIBRARY AND EDUCATIONAL TECHNOLOGY ELEMENTS OF THE PROJECT. WE NEED A TECHNICAL ADVISOR WHO WILL ADDRESS QUESTIONS RELATED TO CURRENT UNIVERSITY LIBRARY USE. IT LEGS THE LIMITATIONS THEY MAY IMPOSE ON THE PROJECT AND MAKE RECOMMENDATIONS OF OPTIONS AVAILABLE TO GOE. HE WOULD ALSO REVIEW THE PROPOSAL FOR THREE MODEL OF EN-STAGE COMPREHENSIVE LIBRARY LEARNING RESOURCES CENTERS TO BE CREATED IN THREE UNIVERSITIES, AND THE PROPOSAL FOR A MODERN LIBRARY SCHOOL TO BE CREATED AT THE UNIVERSITY OF MINIA AND MAKE RECOMMENDATIONS. WE WOULD WANT AN ADVISOR WITH STRONG EXPERIENCE IN UNIVERSITY LIBRARY DEVELOPMENT IN DEVELOPING COUNTRIES. REQUEST THAT HE TECH EXPLORE POSSIBILITIES WITH JHON HAFENRICHEN, TAB, DR. MARILETTA SHEPHERD DANIELS OF THE OAS, THE UNIVERSITY OF PITTSBURGH, SCHOOL OF INTERNATIONAL LIBRARIANSHIP, FLORIDA STATE UNIVERSITY SCHOOL OF LIBRAR. SCIENCES, NORTH CAROLINA STATE UNIVERSITY SCHOOL OF LIBRARY SCIENCES AT GREENSBORO, AND LIBRARY SCHOOL AT CLARION STATE COLLEGE, CLARION PENNSYLVANIA AND ADVISE ASAP.

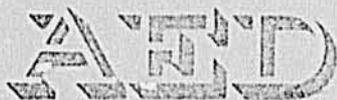
2. THE ADVISOR IN EDUCATIONAL TECHNOLOGY WOULD ADDRESS THE QUESTIONS RELATED TO PRESENT STATE OF USE OF MODERN EDUCATIONAL TECHNOLOGIES IN THE EGYPTIAN UNIVERSITIES AND THE COST AND QUALITY CONSIDERATIONS IN INTRODUCING MODERN EDUCATIONAL TECHNOLOGIES IN THE UNIVERSITIES. REQUEST THAT HE TECH EXPLORE POSSIBILITY OF AVAILABILITY IN NEAR FUTURE OF ONE OF THE FOLLOWING: DR. MICHAEL NOBENDA, INDIANA UNIVERSITY, DR. HAROLD WIGGIN, NATIONAL EDUCATION ASSOCIATION, WASHINGTON, D.C., DR. PHIL LANGE, TEACHERS COLLEGE, COLUMBIA UNIVERSITY, NEW YORK, DR. PAUL W F WITT, MICHIGAN STATE UNIVERSITY, EAST LANSING. WHOEVER IS SELECTED SHOULD HAVE STRONG EXPERIENCE IN DEVELOPING COUNTRIES IN THIS FIELD. PLEASE ADVISE ASAP.

3. MISSION ESTIMATES ONE MONTH FOR EACH ADVISOR.  
EILTS

NESA FOLTS  
ACT 1.

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REFERENCE 9



ACADEMY FOR EDUCATIONAL DEVELOPMENT, INC.  
*a nonprofit planning organization*

MEMORANDUM

November 25, 1977

TO: Mr. Stephen F. Moseley

FROM: William M. Childs, Consultant

SUBJ: Interim Progress Report

REF: 1. Contract No. AID/afr-C-1131  
Work Order No. 17 (Egypt), as amended

2. 1st Interim Progress Report, dated August 25, 1977

3. 2nd Interim Progress Report, dated September 27, 1977

INTRODUCTION

As provided under terms of the referenced work order, I am submitting my third (3rd) Interim Report of activities and progress for the period from September 16, 1977 to date. Thus, this report covers two months' activities since I was in Cairo working on the project design and on special projects and was unable to prepare the October report.

Following an opening section on my activities during that period then, which will be essentially an amplification of the oral briefing I presented at the meeting on the 22nd in Mr. Gerald L. Kamen's office at AID which you attended, I will comment specifically on each of the responsibilities prescribed in Article III, "Statement of Work," of the referenced work order.

I have satisfied the four areas of work order responsibilities set forth in Paragraph A of Article III (with exceptions as noted below) and have completed work on the first six (6) of the seven (7) Work Order performance requirements. The last, drafting the Project Design itself, is approximately half completed. I will be able to complete it within the next week unless AID decides that I should return to Cairo next week as the Mission has just requested.

ACTIVITIES

1. Direction of Bibliographic Preparation.

Dr. Joseph F. Privitera, Bibliographic Specialist assigned under the referenced Work Order (see Ref. 2, Item 1, "Activities"), has already submitted his own report of his activities (see his Interim Report: Bibliographic Preparation, dated October 25, 1977).

I had given priority to arranging for his services on this phase of project development following my return from Cairo in Mid-August. During the week following his assignment to the work order project until my departure for Cairo on October 4th, I worked closely with Dr. Privitera, familiarizing him with the overall project and on the purpose and need for bibliographies in support of both the immediate textbook donations, now being developed, and the longer-range publishing projects.

