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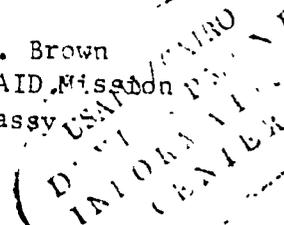
USAID University Textbook Program

FINAL REPORT

Recommendations and Observations

by
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Cairo, Egypt





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

F I N A L R E P O R T
Recommendations and Observations

by

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INTRODUCTION

Development and upgrading of Egypt's educational system at all levels is viewed at the National policy level as one of the country's top priority development needs. As such it receives equivalent attention and urgency as do Egypt's other critical development thrusts: health, family planning, agriculture, etc.

Growth in enrollment at all levels with concomitant overcrowding and inadequate facilities and resources frustrates and seems to nullify increasing financial support.

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.

In April 1977, the USAID Mission in Cairo launched a survey into needs of Egyptian universities for American textbooks and of possibilities for cooperation between the two governments and American and Egyptian publishers and book import firms to mount a program to meet needs for American textbooks. On the basis of this survey, a Project Design has been prepared setting out the problem and proposed alternative approaches to meeting this objective.

The following report presents a summary of those recommended approaches (with some refinements developed after completion of the Project Design), a statement of estimated funding needs, and makes additional recommendations which have been developed subsequent to the submission of the Project Paper to the USAID Mission in Cairo in February 1978.

Section I

Rationale for the Proposed USAID University Textbook Program

In his Concept Paper on the Educational Technology component of the Mission's University Instructional Materials Project, Dr. Michael Molenda provides the rationale for providing American textbooks and reference materials to Egyptian universities. Among a series of "visible elements" supporting his opening observation "that the quality of instruction in Egyptian universities lags well below the standards required for effective national development" are two which relate directly to the necessity to both provide and introduce American textbooks into Egyptian university education.

"heavy predominance of the lecture method as the primary - - usually the sole - - means of instruction."

"relatively little assignment of printed materials other than the instructor's published lecture notes."

Following his enumeration of the thirteen (13) "visible elements," Dr. Molenda then launches his proposed approach to resolving the "problematique" emphasizing the role of textbooks and urging Mission action in helping provide them. "The most fruitful role of A. I. D. might be to provide some tools for breaking out of the vicious circle of high student-to-faculty ratio, reliance on lecture method, singular final exams, rote memorization, and underutilization of enriching materials."

"American textbooks have special relevance for supporting the sort of instructional innovation which is being suggested here. The obvious advantage of American texts is that they generally represent a high level of scholarship, up-to-date in relation to the latest thinking in their fields. But more important for our overall strategy, they provide a visible model of a different conception of the teaching/learning process. The most current American textbooks attempt to be more than merely catalogs of information: first, the text is usually part of a larger package which includes a teacher's guide, suggested enroute test items, often a student workbook, and even correlated audio-visual materials. Second, the textbook itself and/or the accompanying workbook will frequently be designed to require active student response with feedback to the student about his response; in some cases exercises will be structured to branch the student to remedial or more advanced material based on his response. Third, the whole focus of the text is likely to be on mastery of the thinking process used in that discipline, not just on factual information.

Thus the total design of this sort of material lends itself to a teaching/learning approach based on 'process' learning, active involvement, diagnostic testing, self-pacing, and individualized use in general. These are the same tendencies which the project would attempt to encourage within the overall pattern of Egyptian university teaching."

Section II

Critical and Urgent Need for American Textbooks in an Underdeveloped Market - - A Paradox?

The foregoing Section presents the case for providing American textbooks to help upgrade the quality of instruction in Egyptian universities. Egyptian academics, officials of the Ministries of Education and Culture and Egyptian distributors and booksellers also cite the need for American texts and references. And, Egypt imports increasing quantities each year.

Yet, no market for them really exists. The answer to this curious paradox lies in the absence of demand itself, on the one hand, and ineffective and inefficient book ordering by the three major public sector book import firms, on the other.

Need exists but demand, another matter, does not. We can account for the absence of demand, the essential requirement for a market, by referring to Dr. Molenda's "visible elements" to his "problematique" above. He notes a:

"heavy predominance of the lecture method" and

"relatively little assignment of printed materials other than the instructor's published lecture notes"

There simply is no experience in the educational process with the classroom textbook around which the course outline is prepared, and lectures are developed, which students are required to read and on which exams are based.

How does it follow, then, that Egyptian importers are ordering increasing numbers of American textbooks? The need for access to American technology to aid Egypt's developmental process is widely accepted and heralded. Egypt's political and educational leaders constantly articulate and emphasize this need, referring to the critical urgency in Egyptian education for American texts and references. Public sector import firms, especially, get the message and respond with increasing orders for American textbooks. Unfortunately, they neither seek nor receive guidance from academics on what American texts are needed. Yet, they order anyway, usually going over a publisher's catalog, ordering two or three copies of each title listed. The resultant "stockpile" of imported textbooks which rarely reach students (and which are, in many cases, not seen at the selling stands at the Cairo International Book Fair either) amounts to a scandalous misuse of public funds and scarce foreign exchange. No educational purpose is served and no university market is developed thereby.

Then, deans and professors, themselves, have yet to find their way out of the lecture note, rote memorization syndrome which Dr. Molenda has observed. Even though American textbooks are being imported in increasing numbers each year, it should not be assumed that needs as discussed here are already being met and that American textbooks are being used in university classrooms as course texts.

Dr. Molenda writes that "in order to bring about some change in the instructional process at least two conditions are necessary: student

and teacher access to a wider variety of instructional materials to enrich the learning process, and incentive for teachers to alter their methods of instruction in order to make best use of whatever resources are available." Obviously, the mere ordering of quantities of American textbooks alone has not and will not achieve that goal. Rather, as Dr. Molenda recommends, "the aspects of 'access' and 'incentive' are ones to which A. I. D. may at least be able to make some significant contributions."

To bring this about and thereby break the instructional/learning process away from the bleak problematique which he describes and thereby also setting the stage for development of a long-term, enduring market for American textbooks, offering the development strengths and remedies which Dr. Molenda cites as their potential in aiding educational development, serious attention needs to be given on an urgent basis to alternatives proposed in the Paper on the University Textbook Program, as summarized in the following Section.

None is more essential and urgent at this stage of project development than immediate action on Mission donations of selected American textbooks to Egyptian universities. Action now is necessary to assure that textbooks will be in the hands of students "before the beginning of the Fall Semester--" and not lose another year.

Section III

Summary of Suggested Alternatives to Providing American Textbooks and References to Egyptian University Students.

It should be emphasized that none of the following alternative approaches to providing American textbooks for Egyptian university education involves giving books to students. The first of three major elements forming the "project design" does provide for USAID Mission donations to university faculties (departments) for loans to students. And, these are intended as stop-gap, one-time-only donations to meet the following objectives:

1. Accomplish the Mission's "visibility" purpose
2. Provide a testing laboratory to observe how and whether American textbooks can be incorporated into the curricula and instructional structure of Egyptian universities, and
3. Help American publishers develop a textbook market in Egypt by "seeding" or "salting" what may be described as underdeveloped.

The three major elements comprising the University Textbook component of the Mission's proposed Instructional Materials Project are:

1. Short-range Donations. 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 university deans and professors, textbooks will be selected for adoption as course texts (a sine qua non for such donations), which the Mission will purchase and donate to cooperating university faculties teaching in development fields. The objectives (listed above in this Section) are primarily to offer a testing situation to help determine whether and the extent to which American textbooks may be accepted for use as classroom texts and to "seed" potential student markets for development by American publishers themselves in cooperation with the USAID Mission in Cairo.

Procurement procedures employed for the two pilot university donations project already implemented (1,200 textbooks donated to the Faculty of Commerce and of Cairo University and 600 to the Faculty of Education at Ain Shams University) have not proven satisfactory. At this stage, it is strongly recommended that the Mission purchase textbooks for future donations projects directly from the International Divisions or Sales Departments of publishers whose books have been selected. In this way, participating American publishers will be currently informed on which of their books have been adopted and, hence, purchased and donated by the Mission to which university faculties and for use in which courses. This will give them opportunity for direct followup with professors and to begin to develop future markets for the donated textbooks. Further, direct procurement from the publisher will reduce the time factor on deliveries and, very likely, result in lower costs for the books themselves. Turn around time on Mission orders can be less than four weeks from receipt of orders. Higher discounts than those granted through

the A. I. D. book procurement contractor will be granted by publishers.

Longer-range Publishing and USAID Mission-supported Import Projects. These are the core projects 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, bilingual editions, adaptations (with Egyptian cultural references and/or case studies), originally published textbooks, either co-authored (by American-Egyptian professors) or Egyptian-authored-only, and, of course, imports of specially produced "student" or "international" editions.

Forms of Mission assistance, or intervention, to assure low prices to Egyptian students thus far proposed include, but are not necessarily limited to the following:

a. Support of Books Published in Egypt (translations, bilingual and adapted editions, original textbooks, etc.).

(1.) Quantity Purchase. Guaranteed pre-publication purchases of sizeable quantities (bulk purchases) to give the publisher assurance of a substantial initial market. Such purchases would cover a significant portion of his origination costs and thereby provide the necessary incentive to encourage him to take the financial risk involved in bringing out an expensive book for an uncertain market.

But the objective here, apart from providing needed support to lower prices and to provide necessary incentives to publishers, is to assure immediate availability of the initial books, at least, to students. Such direct placement of the early books is intended in the longer-run to aid in developing a university market for translations of American books.

American publishers consulted agree with the Mission's findings that the Egyptian book trade is under-developed and that there is no really effective distribution of textbooks in the country (except for professors' published lecture notes, many of which are sold from the professors' desks). There is consensus among these publishers that there is no effective market in Egypt for American textbooks, original American or translated editions, despite a glaring and urgent need for them. This is due, in large part, to the failure of the Egyptian book trade to focus seriously on promoting textbooks to the universities. Distribution lags behind growing needs.

Egyptian publishers have enjoyed the luxury of automatic markets and have neglected opportunities to promote aggressively to burgeoning university student and library consumers.

They publish primarily for two markets, both ready-made. All books published for the "elhi" market is state publishing. The Ministry of Education contracts with publishers for the printing of prescribed textbooks and takes over the distribution of free copies to the public schools.

Most Egyptian textbook publishing at the university level is the ubiquitous professor lecture-note-type textbook. These also find their own buyers. Either the professors, themselves, sell the books directly to their students or they arrange for the publisher/bookseller to sell them for them as their agent. Again, they are selling to a ready-made market.

The USAID Mission in Cairo believes (and most American publishers consulted tend to agree) that at this stage in the embryonic joint venture Arabic publications, special attention must be directed to promoting them to Egypt's growing academic market. It follows, in the Mission's view (one, again, which many American publishers share), that bulk purchases and selective placement by the Mission in universities will not harm market possibilities. Carefully designed and monitored, such direct presentations can help create markets which have been left unattended to learn about and acquire textbooks through their own devices.

The Mission plans, then, to use the bulk purchase route basically over the other three alternatives outlined below. The purpose is to both facilitate publication of the needed Arabic language editions and to use the Mission-purchased books to "seed" the market.

American publishers and their Egyptian joint venture partners will be involved in the process, asked to monitor the experience with the Mission and to follow up on opportunities which the Mission believes will be presented for developing commercial sales for future student use.

Presentations are planned to professors as "desk" or "examination" copies, to faculty or departmental libraries and, in selective cases, to the faculties themselves for loans to students.

Given the underdeveloped state of the university market in Egypt for Arabic translations as well as English language originals, giving books to universities will not seriously, if at all, undermine the "market."

On the contrary, judicious, considered placement, planned and in collaboration with publishers, can serve as "priming" or "salting" of that market. At the same time, it guarantees that Egyptian university education is immediately served through Mission support and collaboration of American publishers.

Later, the Mission proposes to use one or more of the other alternatives discussed below to help keep low selling prices possible as commercial sales replace Mission donations as the preferred mode for meeting needs of the universities and technical schools for American textbooks in Arabic.

(2.) 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.

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 (or bilingual edition) 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) Arab countries. (There are special problems with such two-tier pricings: they deal primarily with concerns that the lower-priced edition would be exported without permission and compete with the higher-priced one.)

The "Egyptian Edition" would be identified with the A. I. D. "hand clasp" logo to:

1. Discourage unauthorized export, and
2. Inform Egyptian educators and students that the book has been made available through the Mission's assistance.