Together, we designed procedures for contacting and arranging with American professors and other subject-matter specialists, preparation of the required title lists, and more specifically, those for obtaining examination copies (gratis) from publishers whose textbooks are listed on the various completed bibliographies and for having them quickly despatched to me while at the Mission.

2. Textbook Display Room.

These examination or review copies are being assembled in an attractive reading alcove in the newly renovated USIS American Library through the cooperation of USIS. The purpose is to have them available in a central location in Cairo which deans and professors can easily visit. We hope to obtain their own input on title selection, as specified in the work order performance requirements (Ref. I, Article III-B-4). As a result of Dr. Privitera's prompt action and the publishers' ready response to his requests for examination copies, textbooks began arriving at the Mission during my visit in October. Additionally, I had asked several major cooperating American publishers to review their orders from Egyptian importers over the past two or three years and to send me examination copies of each of their leading "popular selling" science and technology textbooks in Egypt.

These began arriving along with the 725 textbooks sent by publishers through Dr. Privitera's efforts. I estimate that we will have a total of 1,000 to 1,200 textbooks donated to the project by American publishers available for examination by Egyptian professors in all major branches of the four priority development fields.

Since it was necessary for me to return to Washington before all of the promised books had arrived, I arranged with the Mission to hire a temporary assistant to receive and catalog the books and to organize them in the Display Room.

Mrs. Mary Brown, wife of an AID officer and former secondary science teacher, was recruited and immediately started working on the project.

Dr. Applegate has just informed NE/TECH that the majority of the books have now arrived, the Display Room is organized and ready to receive visiting deans and professors and has requested that I return to Cairo as quickly as possible to arrange and carry out consultations with Egyptian academics.

Now that we have a large, representative collection of current American university-level textbooks in the priority development fields of medicine, science and mathematics, engineering and agriculture assembled, we will immediately invite deans, professors and university librarians to visit the Display Room and examine textbooks in their fields.

The purpose is to:

- a. Solicit their opinions on the relevance of the texts displayed to courses they teach;
- b. Learn of their interest in American textbooks;
- c. Determine their willingness to adopt any of the books displayed as course texts (assuming availability and low prices); and,
- d. Give them an opportunity to recommend other American textbooks not in the collection which they would review also.

Further, we will discuss with them needs for Arabic translations of selected texts in developing the longer-range publishing projects.

Additionally, we expect to develop further immediate donations projects along lines of those already implemented for Cairo and Ain Shams Universities (see Ref. 2, Annexes III and IV, pgs. 16 and 23).

3. American National Exhibition - Xth Cairo International Book Fair. (See Ref. 2, Annex V, pg 24; and Ref. 3, Activities, Items 3 and 5; and Annex 1, to this report.)

During my October visit, the Mission agreed to fund jointly with USIS a major American National Exhibition at the upcoming annual Cairo International Book Fair, January 26 to February 6, 1978. In the hope of attracting greater American publisher participation and attendance, the annual USIS exhibit at the Cairo Book Fair has been enlarged and revised in concept to house the individual exhibits of participating American publishers. (This is modeled somewhat along the lines of the annual British Council exhibit which includes exhibits of approximately thirty (30) individual British publishers. I have discussed the project with representatives of the British Council who are in accord with such an American National Exhibition.)

American publishers have been invited to exhibit their books in a single American National Exhibition rather than in separate, individual exhibits. Space is offered at no cost to those publishers who agree (1) to donate a display copy of books which will be on public sale at the Fair through various Egyptian import firms and booksellers; and (2) to have a representative present at the Exhibition during the Fair.

The Mission will pay the costs of the Exhibit space and rental of equipment such as book shelves, carpeting, telephones, etc.; USIS will pay costs of shipping the display books from the U.S. (via the Pouch) and provide the artists and decorative murals, signs, etc. and the American Library staff and guards to be in attendance throughout the twelve (12) day event.

In addition to paying direct costs of shipping display copies, USIA/Washington is coordinating publishers' shipments through its Brooklyn warehouse and shipping center under direction of Mr. Daniel Peizer, Chief, Book Exhibit and Promotion Program. Also, Mr. Donald E. McNeil, Chief, Publications Division of USIA, who supervises the USIS Book Translation Program in Cairo, has been directly involved in the design and organization of the project. He will be in Cairo during the Book Fair.

I will discuss my own liaison role with American publishers and Egyptian book import firms and the GOE agency which organizes and hosts the Book Fair, the General Egyptian Book Organization (GEBO) of the Ministry of Culture, in the next section.

4. Liaison with American and Egyptian Publishers and Egyptian Importers.

As I explained in my last Interim Report (Ref. 3, Activities, Item 3), the purpose of continuing liaison with American and Egyptian publishers is "to learn the current status of their arrangements for 'joint venture publishing in Egypt'" and to study with both groups "ways in which their activities may be coordinated with the USAID University Textbook Program.... and to explore plans for an American National Exhibition at the Xth Cairo International Book Fair in January." Additionally, we believe it is desirable and necessary to inform as many as possible of the larger publishers, especially, of both countries of the Mission's plans to help meet the needs of Egyptian students for American textbooks, as they develop.

With this end in mind and to encourage the cooperation of all major American textbook publishers, I wrote to Mr. Robert E. Baensch, Director, International Division, Harper and Row, in his capacity as Chairman of the International Division of the Association of American Publishers (AAP) on the Mission's plans and asking his cooperation in getting information to his

member publishers who include virtually all major textbook publishers (see Annex II to this report). In his reply (incorporated in Annex II), he asked that I "keep in touch" with two of his key Committee Chairmen (International Book Fairs and Egypt-Cairo Book Fair) as well as "keep each other up to date."

I have been "in touch" with each almost weekly between visits to Cairo and especially in connection with the Cairo Book Fair. At Mr. Paul E. Feffer's request, Mr. McNeil (USIA) and I communicated the Mission's decision to jointly fund the American National Exhibition to him at the Frankfurt International Book Fair which he, in turn, communicated to American publishers and Egyptian importers attending his "breakfast session."

Of course, Dr. Privitera, in contacting publishers as reported in items 1 and 2 above, inevitably reached a large number of them who had not yet learned of the Mission's plans. At this stage, it is reasonable to assume that all major textbook publishers are aware of these developments. I will continue to keep them informed of progress and directions and assist them in any way possible to learn of Egyptian book publishing (and importing) and in getting together with potential joint venture partners. This is, of course, one of the principal purposes of the Mission's involvement in the Cairo International Book Fair (see Annex I, para. 3 of this report).

#### 5. Short-range Textbook Donations Projects.

In my last Interim Report, I reported on my contact and follow-up with the AID Book Procurement Contractor (IQC), the American Overseas Book Corporation, Ridgefield Park, New Jersey (Ref. 3, para. 6, pg. 5). As I noted, the Mission has issued the Purchase Order for the thirty-nine (39) title donation (1,100 textbooks) to the Faculty of Commerce at Cairo University. Four weeks later, the books (with four out-of-print titles omitted) were shipped and the Mission has just informed NE/TECH that they have arrived and (presumably) formally presented to the University.

A second donations project was initiated during a joint USAID/USIS meeting last August to provide books in applied linguistics to the Faculty of Education at Ain Shams University to support a special MA level program to train teachers of English under direction of UCLA and supported by USIS and the Mission. (see Ref. 2, Annex IV, pg. 23).

Following my return to Washington later that month, I called Dr. Russell N. Campbell, Vice Chairman, Department of English, UCLA, to follow-up on the title list which USIS had requested

for the project. In his letter (Annex III, this report), he listed twenty-one (21) titles in varying quantities totalling 366 textbooks.

During my October visit to the mission, I assisted the Mission to prepare necessary project documentation and the letter to the GOE Ministry of Economy and Economic Cooperation. The Mission has just informed NE/TECH of full project approval and that the Purchase Order has been forwarded to the IQC Book Procurement Contractor. I have followed up with the latter and learned that the Purchase Order has been received and that they have already placed orders with the indicated publishers. The books should be in Cairo in time for the second semester.

Now that examination copies of textbooks recommended by American publishers and professors are on hand in Cairo, we expect to have Egyptian deans and professors review them for purposes of developing additional donations projects.

6. Briefing Officials.

Briefing officials of AID, USIA, the Department of State and the Academy of my activities while in Cairo and on progress to date on project development. In addition to my usual post-Cairo visit briefings and action sessions with NE/TECH, I presented a briefing on the 22nd to the Egyptian Desk Officer (AID) and his staff (which I mentioned in the Introduction) which covered the full scope of my activities since the project was launched in July, developments to date such as American publisher initiatives in joint venture publishing in Egypt, the two donations projects, Bibliographic Preparation, the Textbook Display Room at the USIS American Library; and on the status of the Project Paper.

7. Work on the Project Design.

While my investigations are essentially completed and all developments on the project have been reported in my earlier Interim Reports and at AID briefings (and at the Mission), I have not yet completed the project paper itself. I anticipate an additional week will be required and that I will have it in final form and in your hands by December 10, 1977.

PROGRESS -- STATEMENT OF WORK (Ref. 1, Article III, pg. 2)

A. Contractor Responsibilities.

I. Investigation of present state of utilization of American textbooks in Egyptian universities.

Much of the study and analysis of use of American textbooks in Egyptian university education was undertaken in an earlier study (June, 1976), on which I am reporting in greater detail in my project paper. Under the current project, I have consulted further with GOE officials of the Ministries of Education and Culture, major Egyptian book import firms (both public and private sector), American publishers and with Mission and USIS officers in Cairo. Further consultations with academics are planned as discussed above in para. 2, "Activities." My findings, to date, briefly, are that Egyptian importers, especially the three largest public sector firms, the General Egyptian Book Organization (GEB0), the Al Ahram Organization, and Dar Al Marref, have substantially increased imports of American books over the past three years. American publishers report that the major portion of these increasing orders are for textbooks and that, consequently, their textbook sales to Egypt have increased significantly.

However, this does not necessarily indicate that Egyptian professors are turning to American textbooks to replace their own published lecture note type "textbooks" which are required reading (and buying) for their students who are examined solely on them. This is especially the practice in lower-division courses and remains wide-spread and well-entrenched despite concerns and criticisms of Ministry of Education and other GOE officials.

In upper-division and graduate level courses, there is less use of professor-published lecture notes. Here, with fewer (and generally better) students, the economic incentives in such publishing are less and students tend to do more independent study and research and, hence, look for current materials in their fields. This, of course, is especially the case in the medical schools with burgeoning enrollments. (This year, there are over six thousand (6,000) first year medical students in the six Egyptian universities offering degrees in medicine.)