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 that which he would be forced to set if published independently. The project proposes Mission reimbursement to the American publisher of a share of his origination and plant costs, in accordance with the numbers of copies produced for the two respective "Egyptian" and "Export" editions.

- (3.) Direct Support. This third proposed alternative to providing Mission support to encourage participating American publishers to publish translations, adaptations, bilingual editions, original texts, etc. proposes direct assistance to cover costs of one or more given production cost elements. Such assistance might involve providing the translation or paper, for example, and would be provided to the American publisher bringing out the qualifying Arabic edition.
- (4.) Hypothetical/Actual Costs Differences. This alternative proposes a support formula which is related directly to cost/price factors rather than to specific cost elements. Unlike the previously proposed alternatives, this begins with establishing a target selling price (to Egyptian students), then calculates a hypothetical unit production cost on which that price would be possible, on copies produced for sale to Egyptian students. It requires, at the outset, agreement between the Mission and the American publisher on his allowable markup ratio. 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 unit production costs to cover their higher overhead and promotion expenditures. Under the proposed low prices for Mission-supported textbook publications in Egypt, it is anticipated that American publishers undertaking translations, bilingual and/or adapted editions, etc. would tend to set markup ratios at the upper range. Overhead costs are constant regardless of production costs and selling prices.

Once a publisher's markup 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 markup ratio is four times his actual unit production cost, then, the hypothetical figure is one-fourth the accepted target selling price. Mission support would then be calculated at the difference between this hypothetical and the actual unit cost.

An example would be a translation which costs \$5.00 to produce. The American publisher would probably price it at \$20.00 - - well beyond reach of Egyptian students. If the publisher and Mission were to agree to set a target selling price of \$6.50 (approximately four Egyptian Pounds), then the hypothetical unit cost would be \$1.63. The Mission would reimburse the publisher the difference - - \$3.57 - - between this hypothetical (\$1.63) and the actual (\$5.00).

- b. Support of Imported American Textbooks. English is the official language of instruction in Egyptian university faculties teaching medicine, science and mathematics, and engineering. However, many entering students are deficient in English, and translations and bilingual editions are useful and necessary as they are in other university faculties where Arabic is the medium of instruction, such as the other development-related fields of agriculture, commerce, rural and urban sociology, etc.

Projects are planned, as outlined above, to meet these needs for Arabic language materials. But emphasis will be given to providing textbooks for students in science and technology, especially at the upper undergraduate and graduate levels where students are more able to handle American textbooks in English. Many Egyptian educators feel that it is a mistake to provide Arabic translations at all in these fields, fearing that students will not develop the proficiency in English they will need for more advanced work. The USAID Mission in Cairo agrees with this concern and proposes to give emphasis to providing original American textbooks at prices within reach of Egyptian students.

Three approaches are suggested. None is proposed as the single most desirable or effective method. Rather, each has its place depending on circumstances. Then, there may be other alternatives which should be considered by the Mission.

- (1.) Import of Low-priced Indian and Asian Reprints. While cost advantages which once prompted many American publishers to produce "student" or "international" editions abroad have been gradually eroded, through inflation and devaluation of the dollar, to the point where most American publishers now find it less costly and more efficient to produce such low-priced editions at home, some publishers still reprint in India, Singapore and Hong Kong. Textbooks reprinted in India through American publishers' Indian affiliate houses are generally priced between one-third and one-half those of the original American edition. This is due, in large part, to concessionary paper prices for textbooks offered under Indian law.

The Project Design offers a proposal whereby Indian reprints would be imported in cases where such editions exist for a textbook needed in Egypt; arrangements would be worked out between the USAID Mission in Cairo and the appropriate American publisher for import via the publisher's regular channels. Given the already low price of most of these reprints, no direct Mission assistance is proposed beyond consultation and cooperation on individual import projects.

- (2) Direct Support to American Publishers for Production of Special "Egyptian Student Editions." What is envisaged here is publication of special low-priced "student" or "international" editions for export to Egypt only. American textbooks for which there is demonstrated need as course texts (as developed through the initial Mission donations projects, for example) would be produced by American publishers under assistance agreements to be issued by the USAID Mission in Cairo.

These special "Egyptian Student Editions" would bear the A.I.D. "hand clasp" logo on the cover and would carry suitable attribution on the title page as a Mission-sponsored publication. While most such special editions would be produced in the U. S., probably as overruns to publishers' regular printings (but not necessarily so), they could be produced in other countries in which publishers may be planning an "international" edition.

The objective here, of course, is to take advantage of a publisher's regular production run, printing extra copies for the low-priced edition. USAID Mission (Cairo) assistance on a book-by-book basis could lower production costs even further thereby offering even lower selling prices to Egyptian students. There are controls inherent in this proposal to curb likely unauthorized exports from Egypt which are too detailed to discuss in this Summary but which will be built into such proposed projects.

A proposed model, or prototype, for producing "Egyptian Student Editions" with Mission assistance has been worked out by Mr. Peter H. Neumann, Executive Vice President and Director, International Division of Addison-Wesley Publishing Company in discussion with the Mission's Project Advisor. It is detailed in Mr. Neumann's March 31st letter to the Project Advisor, a copy of which he sent to the Association of American Publishers (AAP). It is being reviewed by the Association's Executive Council which will submit its reactions and recommendations to the Project Advisor who will, in turn, submit them to the Mission.

The proposed approach to providing American textbooks to Egyptian students at low prices is modeled after the British Council low-priced textbook project, the English Language Book Society (ELBS), which is described in the Mission's PID (see Cairo 5572, dated April 1, 1977, pg. 1 of Section 2). Briefly, the British Government supports the cost of publishers' overruns on books which qualify. The books, which are clearly identified with the ELBS logo on the cover, are marketed commercially in participating countries with the assistance of British Council staffs in these countries.

It should be emphasized at the outset that the project as developed and described in Peter Neumann's March 31st letter is aimed at and limited to Egypt. Hence, it may be labeled, for the moment, a mini-ELBS-type or Egyptian Student Edition project.

- (3.) Support to Egyptian Import Firms Importing American Textbooks. It is generally agreed that American textbooks imported into Egypt are too expensive for most Egyptian students. The reasons, apart from their high prices in the first place, are that Egyptian importers set selling prices on the basis of the tourist or parallel market exchange rate, the rate at which they must pay the Egyptian Government for dollars. Additionally, they add on costs for air shipments.

Importers of certain priority commodities are offered dollars at the "official" exchange rate of 40 piasters to the dollar; book importers are charged at the parallel rate of 70 piasters. This concession to importers of priority goods amounts, in effect, to an Egyptian Government subsidy, selling them dollars at a preferential rate nearly half that charged to importers of most items, including books.

In discussions over the past year and a half with American publishers and with Egyptian importers, the Project Advisor has found strong interest for some form of direct USAID Mission assistance to importers of American books to make possible lower prices of imported American textbooks. Their proposals generally involve Egyptian Pound payments to importers in the amount of the difference of the two exchange rates. This would allow pricing in Egypt on a par with the official rate (40 piasters to the dollar). Under the proposed assistance a ten dollar American textbook could sell for four Egyptian Pounds rather than seven or eight which is presently the case.

This form of Mission intervention was first proposed officially in the Spring of 1976 by Dr. Mahmoud Sayed el Sheniti, Chairman of the General Egyptian Book

Organization in an address at the Department of State to the Government Advisory Commission on Overseas Book and Library Programs.

More recently, Mr. Paul E. Feffer, Chairman of the AAP Cairo Book Fair and Egypt Committee, and President, Feffer and Simons, Inc., made a similar recommendation in a memorandum to Dr. Stanley Applegate of the USAID Mission in Cairo. (A copy of his draft memorandum is attached.)

In addition to such Egyptian Pound assistance, the Project Design includes dollar payments in selective cases. The purpose is to reduce the burden on Egypt's tight dollar reserves when large amounts may be involved in certain import projects.

- (4.) Special Investigations and Surveys. From time to time as project development proceeds, requirements will emerge for further information and data, including feasibility studies of proposed projects. Five studies have been proposed, one of which has already been completed, and the others scheduled over the next few months:

Survey of Printing and Binding Facilities in Egypt:

Survey plant and equipment and availability of printing paper for purposes of determining the adequacy and condition of the Egyptian graphics industry, generally, and projected supply of paper and capability of the printing industry to meet the increased demands expected to be generated as the proposed longer-range publishing projects are implemented. (See Copy attached)

Survey of Campus Bookstores:

Several major bookstores operate book sales outlets on campuses of major universities in Egypt. These may be described as kiosks rather than bookstores in the sense in which they are found on college campuses in the U. S. 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 weeks, 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 the

Project Advisor observed in an earlier paper, "clerical processes of establishing payment procedures such as L/C's promptly and accurately 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, misdirected 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 nations of developing world countries, and
- (4) university deans, professors and librarians.

In his report on findings, the Advisor would submit recommendations for workshops, seminars, participant training with American publishers and publishers' export representatives, etc. in the U. S.

Survey of Textbook Use in Egyptian Universities:

This survey would encompass classroom use of textbooks as either officially prescribed course texts or recommended reading. It would include the widely-used professor lecture-note-type textbook, other Egyptian-authored textbooks, and imported textbooks, especially American and British. The dimensions of the proposed survey will be drawn up within the next few weeks and it is planned to have the survey underway early in the Fall Semester.

Survey of Student Enrollment:

Project development and determination of needs of Egyptian university education for American textbooks requires accurate data on student enrollments. 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 fourteen (14) national universities among the various faculties in these universities show that approximately 43% are enrolled in the priority development fields of medicine, the health sciences, science and mathematics, engineering and agriculture - - 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 will be designed and carried out within the next few months.



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March 31, 1978

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Mr. William M. Childs
1223 Raymond Avenue
McLean, Virginia 22101

Dear Bill:

It was good to see you yesterday and to have you explain some of the possibilities as well as problems of the proposed AID project for Egypt. If it is feasible to meet with Dr. Applegate when he is over here, and you consider it useful, please let me know.

We discussed possible plans for providing Egyptian students with university textbooks in English or Arabic, on some basis which would make these books inexpensive enough for students to purchase, which is much preferable to having books distributed free.

1. Reprinting of Titles in English. We discussed familiar problems of selection of titles, where to reprint, how to control the printing program, rights and royalty questions, costs, and on another level, how far texts in English are useful and desirable for Egyptian students.

The advantages of a reprint scheme are high visibility and that it could be put into effect faster than a translation program.

A Workable Reprint Program:

a) Reprinting: We discussed whether the British ELBS scheme could provide a model for a reprint program. Under this scheme, a British publisher receives a production subsidy from the British government which enables him to sell the book at half its usual price, while maintaining his normal profit margin. Books are reprinted by the original publisher, sold to students, or institutions in designated countries through normal trade channels. More details of the scheme will be forthcoming once I receive them from London.

b) Selection of Titles: Assuming that AID would be prepared to launch its own "ELBS" scheme, they might decide that it would cover a suitable model curriculum of basic first-and-second-year courses, say for a total of 100 titles.

The new project would then be announced to the Egyptian university administrators, who would be encouraged to set up textbook selection committees or leave this up to department chairmen. It would also be announced to the U.S. publishing industry, while everyone would be given six months to make their selection. Publishers would be encouraged to send complimentary copies to the selection committees, or have their representatives cover the campuses. For smaller publishers, and as an alternative, your Cairo book display center would serve as a point of reference.

c) Once selections are made and quantities established, AID would contract with publishers involved to provide paperback reprint editions. Assuming that basic textbooks are involved and publishers given six months to produce the books, many if not all could print these editions as an overrun of their U.S. editions. This would probably be the least expensive way to produce acceptable quality books.

d) Local Distribution: At the same time, arrangements would be made for local importers/distributors to import these books, now prescribed at Egyptian universities, under normal trade terms.

e) Local Subsidy: To lower prices further, and use counterpart currency funds, students enrolled in appropriate courses could be given a coupon against which they could purchase their textbook identified by author and title from the approved reprint edition, at 50% of local price or any other percentage desirable, through the book trade. Coupons would be redeemed by AID out of local funds.

f) To make this scheme more acceptable and workable, a further element might be added at first-and-second-year levels. Egyptian professors could be asked to prepare student manuals for such texts in Arabic to be published locally and paid for out of local funds.

Such a device would meet many of the objections to the use of books in English, and would please those who feel English should in fact be retained as a medium of instruction in the sciences. It would also provide some income to professors who are used to selling lecture notes to students, thereby gaining their support.

2. A Possible Translation Program into Arabic: We discussed this at length. It is a topic complicated by the lack of publishing experience in Egypt, the very high cost of translations, and of their production.

In the end, the following scheme suggested itself. Assuming that some translations of basic texts will be desirable, let their selection emerge from the trial use of English reprint editions over a one-year period.

Then, say, when a dozen titles have been selected, AID could approach the U.S. publisher to ask whether he would be able and willing to supply at cost an Arabic translation, composition, and finally a set of film to AID. If willing, he would be asked to submit an estimate. We thought that costs for such film could well run to \$50 per page!

With film in hand, there are two possibilities:

a) Treating Arabic editions in the same manner as English reprints, i.e., let the publisher print and supply books in the same manner.

b) Have the Arabic books printed in Egypt under contract with AID or with the original publisher by a local printer/publisher. The U.S. publisher might then receive a royalty, perhaps similar to the Indian PL 480 scheme, where 10% of U.S. list was normally paid by USIS.

Obviously, this is a more complex scheme. It occurs to me that few U.S. publishers may be prepared to handle preparation of film in Arabic at cost. Perhaps, they could add a reasonable service charge or, more importantly, as an added incentive they could be given the right to produce their own Arabic edition from the subsidized plant cost and sell it in the Arabic world outside of Egypt.

Such an arrangement would have the added advantage of making these Arabic editions available to a larger audience.

3. Library Purchases: It seems obvious that any book program to serve the needs of Egyptian universities must include a good-sized program for purchasing books for the libraries. In fact, senior undergraduate and graduate textbooks in multiple copies could be included in such a purchase.

Here, again, the question of how to select titles arises. It would seem a good idea to announce such a program widely to the U.S. publishing industry and to encourage publishers to provide up-to-date catalogs and other pertinent information. Your Cairo bookroom could possibly act as a dissemination center.

Purchases should probably be handled through an experienced U.S. exporter or publisher's representative who would distribute orders to individual publishers, but handle consolidated shipments to the libraries in question. Otherwise, you may have confusion, bad service, and complaints about nonreceipt of book shipment. Paul Feffer may have ideas and suggestions on this score. One additional point worth considering is how the local Cairo book trade could become involved.

As we agreed, I write these notes of our conversation for reference in the hope that this is helpful. I am sending copies, as discussed, to John Beauchamp, Robert Baensch, and Patricia McLaughlin.

If there is anything else I can do to help, please let me know.

Yours sincerely,

Peter H. Neumann
Executive Vice President

--- D R A F T ---

TO: Mr. Stanley Applegate, US Educational Advisor, US Embassy, Cairo, Egypt
CC: Bill Childs/Claudia Anyaso, US Dept. of State, Egyptian Desk/John Beauchamp, Chm,
Int'l Div. -AAP/Townsend Hoopes, AAP-WDC/Pat McLaughlin, AAP-NY
RE: EGYPTIAN COMMERCIAL BOOK DISTRIBUTION

I would like to submit for consideration the continued support of the developing network of commercial distribution, which recently has flourished in Egypt.

As relations between Egypt and the U. S. have improved over the past five years, the activity of the Egyptian distribution organizations for educational materials has increased considerably. The General Egyptian Book Organization (GEBO), through its invitation to our firm and other American publishers, precipitated a more active participation in the Cairo Book Fair in 1978, which received a fairly large attendance of American publishers or their local representatives. This participation resulted in the three major book distribution organizations, to wit: GEBO, Al Ahram and Dar Al Maaref, putting into commercial distribution approximately one million dollars worth of U. S. books this year.

These books are paid for by the Egyptian Government in hard currency. Licenses to import educational materials have been granted to the three above-mentioned organizations, in addition to a few smaller organizations with the proviso that payment for these books (from hard-currency areas) by the importer must be accompanied by a 50% premium for the purchase of his foreign exchange. It is this factor which is added to the already high price of the American book purchased by the Egyptian student, and this limits a much broader utilization of American books in Egypt than would be possible if we were able to assist in satisfying the demand of Egyptian institutions and intellectuals presently engaged in courses of American study.

In addition to any presentation programs to be considered to bolster the Egyptian library network and to provide educators with texts for student use, I submit that the U. S. Mission

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consider the utilization of the Egyptian pound counterpart funds to offset the differential in official foreign exchange rates, which have to be paid by an importer, as a premium for the purchase of hard currency educational materials.

The background of the currency problems of the Egyptian Government are well-known to all, I know, and I need not belabor the point of the high price of educational materials to all in the Third World nations. What I do stress is that we encourage the existing Egyptian distribution network by not bypassing them with presentations which will cause their existing customers- whether they be institutional, governmental or individual -- to await the acquisition of materials only through gift channels.

I suggest if the U.S. Mission in Egypt were to give the Egyptian beneficiary institutions a fund in Egyptian pounds earmarked for the offsetting cost of the purchase of American educational materials, the public relations benefit would be immense. The cost to our counterpart Egyptian funds would be a controllable expense. The program of support would enable a higher degree of U.S. evaluation of the utilization of American materials, and thus a more professional and long-range effort in supplying these educational materials to Egypt. One of the principal benefits of distribution through the commercial distribution network is that in addition to the prescribed books going to specific institutions, the profits derived from a commercial book operation would enable a much broader selection of American materials to be maintained in inventory in the commercial distribution channel. The presentation books in which we are most interested would help carry along all the cultural and educational material that has been denied for so many years to Egyptian opinion.

I would be most pleased to expound further on this topic. I think this is something which might be discussed in detail, and I have expressed my opinion in depth to Bill Childs, but I would like to offer whatever assistance I can, both from my own personal point of view and that of the AAP, in trying to broaden the distribution of U.S. books in Egypt.

Section IV

Further Project Development. Three of the four projects discussed below have already been incorporated into the Project Design:

1. Donated Book Program
2. Textbook Display Room
3. Cairo International Book Fair

However, the Project Advisor feels that further development is needed on each as detailed below. The fourth, the proposed establishment of an Arabic Translation Center, is now presented as a suggested answer to the difficult problems with preparation of translations, delays and excessive costs, which are explained in the Project Paper. The idea for the proposed Center, described in paragraph 4 of this Section, was conceived during consultations with Mr. Maynard Fournier, the Advisor who surveyed Egypt's printing and binding capabilities in February 1978 (see Section III, b. (4), pg. 9, above). It was further developed after completion of the Paper and, hence, is presented to the Mission herein for the first time. The Project Advisor has had no opportunity to discuss with American or Egyptian publishers their own thoughts on whether the proposed Center would help provide quality translations within agreed upon time schedules and at reasonable prices. However, he offers the idea in the belief that there is need for an Arabic Translation Center, that it would serve the Mission's University Textbook Program and that after a period of direct Mission support, it could become a viable, self-sustaining professional enterprise serving needs in Egypt and in the Arab World at large for translations of American and Western technical and scholarly literature in all academic fields.

Discussion of each follows:

1. Donated Book Program. As a supplement to the "Suggested Alternatives" outlined above, this project would enlist the cooperation of American publishers in donating surpluses of unsold stocks of "reasonably current textbooks for presentations to universities." The Project Design proposes that an Advisor carry out a survey in Egypt on "needs and of possible mechanisms for receiving, stocking and delivering the books to recipient institutions." It then proposes as a "second phase activity . . . discussions with American 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."

After discussions with American publishers, the Advisor would prepare a report to the Mission on "planned use 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 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."

At the suggestion of both the USAID Mission in Cairo and NE/TECH of AID-Washington, the Project Advisor has met with Dr. Virgil Crippen,

the Director of AMIDEAST (formerly American Friends of the Middle East) to discuss his organization's possible interest, experience and capability in carrying out the survey and handling implementation. Dr. Crippen indicated agreement in principle, pointing to previous experience with such projects and has agreed to write to A.I.D. (NE/TECH) stating AMIDEAST's interest and capability in carrying out the proposed project.

2. Textbook Display Room. Through the generous cooperation of American publishers who donated textbooks to the Mission in the Fall of 1977, a special collection has been assembled and placed in an attractive reading alcove in the newly renovated USIS American Library in Cairo. Following the Cairo International Book Fair, additional textbooks which American publishers had also donated for the USIS/USAID Mission jointly-sponsored American National Exhibition at the Xth Cairo International Book Fair in January-February 1978, were incorporated with the initial collection of some six hundred books, making a total display of over twelve hundred textbooks in science and technology.

The purpose of the display is to recruit the input of Egyptian academics in the textbook selection process of the subject program. Egyptian academics can see in one place current American textbooks in their fields. They are invited to the American Library by officials of the USAID Mission and USIS in Cairo with the purpose to:

1. Solicit their opinions on the relevance of the texts displayed to courses they teach;
2. Learn of their interest in American textbooks;
3. Determine their willingness to adopt any of the textbooks displayed as course texts, if donated by the Mission (a sine qua non); and
4. Give them an opportunity to recommend other American textbooks not in the collection which they would like to review also. (This has happened in several cases already.)

The Project Advisor prepared a questionnaire on which visiting deans and professors are asked to indicate their opinions of the books on display, extent to which they feel they can be used in Egyptian university courses and indicate their own interest in adopting any specific textbooks displayed if the Mission were to donate copies necessary for loans for their students. The form provides space also for professors to indicate which textbooks might be more useful if translated into Arabic.

The display has served its purpose well and should be continued for at least another academic year. However, USIS has indicated that it will need to reclaim the space (which they doubled when the Book Fair collection was added to the original one). The Mission and USIS agree with the Project Advisor's assessment of the value of continuing the display. Given the need for USIS to take over the space which it has made available for the past six months, an alternate locale must be found in the next few weeks. It is suggested that perhaps the AMIDEAST Cairo office which is located next to the American Embassy may be able to provide space and

monitor the Textbook Display Room. This might be appropriate anyway, if the Mission agrees with the proposal outlined in Section VII - Project Direction, that it arrange with AMIDEAST to provide management and supervision of the overall University Textbook Project.

3. Cairo International Book Fair. Beginning in 1974, USIS has exhibited special thematic displays of American books at the Cairo International Book Fair. In 1977 through the cooperation and assistance of the Bureau of Cultural and Educational Affairs of the Department of State, the Project Advisor organized and directed a science and technology exhibit in the USIS exhibit space of some six hundred textbooks donated by American publishers. (The books were later displayed in the USIS American Library and eventually added to the Library collection.) The objective was to display a "showcase" of textbooks which would be on public sale at the Fair through the importers' stands to guide professors, librarians and students to stands where they could purchase the books. Despite close coordination with the import firms and with American publishers, the exercise was less than 100% successful. The exhibit itself was an impressive display of recent American university textbooks in medicine, science, mathematics, engineering and agriculture. It was well attended and attracted serious attention of students, professors and librarians, etc. And a spin-off was the donation of the books to the USIS American Library.

However, for reasons well-known to all veterans of the Cairo Book Fair, not all the books exhibited could be found for sale at the Fair. With determination to hold an even larger textbook exhibition at the 1978 Book Fair and to attempt to overcome the difficulties encountered at previous Cairo Book Fairs, the USAID Mission and USIS conducted a joint American National Exhibit. American publishers again donated books, USIS again shipped them and, as a first time venture, the Mission provided space. The attached PW article, which is based in large part on an in-depth interview with the Project Advisor, accurately cites the successes and failures of not just the American National Exhibition but those of other regular national exhibitors, such as the British Council, and American publishers' own exhibits.

Immediately following this year's Fair, the Mission decided that it would participate in next year's Fair in an even larger way, leasing a separate building which could serve as the "American Pavilion". American publishers would be offered space at no charge and invited to set up their own exhibits and, if arrangements can be worked out, sell books at their display stands. The attached copy of the Project Advisor's March 16th letter to the Mission reports on his meeting with Fair organizer, Dr. Mahmoud el Sheniti, Chairman, General Egyptian Book Organization (GEBO) and Deputy Minister of the Ministry of Culture.

Despite the many frustrations to which the PW article points, the Cairo International Book Fair is a major International Fair and American publishers should be encouraged to participate on a larger scale than in the past. The Project Advisor has met with Mr. Kenneth Hurst, Chairman of the AAP International Division's Committee on International Book Fairs to discuss the Mission's plans and to report on his meeting with Dr. Sheniti. Mr. Hurst agreed that the matter of Dr. Sheniti's reluctance to allow American publishers to sell books in the "American Pavilion" is a commercial one which should be dealt with by the publishers themselves and that he would raise it with his group.

In the meanwhile, the Mission is encouraged to immediately initiate negotiations as proposed in the attached letter. A lease agreement should be signed as quickly as possible, publishers advised, and arrangements made for the sale of books as well as for the logistics and other organizational details.