In short, American textbooks are being imported in increasing numbers since they found their way into the Egyptian market following the improvement in relations between our

two governments following the 1973 War. However, they are being purchased primarily by university libraries (as reference books), professors (for research in preparing their lecture note texts) and, to a lesser extent, by students (who can afford them) who rank above the norm in motivation and pursuit of academic excellence and achievement.

2. Exploring alternative approaches. I plan to devote a large section of the Project Paper to this phase of project development. Among the projects to be proposed are short-range donations to selected university faculties for loans to students, translations of selected (generally introductory level) textbooks (with adaptations, in some cases, to incorporate Egyptian cultural references and cases where needed and feasible), specially subsidized imports to lower prices of the American originals, reprints in Egypt, co-authored and Egyptian-authored textbooks, donations by American publishers of unsold stocks, and other approaches still being considered.

3. Development of immediate-action and long-range projects.

As in the case of the above, this area of project design will be treated in detail in the Project Paper itself. As individual projects have been developed, especially those meeting the "immediate-range" requirements, I have reported on them in memoranda to officials at the Mission and in my various Interim Progress Reports. These include project designs for the textbook donation projects to Cairo and Ain Shams universities, other textbook donation projects to be generated with Egyptian deans and professors visiting the Textbook Display Room described above in item 2, "Activities," donations of professional books and reference books to Egyptian organizations working in development-related fields such as those planned in medicine and family planning to the two thousand (2,000) rural clinics, and donations to Mission-sponsored projects such as agricultural development projects (e.g., the Water Use and Management project), and community development.

Then, I have designed projects to be proposed under the long-range elements of the overall project design. These include subsidy support to American publishers (especially McGraw-Hill and John Wiley) who have already completed market surveys, selected textbooks, and have worked out arrangements with Egyptian publishers for the translation

and publication of Arabic translations.

Subsidy support will be proposed also for the other "alternative approaches" discussed above.

Finally, I have designed studies, proposed to the Mission and as previously reported, of printing and binding facilities in Egypt, university bookstores, student enrollment projections, needs for special training for Egyptian publishers and booksellers, explanations for supplying textbooks to be donated by American publishers and other studies.

4. Development of preliminary project documentation. The required project documentation for the overall project will, of course, be presented in the Project Paper. However, in the course of working up the project design, I have already submitted project documentation on individual projects, e.g., the two university textbook donation projects, the American National Exhibition, survey of printing and binding facilities, etc.

B. Contractor Performance Requirements.

1. Bibliographic preparation. This requirement is covered essentially under item 1, "Activities," above. However, AID/W has raised with the Mission its possibly overly-narrow definition of "development-related" academic fields in requesting preparation of bibliographies in the PID. In my Project Paper, in addressing this point, I will point up the need for further bibliographies to provide title lists in fields beyond the pure and applied sciences and in engineering and technology into the socio-economic disciplines as they may relate to Egypt's development.
2. Coordination of project development with GOE officials and faculty deans, professors and librarians. This has been a continuing activity as reported in my last Interim Progress Report (Ref. 3, para. 2, pg. 3). Additional input is needed from Egyptian academics which will be accommodated through consultations already being arranged with deans, professors and university librarians now that the preliminary Bibliographic Preparation has been completed and examination copies of recommended textbooks have been assembled in the Textbook Display Room as described in item 2, "Activities," above.
3. Discuss with American publishers textbook distribution in Egypt. As I indicated in my last Interim Progress

Report (Ref. 3, para. 3, pg. 3) and in several sections of this Report (essentially paras. 3 and 4), "Activities," and Section A-1, "Statement of Work," above) I meet regularly with many American publishers to discuss their problems and progress in overcoming difficulties in dealing with the demanding problems in promoting sales of their books to Egypt and in handling the many and varied complexities of payments, letters of credit, (often complicated by "boycott language"), badly prepared orders, shipping arrangements, etc.

This continuing liaison is, of course, multi-purpose, but I do receive "feedback" on their export plans and hopes for exporting textbooks to Egypt. There are possibilities for "free zone" warehousing and distribution facilities in Egypt which are now developing. These would offer services of stocking American textbooks in Egypt to meet both domestic and export needs to other Arab countries.

I will comment on these potential aids to distribution of American textbooks in Egypt and others on the horizon in my Project Paper.

4. Selection of titles with Egyptian counterparts. I reported in my last Report (Ref. 3, para. 4, pg. 3) that I would "meet with Egyptian professors on selection of textbooks." Because of delays in getting bibliographies prepared and examination copies supplied for review by Egyptian academics (bringing the need for Dr. Privitera's services as Bibliographic Specialist, as described in paras. 1 and 2, "Activities," above), this phase of project development has been postponed until my next visit to the Mission, now scheduled for early January.
5. Procurement and shipping for importation of U.S. books. In my Project Paper, I plan a section on parallel objectives, which should be woven into the overall project design. In my view, planning for provision of American textbooks for Egyptian university education should take into account the longer-range purpose of helping establish an efficient -- and strengthened -- Egyptian publishing industry and book trade with strong and effective ties with American publishers which will be able to carry on the work started under the Mission's planned University Textbook Program.