4. Arabic Translation Center. While the Project Design discusses publishing projects for translations, bilingual editions, adaptations, etc., no specific proposals are offered on preparation of the translations. The Project Advisor comments on the prohibitively high rates being charged and mentions concerns of American publishers that such high costs rule out independent publishing of Arabic translations. The USIS Book Section has been successful in recruiting qualified and capable translators for its translations program and at rates which are standard and reasonable. But, unfortunately, USIS has no stable of subject matter specialists in the academic disciplines treated in the textbooks proposed for translation under the USAID Mission publishing projects.

A way must be found to both recruit and develop a reservoir of such experts and to hold rates to reasonable levels which, at the same time, will attract qualified academics and other experts and give them necessary incentive to complete work within reasonable periods. The Project Advisor believes the answer lies in creating an Arabic Translations Center with in-house editors who would recruit qualified and available academics, supervise their work and edit the final product.

While there are probably several other already-existing organizations in which such a Center might be established, three which appear as especially appropriate are:

Franklin

American University of Cairo (Possibly the Press or Library)

AMIDEAST

The services of the proposed Center would be available to any publisher. Uniform fees would be charged in accordance with "standard rates" approved by the Government of Egypt (they are more advisory than compulsory). These services would include placing the translation with qualified subject-matter specialists, having the original manuscript reviewed and corrected by a second expert, usually a senior academic, and, finally, in-house editing to assure delivery of an accurate and complete manuscript ready for typesetting. Priority would be built-in for American publishers having translations prepared for textbooks to be published under the Mission's aegis.

Mission funding is proposed to provide an initial capital operating fund. Subsequent funding inputs may be required during the early years of operation as experience is developed and income catches up with operating costs. It is assumed, for example, that the Center may initially be required to pay "premium fees" and/or bonuses to professors to guarantee timely delivery of superior quality translations. The Center's costs, in such cases, would be greater than the "standard rates"

at which publishers would be charged. Thus, it would probably operate initially, at least, in a loss situation. However, as it develops its own stable of qualified translators capable of preparing better-than-average-quality translations, costs could be held down to more efficient levels.

An added feature proposed is in-house composition. Computerized typesetting is now available and in use for composition in Arabic. This equipment can deliver camera-ready copy or film positives or negatives, assuring timely and accurate composition.

Additionally, with such in-house word processing composition, the translation process itself could be expedited. Once the manuscript has been "set" on the computer tapes or disks, the translator can read the composed manuscript on the viewing screen. This would give him an opportunity to make corrections "over the shoulders" of the operator, both speeding the process and assuring total accuracy.

Then, actual profit-making opportunities are present in the proposed in-house computerized composition. These could make up losses which are expected to occur in operating the translation service on a loss basis initially. It is proposed that the Mission purchase and donate the word processing equipment (at a cost of approximately \$150,000) to the Center. This would permit setting rates competitive with and probably somewhat lower than those charged by commercial printers, both public and private sector. Typesetting fees quoted to American publishers are as excessive as those quoted for translations, causing origination costs to soar to unrealistic levels.

Thus, if the proposed Arabic Translations Center could also provide computerized typesetting as a corollary, parallel service, the possibilities for the Center becoming self-sustaining in a reasonable period would be greatly enhanced.

Excerpts from Bill Childs' letter dated
March 16, 1978 to Dr. Stanley A. Applegate,
Deputy USAID Mission Director (Egypt) for
Technical Assistance:

I'll report also on my discussion with Dr. Sheniti in which I raised our interest in a separate building next year to house the USAID/USIS and individual American publisher exhibits as you and I discussed. I didn't have a chance to report to you on that meeting but I did give Dale the details. Briefly, Dr. Sheniti agrees and offered the building in which the Italians exhibited this year. It contains 1,200 square meters which is roughly three times the space we had this year. He quoted a \$25,000 figure for the space and said GEBO would be prepared to confirm the deal as soon as we are ready. While he didn't mention it to me (naturally), I learned through the PW article (center column of page 49) that he had donated the building to the Italians. He is quoted as saying he did this because the exhibit would be an "eye opener" to Egyptian educators. What accounted for his largesse, none of us will probably ever know. (I do know that he has a special fondness for the Bologna Children's Book Fair which he visits without a miss every year. But it would be my guess that we would not get very far with a demand for "equal treatment."

.....

When I pressed for the need to sell books in the "American Pavilion," Dr. Sheniti demurred, pointing out that American publishers would be unable to convert sales receipts since it is contrary to Egyptian law. It was clear to me that he was unhappy with my suggestion but suggested that perhaps those American publishers who wished to sell their books as I had proposed might send them to one of the importers on consignment for sale at their stands. The American publisher would exhibit the same titles in the "American Pavilion". This, of course, is not the same thing.

However, I decided not to press him on that point at the moment. Since then I have met with Ken Hurst, President, Prentice-Hall International and Chairman of the International Exhibits Committee of the AAP's International Division. Ken likes our idea and will push for it with publishers, proposing that the industry, itself, negotiate some arrangement with Dr. Sheniti. Among thoughts which occurred to Ken during our discussion is the possibility of a special Egyptian Pound account in an Egyptian bank. Sales proceeds which would be non-convertible would be placed into the account and drawn by American publishers to cover their expenses in Egypt.

Egypt's 10th Book Fair Was a Study In Contrasts, Contradictions—and Hope

by Herbert R. Lottman

A ROBED and turbaned figure, standing in the doorway of the small mosque alongside the international exhibitors pavilion wails a call to prayer through cupped hands. It was one of the ways—but hardly the only way—that the Cairo International Book Fair was different from all others. This 10th fair, held from January 26 to February 6, occupied 12 full working days (10 A.M. to 7 P.M., including Eastern and Western weekends) and more than one visitor needed all that time to master its ground rules.

This year's fair opened during the period of suspended Middle East negotiations, but by the end of the first week Egyptian-Israeli military talks had resumed in Cairo, and President Anwar el-Sadat was off to Washington to meet President Carter. The euphoria released into the atmosphere by Sadat's peace initiative was still nervasive. But it would be an exaggeration to say that politics entered the fair, even through a side door. It was a fair without Israelis. Lots of Arabs also chose to abstain. Iraq, Libya and Algeria all participants in the past stayed away this time.

Crowds and Surprises

The organizers claimed the presence of 450 publishing logos from 30 countries, and a total of half a million books on display. Few heads of houses were present from outside Egypt, the import-export nature of the event appealing rather to sales managers. Certainly the Egyptians gave priority to selling selling books they had previously imported from Western nations (often, alas, years before). And so they were particularly happy about the local crowds, officially estimated at 10,000 to 15,000 paying visitors daily. The general public paid a 14¢ entrance fee (students—representing a third of all entries—half price). After the closing of the fair the General Egyptian Book Organization (GEBO) moved its own

stocks to a smaller exhibition in Alexandria (from February 27 to March 9).

The inauguration of the Cairo fair on the morning of January 26 by Egyptian Minister of Culture Abdel Moneim El Sawi, was a mob scene—even if it was the single moment of the fair when the professionals had the grounds to themselves. What Minister El Sawi and his escort first encountered as they began their visit at international exhibitors' pavilion 3 was a large U.S. book display smack in the center of the hall (and if the prime location wasn't a surprise to the Minister it was to the Americans, who had been booked for less prominent exposure on the upper level).

Here a U.S. government-supported American National Book Exhibit was combined with space rented by publishers and their representatives: Feffer & Simons, John Wiley & Sons, Prentice-Hall and the U.K.'s Pergamon (which apparently was confused with the U.S.'s Plenum Press, for that house was kicked upstairs). In the rear of the hall one found a collective German stand alongside scientific Springer Verlag. Hall 3 also contained national exhibits of the Iranians, the Yugoslavs, the Bulgarians, the North Koreans (The Yugoslavs were mainly selling Tito, the North Koreans Kim Il Sung.) On the upper level the British, French and some Arab publishers had space—but so did Harcourt Brace Jovanovich's new and still mysterious International Center for Educational Advancement (to be unraveled further along in this report).

A U.S. First

It was the first time that Americans were exhibiting in Cairo as a consortium. Previously USIA had staged thematic exhibits (e.g., "The World of Paperbacks"). After a try at grouping sci-tech publishers at the 1977 fair, this year the U.S. government and the private sector conspired to do what the British do: bring the imprints together

and, when possible, get live publishers not only to come to Egypt to meet their counterparts from the Arab countries, but also to talk to Arab customers. The ideal would have been to show the same titles in international pavilion 3 (where no books were allowed to be sold to the public) as were available in the separate selling pavilions run by the importers. But the ideal did not seem to be carried out (even when the importers had these new books, they seldom thought to put them up for sale at the traditional discount given during the run of the fair).

Coping with Problems

Nor did it help that books donated by American publishers to the USIS-AID exhibit arrived late (because of U.S. snow and low air freight priorities all along the way). U.S. Ambassador to Egypt Herman Eilts intervened personally with the Egyptian Foreign Affairs Ministry to get the books to the fair, meanwhile a standby exhibit was brought in from the USIS local American Library (part of a show for university students, based on recommendations of American professors on what were the best books in their fields). One of the Americans who did show up to accompany books to Cairo was Florence Cohn, exhibits supervisor of American University Press Services, the business agent for the Association of American University Presses. She, too, had to wait until her books caught up with her.

Certainly there were plenty of books from Britain. They arrived more quickly, too (by diplomatic pouch, as it happened)—and the British have been around here for a long time." an American exhibitor added wryly. U.K. publishers got a Department of Trade subsidy covering the cost of renting a basic stand, plus 50% of the fare for up to two representatives from home who agreed to stay through the event (although the rules were bent for the long,

long Cairo fair) For Cairo, the Publishers Association got the subsidy to cover a collective stand, but few Britishers stayed more than a few days. Indeed, one trend has been to abandon individual booths in favor of a collective exhibit (and there were hints that the British might have abandoned Cairo altogether—because of the frustrating ground rules—if the Americans hadn't decided to come in a big way) The Publishers Association's international secretary Malcolm Rowland was one of those lobbying for a shorter Cairo fair—or at the very least, an "international fair" to run for a few days, followed by a strictly local selling fair.

French books for a large trade-and-government-sponsored collective exhibit, got held up by a slow boat and sleepy customs officers, and arrived on the fair's seventh day. Meanwhile, smaller exhibits of Flammarion and Larousse—books sent by air—were on hand from day one. As a rule, the French make it a point to send at least two copies of each title exhibited (some 2000), one for international pavilion 3, the others for the GEBO selling pavilion.

In a separate and somewhat more compact hall, Italy had an opportunity to show a complete school system under one roof: books and educational materials, including the latest in AV video cassette players, for example),

as well as classroom furniture and even architectural plans for school buildings. The Italian show was the result of patient cultivating of the Third World in general and of Egypt's governmental book organization in particular by Italy's cultural authorities via the Bologna children's book fair organization. Bologna organized the exhibit in space that fair director Dr. S. Mahmoud El Sheniti told *PW* he had donated as a service because it would be an "eve opener" to Egypt's educators. Most of the exhibits displayed made-in-Italy commercial products, but the centerpiece was a display of children's books from the world over brought to Cairo by the Bologna fair.