For this reason, I feel that to the maximum extent possible, consistent with AID procurement regulations and

need for immediate results, we should channel as much textbook procurement and shipping as may be realistic and feasible through developing American and Egyptian commercial import and distribution mechanisms.

We should continue to consult with both groups regularly as our plans develop and use their advice and facilities wherever and whenever possible.

The developments which I describe in my last Report (Ref. 3, para. 5, pg. 4) and above in this Report (items 3 and 4, "Activities" and para. 3 of this Section) are consistent with this goal and should be continued in future project development.

6. Distribution arrangements for short-range donations projects. I feel that this Performance Requirement has been met. Arrangements for procurement and shipping of textbooks selected for donation projects have been developed and are currently (and effectively) in operation (see discussions in Ref. 3, para. 6, pg. 5 and above in para. 5, "Activities").
7. Develop the overall project plan with Egyptian counterparts. As I explain above (para. 7, "Activities") I have not yet completed the Project Paper. However, my work on the design itself is basically finished and will be presented in toto in the Paper. All aspects of the project plan have been discussed with GOE officials and all implementation steps taken have been specifically approved in writing by the Ministry of Economy & Economic Cooperation.

## ANNEX 1

UNITED STATES GOVERNMENT

# Memorandum

TO : EDU-MR. Dale DeButts

DATE: October 12, 1977

FROM : William M. Childs, Consultant, Textbook Development & Distribution

SUBJECT: Proposed Joint USAID/USIS American National Exhibit at Xth Cairo International Book Fair (January 26 - February 6, 1978)

I believe that the subject project (description attached) is inherent to the overall objectives of the proposed University Textbook Program and request that you process it for early approval.

1. The annual <sup>important</sup> Cairo International Book Fair is presently the most single event or mechanism for promoting American Textbooks in Egypt.

2. Larger American publisher participation displaying a wider range of American textbooks in the development related fields will provide an excellent opportunity for us and participating publishers to bring greater numbers of American Textbooks to the attention of professors, librarians and students attending the ten (10) day event.

3. Increased attendance of individual American publishers will give us an opportunity to discuss joint publishing ventures and possibilities of collaboration with the planned USAID University Textbook Program thereby expanding the present base of only four American firms planning to publish Arabic translations in Egypt (McGraw-Hill is, of course, already well along in its Arabic publishing program).

I have just met with USIS and can report their agreement to co-sponsorship of the proposed American National Exhibit, sharing costs involved.

Based on last year's experience and making adjustments for the somewhat larger estimated exhibit and stands required, I estimate a total overall direct costs of 4,450 Egyptian Pounds (\$6,343). In addition, there are indirect costs of graphics design for the exhibit itself and exhibit management (USIS library staff to serve as attendants and hired guards). USIS will exhibit a special "World of Management" collection of 225 textbooks prepared by USIS for exhibit at such events by USIS Posts.

I propose that USAID pay costs of leasing exhibit space and that USIS pay <sup>these</sup> costs of shipping the exhibit books from the USIA Warehouse in Brooklyn and be responsible for providing the graphics and overall management. Direct costs are as follows:

A. USAID Costs

|   |                         |
|---|-------------------------|
| 1. 200 square meters of exhibit space for ten (10) days<br>@ L.E. 15 per meter----- | L.E. 1,500              |
| 2. Rental of 100 Wooden panels @ L.E.7 each-  | L.E. 700                |
| 3. Rental of four (4) carpets @ L.E.10 each   | L.E. 40                 |
| 4. Private telephone at exhibit stand for duration of<br>Book Fair -----            | L.E. 100                |
| Total   | L.E. 2,340<br>(\$3,343) |

B. USIS Costs

|  |                         |
|--|-------------------------|
| 1. Shipping textbooks for exhibit----- | L.E. 2,100<br>(\$3,000) |
|--|-------------------------|

An immediate decision is needed so we can telex agreement to the American publisher committee meeting with Egyptian import firms at the Frankfurt International Book Fair this weekend. We have indicated that final decision will be communicated to them this Friday at the latest.

cc.USIS: Mr. William A. Rugh  
Mr. George Wishon  
Mr. Donald KeNeil

ANNEX II

UNIVERSITY OF CALIFORNIA, LOS ANGELES

BERKELEY • DAVIS • DIVINE • LOS ANGELES • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

ENGLISH AS A SECOND LANGUAGE  
DEPARTMENT OF ENGLISH  
LOS ANGELES, CALIFORNIA 90024

September 7, 1977

Mr. William M. Childs  
International Programs  
Academy for Educational Development, Inc.  
1414 22nd St. N.W.  
Washington, D.C. 20037

Dear Mr. Childs:

In response to your telephone call, following are the titles of books needed for classes at the Center for the Development of English Language Teaching at Ain Shams University:

|  | <u>Number of<br/>Copies needed</u> |
|--|------------------------------------|
| McNeill, <u>Curriculum: a Comprehensive Introduction</u> , Little, Brown             | 15                                 |
| Shuy & Fasold, <u>Language Attitudes, Current Trends</u> , Georgetown U. Press       | 15                                 |
| Proceedings of <u>19th Georgetown Roundtable</u> , Georgetown U. Press               | 15                                 |
| Tuckman, <u>Conducting Educational Research</u> , Harcourt Brace                     | 15                                 |
| Richards, <u>Error Analysis</u> , Longman  | 15                                 |
| Hatch, <u>Second Language Learning</u> , Newbury House (In press)                    | 15                                 |
| Yorkey, <u>Study Skills for Students of ESL</u> , McGraw-Hill                        | 20                                 |
| Oller & Richards, <u>Focus on the Learner</u> , Newbury House                        | 32                                 |
| Allen & Campbell, <u>Teaching English as a Second Language</u> , McGraw-Hill         | 25                                 |
| Slobin, <u>Psycholinguistics</u> , Scott-Foresman                                    | 14                                 |
| Dale, <u>Language Development, Structure &amp; Function</u> , Holt                   | 14                                 |
| Jakobovits, <u>Foreign Language Learning</u> , Newbury                               | 14                                 |
| Diller, <u>Generative Grammar</u> , Newbury House                                    | 14                                 |
| Palmer & Spolsky, <u>Papers in Language Testing</u> , Center for Applied Linguistics | 14                                 |
| Gardner & Lambert, <u>Attitudes &amp; Motivation</u> , Newbury                       | 14                                 |
| Leech & Svartik, <u>Communicative Grammar of English</u> , Longman                   | 14                                 |
| Allen & Corder, <u>Edinburgh Course in Applied Linguistics</u> , Oxford U Press      | 14                                 |
| Bailey & Robinson, <u>Varieties of Present-Day English</u> , Macmillan               | 25                                 |
| Glucksberg & Dawkes, <u>Experimental Psycholinguistics</u> , Halsted Press           | 14                                 |
| NSSE Yearbooks, 1965, 1971, 1973   | 1                                  |
| Celce-Murcia, <u>Teaching the Language and Language Skills</u> , Vol. 1, 298 pp      | 32                                 |
| " <u>Topics in Research and Methodology</u> , Vol. 2, 278 pp.                        | 15                                 |

Pre-publication versions of the last two titles are being used in classes here at UCLA but the UCLA Bookstore does not have a surplus number of copies available. We could have them reproduced here or I am sure Evelyn Hatch has a copy with her in case you know of someplace where they can be reproduced there.

Thanks very much for your interest and cooperation.

Sincerely,

*Russell N. Campbell*  
Russell N. Campbell  
Vice Chairman

RNC/jss

375 366 @ #15 = #5

## ANEX III

263-0067

Department of State  
Washington, D.C. 20523

12 Aug 77

Mr. Robert E. Baensch  
Director, International  
Division  
Harper & Row  
10 East 53 Street  
New York, New York 10022

Dear Bob:

The direction and dimensions of my project design are taking shape satisfactorily at this point. There are a number of items I will want to go over with you at a time convenient for you during my three week return home, probably the first week of September. I return to Cairo in mid-September for a month of consultations with the academics and to prepare the final draft of the project design.

In the meanwhile, I will need catalogs of all the major STM publishers and wonder if it would be appropriate and feasible to have Pat send a note out or include a notice in any newsletter the International Division may send out. If you agree, I would suggest something along the lines of the following:

The USAID Mission in Egypt is anxious to help provide American textbooks for Egyptian university education. Bill Childs is now in Cairo as a consultant to AID preparing a project design for a major activity to promote use of American textbooks in Egyptian universities. Among the projects in mind are: the purchase of texts and references for donations to university faculties and libraries; possible subsidy support to Egyptian importers to lower prices of selected textbooks adopted as course texts and imported under special arrangements; translate selected textbooks; and, in some cases, reprint in Egypt. The size, scope

and funding of the project have not yet been determined but Egypt's needs for American scientific and technical textbooks are nearly insatiable. It has already been agreed that AID will launch a large-scale and long-range University Textbook Program in Egypt to help meet these needs.

Bill will keep the International Division informed of developments. In the meantime, he has asked our help in getting current STM textbook catalogs, flyers, etc., including information on A-V and other educational materials. The overall AID planning encompasses upgrading and modernizing university libraries and possibly establishing Learning Resource Centers in certain university libraries. He has asked that the catalogs and other materials be sent to him in Cairo at the following address:

Mr. Bill Childs  
 USAID/Cairo  
 Department of State  
 Washington, D.C. 20523

I hope when we meet I will be able to report agreement here on my idea for an American National Exhibit at the next Cairo Book Fair. It would be essentially individual publishers' own exhibits in one large contiguous exhibit area, sponsored by the American Embassy. If approved, USIS or AID (or both) would lease space or, possibly, a separate pavilion and invite American publishers, at no cost for exhibit space, to exhibit textbooks under their own banners. USIS would agree to ship books to be exhibited at no charge as they did last year. The publishers would agree to have a representative attending the fair and to make arrangements with importers to have the books included in their exhibit on sale through the importers.

If this has been approved by the time we meet, perhaps we can get a notice to the Association's STM membership immediately. This will give us a little more lead time than we had last year.

Best regards,

Drafted:WChilds:pat:llaug77  
 Clearances: TA/EDU:DDeButts *WMC*  
 TA:SAApplegate *WMC*  
 USIS:WRugh *WMC*  
 PRM:CWeden *WMC* William M. Childs



Association of American Publishers, Inc.