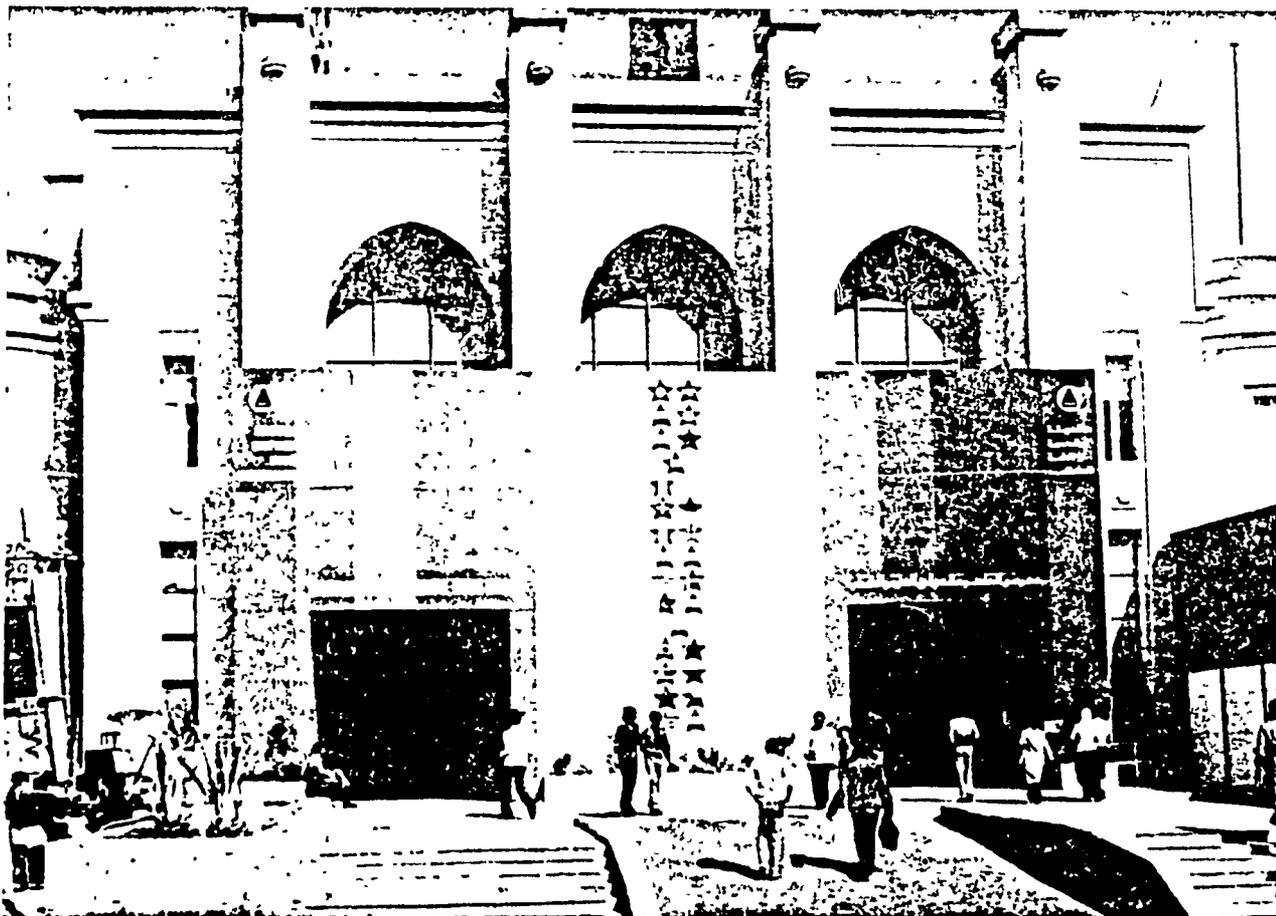
Soviet Sales

After the first-time visitor had mastered the ground rules (which separated international exhibitors from the importers who were entitled to sell their books), he might stumble into the Soviet pavilion—an easy thing to do, since it was smack in the center of the public entrance to the fairgrounds—to discover that the U.S.S.R. was selling its books right off the racks, selling not only books in that attractive *isba* (with rugs on the floor), but records, stamps and souvenir trinkets as well. Books included Arabic- and Russian-language titles, but most were in English. There were the usual propaganda pieces (e.g.,

"NATO—Threat to World Peace") some general culture ("Life and Work of Walt Whitman"), and a little help from friends ("Antitank Warfare").

But what Western competitors couldn't help noticing were the racks and racks of Mir Publishers' sci-tech and medical books in English, advanced books selling in hard covers at \$1-\$2 list (equivalent U.S. titles were selling for 15 times as much). The Soviets had won the fair's consent to combine showing and selling, starting at last year's fair, possibly it was because the United States questioned this exception to the fair's own regulations that the Americans got the prime space in the international pavilion this time. (It may also have been because the pro-Soviet Nasser generation was losing ground to Western-oriented leadership.) Equally persuasive, in any case, was the year-round display of Mir books at the same prices at the Dar el Shark bookshop on downtown Talaat Harb Street. Both at the bookshop and at the fair the Soviet books were dusty, not always in mint condition, but an Egyptian could get a low-budget university education with the inexpensive texts found in either place.

Those Arab states that showed up at Cairo exhibited with other foreign imprints in hall 3. They included the Moroccans (whose booth showed a mix of governmental and private houses,



Fairgoers in front of the International Pavilion at the 10th Cairo International Book Fair

Franklin's Programs Expanding

THE Franklin Book Programs are an example of a U.S. project which not only worked but has had widespread and continuing effects, and now will be going it alone. Last November Franklin in the U.S. voted to suspend operations pending restructuring. Franklin's Cairo branch requested independence, and is now working on spinning off, to become a nonprofit Egyptian company for the purpose of publishing and disseminating international culture. It is in the good hands of Kamil Farid, who, after obtaining a B.A. in political science from Cairo University and an M.S. in library science from Florida State, worked for the Brooklyn (New York) Public Library before joining Franklin in Cairo. He returned to Brooklyn to become assistant chief of the main library, has been back in Cairo for the past two years.

Franklin is now engaged in a variety of money-making and socially useful projects. A major one is a contract with the U.S. National Science Foundation for translating Russian Arabic and other languages into English (the translations are done at low cost by Egyptians who learned their English while working for degrees at U.S. and other English-language universities). Translating, not only for the foundation but for private customers such as John Wiley & Sons—even for the French Ministry of Culture—represents 60% of Franklin's present revenue. The company also carries out feasibility studies in Egypt for leading Western publishers (not necessarily American ones), advising on new ventures, series and packages. It has done a considerable amount of publishing with Egyptian publishers, one product being a one-volume

encyclopedia in Arabic based on the Columbia-Viking Desk Encyclopedia, of which 12,000 copies were sold. It is now reading proofs on a translation of the new edition of that encyclopedia, probably to appear in Arabic in two volumes.

Franklin has copublished with UsiA (steering clear, Farid said, of political propaganda). It is now putting final touches on a 16-page monthly children's magazine whose title in English would be *The Magic Box*, in collaboration with Egypt's Ministry of Culture. Tested with a pilot issue sent to 60 schools, it will begin to appear regularly this March as a supplement to an *Al-Ahram* magazine, eventually may be distributed in other Arab states as well. The emphasis is on quality in reproductions and paper not usual in this region. The Ford Foundation helped finance the first issue, and Franklin will be able to provide texts and material as a grant.

Franklin's operations are run out of an efficient-seeming office on the Nile, in Cairo's tallest building. In its heyday Franklin was copublishing 100 books a year, now it is doing a dozen. The total catalogue contains 900 titles, 500 of which are still active, most bear the names of local publishers, with acknowledgment of Franklin's role and its colophon. Franklin also produces 10,000 pages of translations annually for cash customers (*PW* counted 15 translation editors working together in one room, and at any time the company may be employing 50 freelance translators.) At the Cairo Book Fair, Franklin had a stand in selling pavilion 4. "The idea is not to compete with local publishers," Farid told *PW*, "but to help them produce books of quality." H R I

heavy on the former, the spirit suggested by the pious portrait of Morocco's King Hassan II above the racks). There was a brighter Tunisian collective stand run by that country's Ministry of Cultural Affairs (while a Tunisian exporter was showing individual imprints in selling pavilion 4). The Ministry had sent Azzouz Rebar, president of the government-owned *Maison Tunisienne de l'Edition* to run the exhibit.

Rebar told *PW* the Tunisians were looking for children's books to be published in coedition with the original publisher, looking also for U.S. color transparencies to illustrate Tunisian-produced books (as well as Arab-area rights to U.S. travel films). In return, the Tunisians were getting queries for

some of the handsome illustrated books they had brought to Cairo (notably a photo report, "Pilgrimage to Mecca"). Tunisia has been moving into the gap left by civil-war-torn Lebanon as a cultural and publishing center, supplying smaller Arab states with film of Tunisian photo composition (in lieu of books, to reduce shipping charges) and exhibiting at smaller fairs in the Gulf sheikhdoms. At the fair they were ready to sign a deal for exporting books to Saudi Arabia which would go into the "tens of millions" (currency not specified).

Other Arab state exhibits were skimpier. Two Saudi Arabian universities made a good try. There was the institutional propaganda of the Arab Labor

Organization, the blunt propaganda of the Arab League (pamphlets on "Zionism and Racism" in three languages.) None of the Arab exhibits was identified in anything but Arabic in the book fair catalogue, apparently through an oversight—which was not the catalogue's only oversight but which added to the impression that most Arab-state publishers were chiefly interested in talking to other Arab-state publishers. It was possible that the Arab rejectionist-front countries which were boycotting the fair had incognito representatives on the scene, certainly the air routes were open. But at least once the Arab vs. Arab boycott took the form of a book blockade, Tunisia had to airship its books, since Libya had denied permission for trucking them across its territory to Cairo.

Introducing Technology

Paradoxically, few Egyptian publishers took the opportunity to show their wares in a way that might have been comprehensible to non-Arabic-speaking participants. An exception was provided by the innovative small children's book house called A-1 which offered bright little books up to international standards and with some ideas of their own—a series of school notebooks that start off with a brief children's story, before offering blank pages for classroom use, story books with blank balloons to allow youthful readers to improvise, a spoof on international comic heroes (Superman sent sprawling after being tripped by a cane held by a little furry creature, Tarzan frightened by a mouse). More ominously, A-1 has been producing wall posters for Arab children, heavy on the political side. (They are distributed free in Palestinian refugee camps.)

A key feature of the Cairo fair this year was the printing and technical equipment pavilion, where world leaders in the industry could show their wares to an appreciative audience not a few but *hundreds* of years behind in bookshop technology. (One observed robed Arabs in traditional headdress inspecting photocomposition.) As the pavilion's centerpiece, a Heidelberg Speedmaster multicolor offset press ran off poster-size portraits of President Sadat with dizzying speed and in dizzying quantities, no one seemed to know for what purpose, but it will not hurt when the firm asks for prime space another time. According to the fair management this pavilion was another service feature, this time to the region's book publishers, by bringing the best of the West to Egyptian soil, the expense of travel to distant lands was eliminated, there was an opportunity not only to see equipment in operation but to benefit from competition among producers. In this way farguers need no longer be dependent, as Dr. El Sheniti

pointed out to *PW*, "on the most persuasive salesman—who may be selling the most expensive equipment."

One thing should be clear: Cairo is many things, but it is not a rights fair. The chief activity here is bookselling, from publisher to booksellers, to libraries and other institutions, to university professors and their students. Robert E. Feffer, covering the fair for Feffer & Simons' client publishers, had few queries for translation rights. The U.K.'s Rex Collings, of the imprint of that name (which gave the world "Watership Down"), explained, "When I come to Cairo I can see booksellers from Iran, Kuwait, Bahrain, Abu Dhabi, Oman, Saudi Arabia and the Sudan. I go to Frankfurt to talk to publishers. I come here for the booksellers."

Exporting Risks

PW also talked to a couple of visitors from other countries of the area, such as the owner of the Nile Bookshop in neighboring Sudan's capital, Khartoum, who was making the rounds of American publishers to attempt to convince them to send needed books despite the impossibility for a Sudanese to obtain a letter of credit. Instead, he was offering shipment to his bank, with release of books to him only against payment, and at least one American exporter was willing to take a risk: the British apparently consider normal operating procedure, Sudan being a po-

tentially good customer since the opening of new technical schools there.

Bashir Khatib, managing director of Kuwait Bookshops, told *PW* he had seen his sales rise as that pocket-sized country grew rich. Some of the oil profits are going into schools and institutions requiring the newest and most advanced books. "When I began," Syrian-born Khatib said, "I was doing \$200 to \$300 worth of business in medical books a year. Now I can do that in a day." But he warned that there is not one but many individual Arab markets, it's the rare title that can be sold across the board.

Most of the visible selling, of course, was to the fairgoing public, and that went on in the importers' pavilions. "What makes our fair different," Dr. El Sheniti told *PW*, "is the separation of exhibiting and selling. This is why the fair has to run so long, because the longer you stay the more you sell." His own General Egyptian Book Organization, which in fact represents the lion's share of Egypt's book industry (and what it doesn't represent, it controls), sponsored a large pavilion set up like a bargain basement (and indeed, books here and in the other importers' pavilions were sold at a discount during the run of the fair). Most books were in English, displayed by subject (Literature, Hobbies, Fine Arts, Travel, Dictionaries, Children's Books). There were separate and smaller French- and

German-language sections. Educational books were shown in a contiguous hall.