1707 L Street, N.W.  
Suite 480  
Washington, D.C. 20036  
Telephone 202 293-2585

August 30, 1977

Mr. Bill Childs  
USAID/Cairo  
Department of State  
Washington, D.C. 20523

Dear Bill:

Thank you for your detailed August 12 letter in regard to all the progress you have been able to make on behalf of the USAID mission in Egypt. Yes, action will be taken in response to your suggestions. Let me suggest that you especially keep in touch with Ken Hurst, as chairman of the Book Fairs and Events Committee, and Paul Feffer, as chairman of a special Egypt-Cairo Book Fair task force.

Paul Feffer hopes to have a breakfast session for all who are interested in the Cairo fair during the Frankfurt Book Fair. It is our unique problem that some American publishers handle the Middle East through their London subsidiaries. Therefore, the Frankfurt breakfast session has become a tradition in that we can all get together for what hopefully should be constructive discussions.

Although I am off for the Moscow Book Fair, let's do keep each other up to date. Best regards.

Gratefully yours,

Robert E. Baensch  
Chairman  
International Division

REB:cjt  
cc: K. Hurst  
P. Feffer  
P. McLaughlin

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November 23, 1977

Mr. William H. Childs  
International Programs  
Academy for Educational Development  
1414 22nd St.  
Washington, D.C. 20037

Dear Mr. Childs:

It was a pleasure speaking with you today.

As I understand the present status of the program, you are now working on the design study. The eventual purchase of books will be based, to a large extent, on the selections from the core of upper-level textbooks already sent or being sent to Cairo.

To take part in this program, I will send one copy each of our texts to Cairo via Dr. Applegate. Attached is a list of those books being sent.

I look forward to meeting with you on December 1, to discuss this program and other items.

Best regards,

PLENUM PUBLISHING CORPORATION

*Frank Columbus*

Frank Columbus  
Assistant Vice President  
Director of Marketing and  
Product Development

FC:ew

cc: Martin Tash  
Mark Shaw

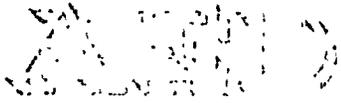
EGYPTIAN TEXT LIST:

ADVANCED ORGANIC CHEMISTRY, Parts A and B (Rosetta)  
QUANTUM MECHANICS OF ONE AND TWO ELECTRON ATOMS (Rosetta)  
THE THEORY OF ORGANIC CHEMISTRY (Rosetta)  
MODERN ELECTROCHEMISTRY, Vols. 1 and 2 (Rosetta)  
FOOD FOR LIFE  
INTRODUCTION TO VECTORS AND TENSORS  
CHEMICAL EQUILIBRIUM  
THE SCIENCE OF PROTOBIOLOGY (Rosetta)  
CONTEMPORARY QUANTUM CHEMISTRY (Rosetta)  
ENVIRONMENT AND UTOPIA (Rosetta)  
ELEMENTARY PROBABILITY THEORY (Rosetta)  
THE SCIENCE OF LIFE (Rosetta)  
TOXICOLOGY OF INSECTICIDES  
COORDINATION COMPOUNDS  
PROBLEMS OF ORGANIC REACTION MECHANISMS  
PRACTICAL SCANNING ELECTRON MICROSCOPY  
IR THEORY AND PRACTICE OF INFRARED SPECTROSCOPY (Rosetta)  
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OUR FRAGILE WATER PLANET  
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COORDINATION COMPOUNDS (Rosetta)  
A STUDY OF BRIEF PSYCHOTHERAPY (Rosetta)  
BIOLOGY, HISTORY, AND NATURAL PHILOSOPHY (Rosetta)  
INNER SPEECH AND THOUGHT (Rosetta)  
MOLECULES AND LIFE (Rosetta)  
NERVES, MUSCLES, AND ELECTRICITY (Rosetta)  
A STEREOTAXIC ATLAS OF THE RAT BRAIN (Rosetta)  
THE CHROMOSOME THEORY OF INHERITENCE (Rosetta)  
INFORMATION PROCESSING (Rosetta)

INDICATORS OF ENVIRONMENTAL QUALITY (Rosetta)  
OPERATIONAL CALCULUS (Rosetta)  
TRANSPORT ANALYSIS (Rosetta)  
COMPUTER GRAPHICS (Rosetta)  
AN INTRODUCTION TO NONLINEAR OPTICS (Rosetta)  
PRINCIPLES AND PRACTICE OF X-RAY SPECTROMETRIC ANALYSIS  
INTRODUCTION TO LIQUID CRYSTALS  
ELEMENTS OF ORGANIC PHOTOCHEMISTRY  
INTEGRATED PEST MANAGEMENT  
CHEMICAL PHYSICS OF SURFACES

REFERENCE 10



September 27, 1977

MEMORANDUM

TO: Mr. Stephen F. Mosely  
FROM: William H. Childs, Consultant  
SUBJECT: Interim Report

Reference: Contract No. AID/afn-C-1131  
Work Order No. 17 (Eqypt)

Introduction

As provided under terms of the reference Work Order, I am submitting my second interim report of activities and progress covering the period from August 15 through September 15th. In the two sections below, I set out short accounts of my activities during the reporting and on current status on each of the seven (7) performance requirements outlined in the Work Order.

Activities

1. Recruiting a bibliographic specialist and developing a scope of work and preparing project documentation for an amendment to the Work Order to provide for his services as well as for an extension of the Work Order period.
2. Briefing officials of AID, USIA, the Department of State and the Academy on my activities while in Cairo and on progress to date on the overall project design.