Importing Snags

But what seemed neat in theory did not always work out in practice. Egyptian students or their teachers—or any adventurous booklovers—could see a wealth of new scientific and general literature in international pavilion 3, whatever publishers, educational and cultural authorities felt would be of interest or of use to Egypt and the Arab world. Since these display books were not for sale, inquirers were referred to the selling stands of GEBO, or of one of the public or private competing importers, without a guarantee that a copy for sale would be found. Quite the contrary: more likely the book could *not* be found. The Americans tried to simplify the hunt by distributing request cards that would be passed on to importers. Still, new and recent U.S. and other Western titles were often lacking in the selling halls. In part this was because of the slower shipping of books for sale. Exhibitors could bring in books not yet sold or delivered to Egypt while the selling halls could show only books already ordered and sold to importers.

Some Western exhibitors suspected that the importers were holding the newer books for sale in their bookshops while attempting to get rid of old

Government Ownership and Control Hinder Egypt's Own Ventures

THE General Egyptian Book Organization (GEBO), responsible for the Cairo International Book Fair, is Egypt's chief importer and distributor of foreign books (and overseer of importing by all public sector companies). Apparently the Nasser conception of Arab Socialism was responsible for the growth of the governmental sector, which in fact was inspired more by political considerations than by any clear notion of socialism, and which has led to the low state of the book trade.

Today, GEBO is an autonomous corporation under the Minister of Culture, headed by a Vice-Minister of Culture (Dr. S. Mahmoud El Sheniti), employing some 2000 persons. There are three major sectors of operation, each headed by an Under Secretary of Culture.

One is the National Library and National Archives (housed in cramped downtown quarters and a woefully unfinished building a couple of miles north on the Nile riverside).

Another is a group of scientific centers: Center for Editing the Arab Lega-

cy (which publishes old manuscripts), National Bibliographical and Scientific Computer Center; Restoration and Maintenance Center; Arab Book Development Center; other centers for contemporary Egyptian history, exchange of publications, and a publishing house (called the General Egyptian Book Organization in English) whose job is to issue the product of these centers.

The house also produces regular trade books of cultural interest, as well as reference works and children's books. The purpose, Dr. El Sheniti explained, is to fill gaps in Egyptian publishing. "For example, I publish a book on ancient Egyptian hieroglyphics which no private publisher will do because it won't sell in two years but in five." Or a 33-volume set on the sources of Arabic literature.

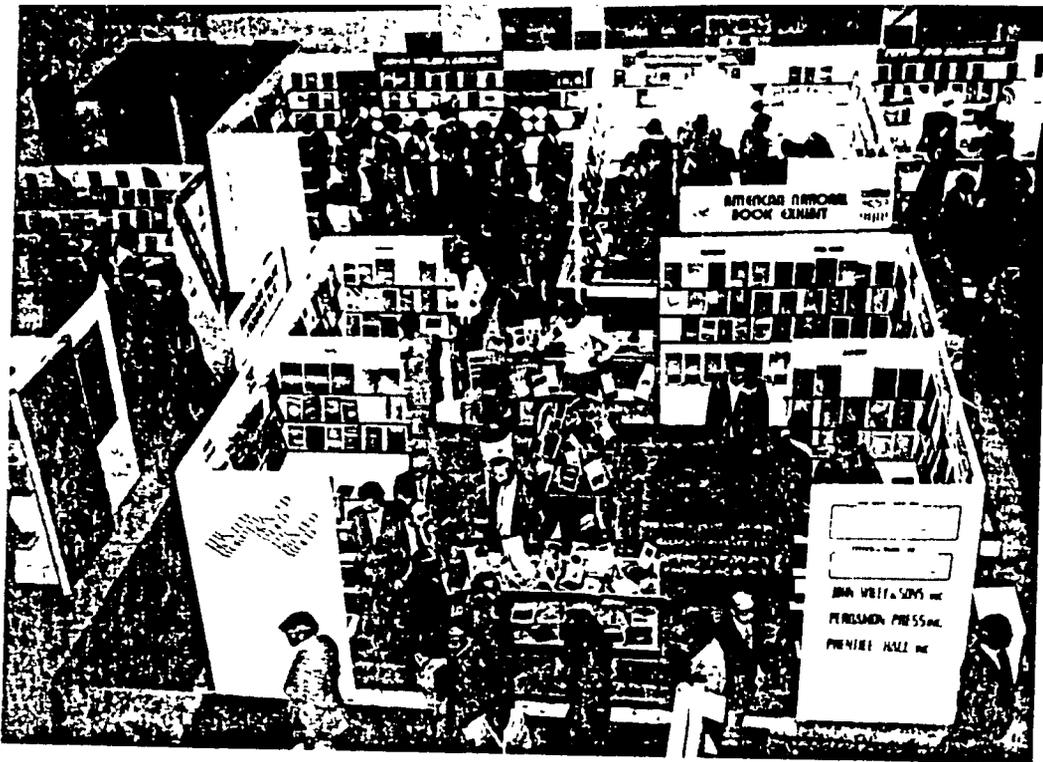
About 500 titles are produced each year, including popular series of novels, plays, short stories (often by new writers), and sold on newsstands at 14¢ to 42¢ a copy. A partworks operation

includes a 72-part Koran commentary, a major dictionary (fortnightly release at 21¢, selling on newsstands in 10,000-copy printings). Current books are published in plastified soft covers.

Some 5% to 10% of GEBO books are published in foreign languages, especially English (e.g., a textbook on clinical psychiatry by an Egyptian professor, a thesis on development planning, the translation of a novel by a noted Egyptian author).

In children's books GEBO does considerable copublishing (e.g., a 26-volume series with Macdonald Educational, illustrated storybooks with Italy's Giunti). "The idea is to show samples of the best that is done elsewhere, to introduce our own authors and illustrators to new techniques. By printing here we can sell at a quarter of the price of the original."

GEBO is also working on a combined program with the Smithsonian to catalogue 2000 Egyptian library holdings on Islamic astronomy. Editors here are professors and research assist-



The United States Exhibition area, where visitors could look but not buy and would-be customers had hard-luck stories to relate

and often shopworn titles at the fair discount. Certainly the American publishers on the scene wished there had been closer coordination between exhibitors and reporters. In fact, importers often do receive books by air freight (which,

because of the reduced transit time, better customs handling and a lower pilferage rate doesn't really cost them much more), but nothing seems to bring customers and titles closer together.

Spending time around the American exhibition area could be saddening, as professional and university would-be customers told their individual hard-luck stories. If you were a good soul like AAUP's Florence Cohn, you could

ants who are usually working on theses, and go out from GEBO to the universities.

GEBO's third component handles printing and distribution. It's our money-making arm," commented Dr. El Sheniti. Commercial printing pays for GEBO's own production and leaves a surplus. (The National Library and Archives are financed directly by the government.) GEBO operates a net of 18 bookshops, distributing its own and other publishers' books. It exports to other Arab states (has a branch in Lebanon, another one in Iraq fell victim to nationalization). A major problem is servicing Egypt's own distant villages, where post delivery is unreliable. GEBO is thinking of servicing village kiosks.

In importing foreign books for sale, GEBO competes with quasi-governmental Al-Ahram and Dar Al-Maaret (see below) and with the private sector, just as its publishing competes with the country's 100-odd smaller private publishers. Principal textbooks, however, are written and published by the Ministry of Education for free distribution to 8-million primary-level students, 2- to 3-million at the intermediate and secondary level; college books are produced by the private sector.

In fact, public-sector publishing accounts for over half of Egypt's annual production of 3000 new and reprinted titles, and a roughly equivalent slice of annual sales. Noneducational publishing in Egypt represents about \$15-million (all conversions are given at the favorable rate—also the tourist rate—of about 70 Egyptian pounds to the U.S. dollar). Of this sum, \$5.6-million represents exports, the balance (\$8.4-million), internal consumption, and GEBO is responsible for \$1.4-million. (Schoolbook publishing under the Ministry of Education accounts for another \$14-million.)

Dr. El Sheniti sees GEBO as the largest importer of foreign books, in an amount equivalent to from \$600,000 to \$700,000 annually. Al-Ahram would be number two if only books are considered, Dar Al-Maaret number three. Imports grow each year, but the market demands still more of them, because of the scarcity of library facilities: young people must buy their own books during their formative years. The solution, thinks Dr. El Sheniti, would be special low-cost printings or overprintings. He favors the plan to release U.S.-held Egyptian pounds to make up the difference between the official 40-piaster dollar and the 70 piasters importers

must pay for a U.S. dollar, so as to keep prices low for educational books. "No new dollars would have to be appropriated by the American Congress," he reminds his American listener. "We have to deal with the contradiction found in the developing countries: our students have to pay more for their books than American or French students do, and then must read them in a second language. So the poor get poorer."

During the fair, GEBO distributed two fat catalogues consisting of printouts of their holdings of imported books from three dozen U.S. and British imprints in the humanities and social sciences, and in science and technology. GEBO also publishes Egypt's "books in print" biannually, with a supplement in odd years. It now contains close to 17,000 titles. GEBO is setting up a data bank for the National Library, and is working on a catalogue of Arabic-language holdings from the Library's founding in 1870 to 1969; a catalogue of holdings in other languages will follow.

If Dr. El Sheniti's GEBO seems to suffer from the ills of all state institutions (and a woefully inadequate budget which makes the unfinished library and GEBO headquarters look like a

hardly bear to talk to one more scientist, researcher or student who saw on your stand the book he or she desperately needed, one you have pledged not to sell or to give away. In fact most books in the American exhibit were pre-sold or otherwise committed. Few Egyptians stole books. Dr. El Sheniti said the shoplifting rate is lower at the Cairo fair than at other international fairs; the myriad checkpoints must have had something to do with that.

Creating Demand

As a consequence, some observers felt it was fair to assume that many Egyptians would *never*—in the bureaucratic disorder characteristic of that country's book trade—be able to read the books they need, either at home or in a library. Questioned about the disparities between what one could see and what one could buy, Dr. El Sheniti observed that the international exhibitors were free to bring new and even advance copies to their stands, whereas deliveries to the selling pavilions had been based on orders concluded some time before the fair opened. There was no way to synchronize the two movements, and he saw a plus in that. "People can see the books they want. That is how you create demand."

Foreign visitors mentioned other traditions, even in their own international pavilion. Since stands could be run by a publisher, by its local agent, or

by a public or a private distributor, the same imprints—and perhaps the very same titles—could be displayed on different stands separated by a distance of only a few feet. One could find Elsevier books on its own stand, but also at the nearby Al-Ahram stand in the same hall, and this was also true for John Wiley, for Springer-Verlag and for some British imprints. Harcourt Brace Jovanovich books were displayed on no fewer than three stands in the international, nonselling pavilion via Al-Ahram, via International Publishers Representatives and at Harcourt's own display launching the International Center for Educational Advancement.

Confusion Compounded

Publishers present voiced other objections. There had been insufficient time before the fair gates opened to unpack cartons and set up books. The public tended to crowd the international exhibition area, no days or hours had been reserved for unharassed meetings between publishers' representatives and visiting booksellers and other professional buyers. Indeed, veteran visitors made the point that confusion at the fair was only a reflection of confusion in town the rest of the bookselling year. Importers never received a discouragingly high percentage of books shipped to Egypt. You could count the number of well-run bookshops on the fingers of one hand,

and since many of these depended on the public importers for supplies, they were inadequately stocked.

A Talk with Ahmed Amin

One busy person at the fair was Ahmed Amin, owner and director of the new Academic Bookshop (at 121 El Tahrir Street), steps from the Sheraton Hotel off the Nile's east bank. Amin was dividing his time between last-minute preparations for the opening of the shop (on February 15), and managing the fair exhibits of the major international publishers he represents, such as John Wiley, Springer-Verlag and Pergamon. *PW* caught him at the back of his store, between calls by U.S. and other Western sales representatives.

A library sciences graduate and professional librarian, Amin had worked for the Al-Ahram book department (import, export, publishing) before joining the General Egyptian Book Organization as Beirut sales agent. In 1975 he was appointed sales representative by Springer, he has done DM 600,000 worth of business for that publisher in a single year. Recently he acquired 1150 sq ft of selling and storage space in a downtown building close to major schools, where he intends to feature postgraduate and specialist books from abroad—"the difficult books," he says. (He feels that the major importers sell the easier ones, such as textbooks.) But he will also be stocking some gen-

bombed-out ruin), importer number two will seem a more familiar experience to Americans. For Al-Ahram is a major newspaper and periodical publisher, responsible for daily *Al-Ahram* (founded in 1876, now, like competing dailies *Al-Akbar* and *Al-Gomhouria*, owned by the Arab Socialist Union, until this spring the governmental and solely authorized political party).

The Al-Ahram company also publishes an economic fortnightly, a science and youth magazine (replacing a leftwing monthly no longer published), a quarterly on international politics. But today, managing director Dr. El Sayed Abul Naga explained to *PW*, periodicals can't exist on circulation alone, so other activities are essential. And there are many of them here, including an advertising agency; a computer center keeping the accounts of 65 public- and private-sector companies, whose star performer is an IBM 370-145, a microfilm department (now signing a major contract for recording Kuwait's national archives); a center for scientific translation, the first of its kind in the Arab world, and of course the book distribution operation that was the reason for *PW*'s visit. (Al-Ahram also operates a nonprofit Center for Strategic and Political Studies, a coun-

terpart of an Israeli organization, run by Egypt's Minister of State for Foreign Affairs, Butros Butros Ghaly, who is also chief editor of Al-Ahram's political magazine.)

The Al-Ahram complex employs 6000 persons, owns an imposing skyscraper in downtown Cairo, reports total annual turnover of \$42-million, half the profits are reinvested, the other half divided among personnel. The firm continues to expand, is acquiring more land, building a still more imposing, 37-story skyscraper (which will have a printing plant on the lower floors, a movie theater and conference halls), new warehouses outside Cairo, is considering publishing an edition of the daily paper in London with distribution from Cairo to the rest of the Arab world (and even to outlying points of sprawling Cairo) via helicopter. "All this shows that a newspaper today is a publishing factory, and you need ample space and ample machinery."

A small book publishing operation began with pure science, a sector not then being covered. Al-Ahram has issued a general encyclopedia, young people's and women's encyclopedias, as well as an Arabic version of Life's science series, and now will begin a juvenile series in cooperation with U.S.

and other foreign houses. It has been publishing an Arabic version of *Time* magazine since 1971, and distributing Franklin's new children's magazine (*see box*). Book publishing represents 3% to 4% of turnover now, could go up to 10%.

Al-Ahram's distribution component makes use of the daily's circulation facilities to distribute the international and Arab world press (e.g., weekly *Time*). It also imports and distributes sci-tech materials to Al-Ahram's own bookshops to universities and scientific centers (and exports Arabic books and periodicals). By extension, it has been importing general books, books on tourism, paperbacks, postcards, for Al-Ahram and other outlets—in all, to 1386 sales points throughout Egypt: 802 of them street vendors, 265 newsstands, 257 wholesalers (who distribute to their own networks of shops and stands), 50 bookshops (in Cairo alone, to 258 stands and 41 shops).

"We deal with 180 publishers throughout the world," reported Sayed El Gabri, manager of Al-Ahram's circulation department. And the Arab world's boycott against Israel: "No certificate of origin is required of books," he insisted. "It's a matter of content." The only restriction is on

eral books, juveniles and paperbacks (these nonspecialist books should represent 20% of his business). Springer-Verlag is helping with most-favorable discounts for that house knows what an eager distributor is worth in that region. Amin told *PW* that Egypt now possesses over 350,000 university students, 150,000 of them in science and engineering. He is training three representatives to travel around the country to towns never reached before, though some are university towns.

Shared Optimism

Although an irrepressible optimist, Amin recognizes an obstacle when he sees one. Western books are hopelessly overpriced by Egyptian standards. In a country where salaries begin at \$30 a month (his own qualified people will be paid \$70), even cheap international student editions seem high priced, so professors resort to widespread photocopying. Academic Bookshop will retail 20% lower than other importers by ordering directly, calculating overhead precisely. Amin feels he has good credit and can get the foreign currency he needs, thanks to commissions and consulting fees received from foreign sources. At the fair he had a stand of his own in selling pavilion 4, billed as Academic Bookshop, offering Wiley, Springer and Pergamon books exhibited in hall 3.

Robert E. Feller, sales director for

Africa of U.S. exporter Feller & Simons, seemed to share Amin's optimism about the market. "We haven't scratched the surface of the potential. People here need more American books, how they are going to get them is what we're here for. Many publishers wondered why Paul Feller [President of Feller & Simons] was going to all that trouble about the Middle Eastern market, but it turned out to be the stimulus that was needed." (Feller's continued interest in the Cairo fair was largely responsible for the collective American turnout this time.) The firm was showing 400 books of two dozen imprints, selected by the publishers with Feller & Simons's advice. Robert Feller felt that this year's grouping of official and private U.S. exhibits made the American presence more impressive than it might otherwise have been.

And with peace in the region, Egypt should become what it used to be, a good market for our books."

Hungry Book Buyers

The AAUP's Florence Cohn confirmed that sentiment. "The visitors who come in, especially the younger students, are famished for books." Donald H. Deeks, vice-president of Prentice-Hall International, a stand neighbor was also seeing a steady stream of potential book users from the libraries and universities. And USIA's Don McNeil, riding herd on this public-

private show, saw it as a plus that more Americans showed up in person (in part, perhaps, because of a government offer of free space and shipping for such publishers, a variation of the traditional British scheme).

The Ambassador's Report

One American who followed book fair events from beginning to end—despite some other (and better-reported) activities during that fortnight—was the American Ambassador to Egypt, Herman Eilts. A self-confessed bibliophile, he attended the fair's opening, walked around with the official party, came back for a closer look, showed up at the fair organizer's evening reception.

"This is my fifth Cairo Book Fair," Eilts told *PW*. "When we started, it was a small fair and American representation was insignificant. It's been increasing steadily. I feel very strongly that one of the dimensions not fully covered in U.S.-Egyptian relations is books. I'd like to see more American books in Egypt, but that's not an easy task. Even in the United States book prices are too high. When you add markups and foreign exchange problems, the difficulties seem enormous. But the demand for American books is tremendous. Somehow we've got to find ways and means to overcome this. Paperbacks may help."

"I do wish American publishers

carriers (e.g., an airline boycotted by the Arab League). "We copublish with Elsevier, and we know that they have good relations with Israel. We do Peter Woldte books, we're his agent here." (A non-Egyptian source pointed out that the Egyptian importers get around the boycott when necessary by buying from middlemen.)

Imports of books and periodicals by Al-Ahram represent some \$750,000 annually. "Real competition doesn't exist in this field," El Gabri explained. "We mark up less than the others do, but publishers know that we are all doing about the same job and we receive the same discounts." While GEBO and Dar Al-Maaref are primarily involved in the book trade, Al-Ahram's main job is producing and distributing a newspaper, so overhead charges in book distribution are low.

El Gabri sees the Cairo fair as a promotion, but it is only one of several during the year. At the fair it was giving buyers a 10% discount, 20% to institutions (the latter get 15% all year round). Markups, which haven't changed for some time, amount to 80 piasters (80 Egyptian pounds) per dollar of list price. So a \$10 book sells for eight Egyptian pounds. El Gabri compared this with Dar Al-Maaref's 90-piaster



Workmen operating the presses as part of the Dar Al-Maaref publishing operation

dollars, GEBO's one-pound dollars. "Our problem," he noted, "is the cost of transportation. Sea shipment takes three to four months. But air freight is becoming very expensive, especially for cheap editions where the weight is disproportionate to the cover price." And how many bookshops in Egypt are

up to international standards? "To my mind, none," interjected George Angelides, El Gabri's deputy for trade distribution, himself a former bookseller in Cairo. The capital has some 10 academic and 40 general bookshops selling foreign books.

Dar Al-Maaref is a publishing house

would pay more attention to this market. It may be sluggish at the moment, but it's there. We produce the best material available and they want it, and I'd like to find ways and means for them to get it."

A new international media guarantee? Ambassador Eilts feels that the U.S. Congress wouldn't go along with that Egyptian currency held by the U.S. is plentiful—"more than we know what to do with"—but it can't be redeemed for dollars. Something else must be tried.

Consultant on the Job

That something else is the current concern of William M. Childs, who was in Cairo during the fair as a consultant on textbook development and distribution to the U.S. AID program, run out of the American Embassy. Put simply, he was looking for new ways to bring American books into the range of Egyptian pocket books. Childs had been with USIS overseas book programs for 20 years in Latin America, India and here in the Middle East. Since retirement he had been consulting for publishers and government agencies, organized the first American joint exhibit at last year's Cairo fair, was called on to do the same thing this year. Meanwhile AID took him on to draw up a long-range project, to be considered in Washington this spring, for implementation by summer.

The project, which began as an attempt to provide textbooks and reference materials for university education, has been broadened to include librarian training (with a program of exchange students in graduate studies in the United States), as well as improving facilities in libraries (with the setting up of model libraries and learning resources centers). A third component would offer modern teaching methods (employing textbook and library techniques emphasizing the student's role in education, which traditionally has been a one-way, professor-to-student, learning-by-rote affair in these parts). Childs's efforts were being supplemented by AID-supported educational experts who were working on the library science and educational technology gaps.

Charting the Future

In his own area of expertise there would be several stages.

1. Getting books to Egypt now. Donations would be selective and minimal, on the grounds that giving books away is counterproductive in its inhibiting effect on the development of the book trade. Books will be given not to students but to faculties (on the professor's agreement to adopt them as official course texts), for loan to students. These books would be bought from American publishers by AID. Since complete packages will be supplied—

teacher manuals and suggested examinations—the donations will serve as a testing ground. In any case it would be a one-year "stop-gap, limited range" program.

2. Publishing will be done in Egypt, channeled through American publishers as managers of joint publishing arrangements. The titles would be Arabic translations, adaptations or reprints of American books. This Childs pointed out, is the contrary of what was done in the past, when the foreign house was simply granted a license. The time more advantage will be taken of the know-how of American publishers in translating, costing, marketing, while in some cases an American and an Egyptian will coauthor a book.

The models would be McGraw-Hill's Arabic-language publishing program with Al-Ahram, and a project now under way for a jointly financed American-Egyptian publishing venture. AID's role would be to intervene where it seemed useful, providing paper, paying for translations, making bulk purchases as a prepub guarantee (but without ruining the market by donating directly to students, instead, free copies would go to faculties and libraries). There would be no cash subsidies as such, and expenditures made in local currency will come out of counterpart funds (soft Egyptian currency held by the American Embassy in Cairo).

Why translations into Arabic? The

first of all—set up in 1890 by Syrians as a private company—now another possession of the governmental party, doing its own printing, distributing its own books and those of other publishers. "Vertical organization is a handicap," admitted Salib Botros, the company's director-general. "Publishing should be horizontal, but in Egypt all the large companies are vertical."

This company's 1977 turnover amounted to some \$5.9-million. When Dar Al-Maaref began publishing only higher officials in Egypt knew how to write, and all its early authors seemed to be pashas. From educational publishing it moved into culture, Arab literature and history, gradually specializing in Islamic studies, the Arab world, the humanities. In the early 20th century it was the Middle East's leading publisher.

After the introduction of Nasser's socialism Dar Al-Maaref was nationalized along with the rest of the publishing sector, given to the governmental party. For a time it was annexed by Al-Ahram, but it is now autonomous. Today the house publishes in religion, literature, reference works and dictionaries, philosophy, psychology, economics, law, science and engineering, with series on art, literary criticism, ge-

ography, and a monthly paperback. It remains the region's largest publisher of books in Arabic, exporting enough to earn currency for paper and other materials that must be imported. But what will happen if the trend toward national publishing in each Arab state continues is another story. Dar Al-Maaref is now preparing a series of studies on the Arab world, as well as popular psychology and practical books (in weekly paperback release selling at 14¢), but the big event has been the success of *October*, a weekly (whose title refers to the rebirth of Egyptian spirit following the Yom Kippur war against Israel), selling 110,000-130,000 copies of each issue.

Under circulation manager Camile Fahim Mossad, Dar Al-Maaref's import department specializes in English-language science, medicine, engineering, sold through the firm's own bookshops (four in Cairo, two in Alexandria, and one in each provincial capital—a dozen in all), and in 300 other outlets, as well as through special exhibits in universities and via salesmen who work the research institutes and governmental agencies. In 1977 Dar Al-Maaref imported about \$500,000 worth of English-language books, buying via letters of credit. The government al-

lows the company to keep its earned foreign currency in banks abroad. And it can buy more currency—at the higher rate—from any bank when it needs to.

Starting now, Dar Al-Maaref will be ordering by computer, which should replace the buckshot procedures of the past. There is no telling what this will do to import figures, if it leads to some reordering, it may also narrow down titles and quantities.

A Cairo fair veteran, rating the three major exporters, noted that none has the profit motive or efficiency requirements that serve the self-capitalized companies of the private sector. And so they often seem to order arbitrarily—say two copies of everything across the board, or by quota or blank orders. "They compete with each other only to aggrandize the market," this source suggested. "It's a matter of bureaucratic jealousies. None is very good at the job, and it's always a miracle when the right book gets to the right customer."