3. Meeting with publishers to learn of the current status of their own developing arrangements with Egyptian publishers for joint venture publishing in Egypt, to discuss with them ways in which their activities may be coordinated with the USAID University Textbook Program now being developed, and to explore plans for an American National Exhibition at the 2nd Cairo International Book Fair in January.
4. Contacting and exploring with specialists in the fields of library science and education technology; possibilities of their serving as advisors on short term consultancies in Egypt on specialized components of the overall project design.
5. Following up on textbook donation projects, especially on bibliographic work and developing a model formula on procurement and shipping.

Current Status of Work Order Performance Requirements

1. Bibliographic preparation. As noted above, a bibliographic specialist has been assigned to the project and is already working. Additionally, I have met with USIA officials in the Agency's Overseas Book and Library Program who have given me access to bibliographies in two priority development fields (science and engineering) which list several current titles in each sub-discipline covered. While in Cairo, I arranged with the USIS Library there for a special display room to which I will invite Egyptian professors to review bibliographies and examination copies (which I will ask American publishers to provide at no cost) for purposes of making selections of textbooks they will prescribe as classroom textbooks. Texts selected will be purchased by the Mission for

donation to the universities for loans to students. Priority order for the preparation of bibliographies now on-going is Medicine and the health sciences. The attention will be given to updating the USA bibliographies in science and engineering and to preparation of ones in the agricultural sciences.

2. Coordination of project development with GSE officials and faculty deans, professors and librarians.

Ground work on this phase was started during my June 1976 survey of needs in Egyptian universities for American textbooks for the Department of State and during subsequent visits to Egypt on follow-up projects. I have established and continued contact with the General Egyptian Book Organization (the GSE's major state publishing house) of the Ministry of Culture, the Supreme Council of Higher Universities in the Ministry of Education and with deans, professors and librarians of the faculties of medicine, science, engineering and agriculture.

3. Discuss with American publishers textbook distribution in Egypt.

This point has been covered in detail in my initial interim report (see Annex IV, page 28). As noted above under "Activities," I have maintained contact with American publishers on developments toward joint venture publishing with Egyptian publishers and on their participation in a USAID/USIS-sponsored American National Exhibition at the Xth Cairo International Book Fair in January.

4. Selection of titles with Egyptian counterparts. Covered above in paragraphs 1 and 2. When I return to Egypt next month, I will meet with Egyptian professors on selection of textbooks to be donated for loans to students. Additionally, I will follow-up specifically on earlier explorations with the Director of the Supreme

Council of Higher Universities on use of faculty committees meeting regularly under the Council's aegis in determining specific textbook needs and in making selections of American textbooks to be published under the longer range publishing and import projects.

b. Procurement and shipping for importation of U.S. books. This is under continuing review. I first began explorations with American publishers and Egyptian importers during my June 1976 survey. During my work organizing and directing the USIS Exhibit at the last Cairo International Book Fair, I was able to develop more information on this problem area. Then, in Cairo during my July-August visit on this project, I met with all of the major importers of American books to review developments and progress. Much of this area of project development is addressed in a memorandum of conversation with an Al Ahram official which I inadvertently omitted from my last report and which I attach herein. In my view, the American Scientific and Technical Bookstore which is discussed in that memcon would be a major breakthrough in assuring availability of American technical books in Egypt. The annual Cairo International Book Fair is also an opportunity to promote American scientific and technical books. In Annex V (page 24) of my last report, I propose a USAID/USIS jointly sponsored American National Exhibition at the next Book Fair which would house individual exhibits of participating American publishers. On my return from Cairo last month, I met with the Chairman of the International Exhibits Committee of the Association of American Publishers (AAP) to propose such American publisher participation. He will coordinate within the industry and report to me on interest.

I have arranged a meeting between major American publishers and the three major Egyptian import firms to be held during the Frankfurt International Book Fair next month (unfortunately, I will be in Cairo and unable to attend). Then, we are giving attention to campus bookstores. On page 2 of my last report, I report on a survey of campus bookstores and planned recommendations to upgrade them as well as to assist student organizations in establishing new ones.

6. Distribution arrangements for short-range donations projects.

My initial thinking (and recommendations) on this point is discussed in Annex I (page 9) of my last report. Since my return, I have explored procurement and shipping procedures for this phase of project development with HE/TECH and have learned that book procurement for all AID-supported projects is centralized through an IQC contractor, the American Overseas Book Corporation of Ridgefield Park, New Jersey. I visited them to tell them of upcoming donations projects and to learn of their procedures and services as well as to discuss ways to expedite shipping. The initial procurement and shipping exercise will be initiated in the next few days. We have just received telegraphic advice from the Mission that the Embassy has just issued the purchase order for the procurement of books to be donated to the Faculty of Commerce of Cairo University (see Annex III, page 16 of my last report). I had alerted the contractor on this project and they agreed to take all preliminary steps short of commitments to publishers.

7. Develop the overall project plan with Egyptian counterparts.

Activities reported above and in my previous report are, of course, directed at this activity, the overall objective of the Work Order. I am now at work on a draft version of the project paper the major portion of which I hope to complete prior to my departure for Cairo next week. There, as I have mentioned, I plan to meet with GOE officials and with Egyptian publishers and importers especially on performance requirements nos. 2 and 4 above.

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