On the positive side, it may be said that with the growth of the private sector, with enterprising importers like Ahmed Amin of Academic Bookshop, the public sector importers are likely to learn fast.

H.R.L.

feeling is that the English used by Egyptian students is not good enough for reading advanced textbooks.

3. Assistance would also be given to the importation of textbooks for which there are identifiable needs, reducing prices to a range right for students. Recognizing that U.S. books are expensive by Egyptian standards even before markup, the AID program would release counterpart funds to assist importers to make up the difference between the official exchange rate (where \$1 costs 40 piasters or 40¢ in Egyptian pounds) and the premium (70 piasters) importers must pay. (For its part, the British government sponsors overruns by British publishers to reduce the prices of books exported to the region.)

Series and Systems

An increasingly significant activity at the Cairo fair is the presentation not of individual titles but of packages, series, whole educational systems. A newcomer in this area is the Arabooks series announced at the fair by John Wiley & Sons, a program of Arabic-language textbooks in undergraduate science that will include both translations and original Arabic works. First books were in mathematics, nursing techniques, elementary soil and water engineering, basic organic chemistry. There are to be 12 titles in the first leg of the program, four to be put into production immediately (two via A'-Ahram, two via the Franklin Book Programs).

In the area of complete programs for developing states, an unusually high—and perhaps long—road was being taken by Harcourt Brace Jovanovich, whose new International Center of Educational Advancement sponsored a symposium on the evaluation of educational systems, attended by a select audience that included the Minister of Culture and high-ranking educational authorities. A paper by Prof. Paul F. Brandwein, a Harcourt vice-president and chairman of the International Center's advisory committee, was presented in his absence, and another paper was given by Margaret Cottom-Winslow, director of curriculum for the Center and a specialist in teaching methodology.

Both papers dealt with the structures of learning, while the HBJ Center was presented as an agency equipped to develop instructional materials adapted to individual societies, offering a "total curriculum" for elementary and intermediate schools. The Center brought four people to Cairo (two of whom are also connected with HBJ International): the Center's director-general and vice-president Ljubivoje Stefanovic (from Florence headquarters), with New York-based general manager George Fleming, Margaret Cottom-

Winslow and Thomas Antonino, in charge of Middle East activities at HBJ.

The International Center for Educational Advancement was introduced last fall at the Frankfurt Book Fair, but the Cairo fair was its first appearance in its target area—the Third World. According to Stefanovic, the Center is prepared to offer complete educational packages—not only books and school aids but curriculum conception, teacher training in collaboration with local institutions. "We don't believe in a program made in New York for Abu Dhabi. The product will use our experience and their experience, making it a better product than ours or theirs. It is not a question of translation or adaptation but of re-creation."

The idea is to establish a base for a group of countries of a region—Cairo for the Middle East. As a first step, Stefanovic and his associates were talking to Egyptians, meaning (in this highly centralized state) government officials as well as teachers. "We are trying to build a highway," Stefanovic warned, "and this is only the first mile." The Center was also prepared to provide vocational training for private companies planning to set up operations in the region, and would bring in appropriate specialists (e.g., for school construction, they might call on a European builder). For regional operations it would have the advantage of Egypt's investment law, which establishes a free zone for importing materials to be reexported.

If no other company was offering so total a package, a number of houses were selling their experience in specific

areas. Oxford University Press, represented here by its educational publisher, Raymond E. Brammah, and by regional representative Michael Daniell, was again showing its English-language teaching packages, consisting of curriculum development as well as books, and an offer of assistance in teacher training. Oxford's tactic is close coordination with relevant ministries, which are given the opportunity to review typescripts of texts, even to make suggestions on art work.

New Training for Teachers

The program was begun in 1975 with personal visits to educational officials, at the 1977 and 1978 Cairo fairs Oxford held seminars on the fairgrounds that were attended by official and educational authorities. So far two Gulf states have signed for the program—books, cassettes, transparencies, teacher aids and a variety of educational games. Oxford does teacher training on the scene, but also takes some candidates to Britain where it owns part of a language school. "We're proposing a new role for teachers," Daniell explained to *PW*, "so that they can operate in a different way, more as organizers of materials than as instructors." In this way the size of the class doesn't matter.

A key competitor is of course Longman, which was distributing a 112-page catalogue of "Ways to English" with the usual AV aids. Collier Macmillan has also been working in English teaching. That company's Frederick Kobrak told *PW*: "Teacher training has had a low priority in this region, and now Egypt wants to change this, but it will



U.S. Ambassador Herman Eilis (hand on face) looking toward fair director Dr. Mahmoud El-Sheniti and Robert L. Jeffer

take years." Collier Macmillan is developing comprehensive programs with Egypt's educational authorities.

Elsevier's science division marketing director, Charles Ellis, on hand to inspect his company's stand at international pavilion 3, indicated that the Dutch firm will be adding Arabic to its multilingual dictionaries (e.g., on public health, food sciences, development economics), working with an Egyptian publisher (which will translate, print and bind under Elsevier's imprint). "We'd like to get a start in publishing in Arabic," Ellis told *PW*.

Also in pavilion 3, a couple of Swiss companies were exhibiting together to tempt the Arab world with high-quality printing. In fact, translation and calligraphy as well as photocomposition (all by a Geneva Company called Arabic Publications) were part of the package, along with printing (by Imprimeries Reunies of Lausanne, whose vice-president and sales manager, Roger E. Rochat, was on hand).

Collateral Affairs

Book fair participants could attend a variety of instructive as well as entertaining events. There were the opening night GEBO party, hosted by the Minister of Culture at a downtown business club, an Al-Ahram party in the newspaper's top-floor reception rooms, Dar Al-Maaref's, in an elegant room of the Hilton overlooking the moonlit Nile. The HBJ's International Center for Educational Advancement staged a private party for opinion-makers at a miniature Taj Mahal of a house, the family home of English expatriate writer Raymond Flower, down by the Pyramids. On the arrival of W. Bradford Wiley, chairman of John Wiley & Sons, there was a small party—Wiley's first in the Arab world—to launch Arabooks. "We can learn a lot from those of you who live here," Wiley told a select group of importers and booksellers at this Hilton gathering.

Franklin Book Programs gave another sympathetic small reception, a sit-down buffet at the smart Automobile Club, in honor of Wiley as former chairman of Franklin Book Programs. Describing the new Wiley Arabooks, Wiley expressed the hope that the proportion of original Arabic-language books would grow. And, addressing himself to the free flow of information, he insisted that book publishers, whose product is more permanent than the daily press or broadcast media, have the greatest responsibility for protecting the right to know. "Where censorship exists, creative writing is of little or no consequence. We book publishers," he concluded, "together with our authors, advisors and friends, must make certain that information flows freely within our countries and between all countries. An educated, in-

formed world public is essential to better mutual understanding, so necessary to worldwide enjoyment of peace, prosperity, and personal freedom."

In addition to the HBJ International Center for Educational Advancement and the Oxford seminars, the Arab Book Development Center and GEBO with UNESCO financing held a seminar, during six fair mornings, on "Book Production in the Arab States." Participants were from countries of the language area, and speakers dealt with the economics of publishing, marketing and distributing, the need for noneducational books to stimulate the reading habit, and the distribution of Arabic books abroad.

Criticism of the Cairo fair—not of its spirit or its principles but of the operation itself—was easy to come by. Nothing really works in Cairo, or works to satisfaction. Meeting appointments or deadlines is not the thing to do. On opening morning the only people who looked busy at the appointed hour were the sweepers. But those experienced in business in the region, and many of those who hoped to do business there, urged patience—first of all on themselves. Anyone who journeyed to Cairo thinking it would be a fair in the Frankfurt sense was bound to be disappointed.

Observers, like John Wiley's Middle Eastern manager, Ove Steentoft, felt that the fair looked better than ever physically. Shelving, for example, had been improved. But many complained about the excessive length of the fair, certainly few Americans stayed from start to finish. Fair director El Sheniti wants it to remain a long fair. He would like to see top brass attend during the first three or four days, in fact, he told *PW*, there is an unwritten understanding that they do. "I don't want it written because I don't want someone whose schedule won't allow early arrival to feel that he can't show up later. He'll still see the local people he wants to see, even if most of his countrymen are gone. Anyway, this is the right season to see Egypt, in good weather, and relax. Businessmen owe it to themselves. It's a growing market, and if you rush through in 48 hours, you can't grasp it all. If you want to work in this area you must have contact."

Dr. El Sheniti also emphasized the importance of the fair's multilateral activity: "If it was a book exhibit only, it wouldn't succeed. If we were only selling, it wouldn't succeed. Now that printing and technical equipment have been added, the multifaceted nature of the fair is what gives it life."

A more serious problem—and one that no foreign publisher failed to mention in one form or another—is that prospective buyers can't find or buy the books they want, the books for which demand had been created by



An interested browser singles out one volume for close inspection.

their presence on the nonselling stands in pavilion 3. "There's no point in exhibiting," a Western participant observed, "if the books aren't available through the importers." Much of the promotional value is lost, the foreign exhibitors feel, when the fair visitor can't track down a copy for sale.

The harsher comments implied that importers, such as GEBO, seemed to be using the fair as an opportunity to unload unsold inventory, books not sold off this way are packed up for the next fair. "Cairo is obviously attracting people who want to buy books," an American affirmed. "We can put on a good show, but can we get books to customers?" Even an employee of one of the big three importers approached a Western publisher asking how he could order a particular title for his personal use.

But Springer-Verlag's sales manager, Gunter Holtz, although he found attendance unusually light this year in terms of professionals such as librarians, felt that the fair was justified as a meeting ground between book traders of the area and beyond. Yet he felt it was wrong to assume that it is sufficient to attend the fair and not to do anything else in the area. For Springer, Cairo is a good place to have its books seen, especially in view of the region's otherwise haphazard distribution.

For the potential is there, and the wise and the patient were going to stick it out no matter what. Egypt can get all the money it wants for arms from Saudi Arabia; shouldn't it also be able to get money to finish the National Library and to buy books? "We have oil wealth, which we want to trade for your technology," a Gulf state book importer remarked to *PW*. It was as simple as that, the Cairo equation. □

Section V

Project Direction, Management, Administration and Staffing. The USAID Mission in Cairo will, of course, provide general project direction for the University Textbook Program. Continuing management and administration, however, will require services of professionals to serve as project manager, handle liaison with American publishers and carry out special projects, e.g. proposed surveys. But it is not proposed that the Mission establish a Book Program Center or office or hire a special staff to provide project management and administration such as the former A.I.D./RTAC operation in Latin America or the USIS P. L. 480 Textbook Program Office in India in the 1960's. Instead, three approaches are proposed:

1. Much of the technical supervision of proposed publishing projects in Egypt can be handled by the American publishers themselves with whom the Mission would contract under any of the four support alternatives outlined above in the "Summary of Suggested Alternatives" Section.
2. The U. S. Information Service in Cairo has already agreed tentatively to provide general project administration and day-to-day followup on translations projects through its Book Translation Staff.
3. The services of a Project Advisor on an intermittent consultant basis can be contracted to develop with American publishers the initial university donations projects, the longer-range Arabic translations publishing projects in Egypt, the publishing in the U. S. of the ELBS-type "Egyptian Student Editions" and, finally, the proposed American publisher Donated Books Program.

This three-pronged approach can give the Mission professional direction, management and supervision of the various proposed donations and publishing projects by experienced and knowledgeable professionals without adding to its own staff and creating a special office to handle day-to-day operations.

Alternatively, the Mission may wish to consider centering development and management of all elements of the proposed University Textbook Program in a private organization such as AMIDEAST (formerly called American Friends of the Middle East) which is headquartered in Washington, D. C. but operates branch offices in Cairo and other Middle East capitals. Such an organization could administer all phases of the project including continuity of liaison with American publishers through its Washington and Cairo offices under a grant from the Mission. In Cairo, it could recruit necessary professional and clerical staff and provide office space and operational logistics, relieving the Mission direct operational responsibilities.

Section VI

Projected Costs Over Five Year Period. Costing details are set out in the attached table. Costs presented are those projected over the next five years beginning with the current fiscal year which ends on September 30, 1978 and carrying through fiscal year 1982 ending September 30, 1982.

A total of \$11,164,000 is projected over the next five years to cover estimated costs for each of three major elements proposed in the foregoing Project Design as follows:

1. Short-range Donations- - - - Mission purchase of 2,550 titles in 131,500 copies:
est. cost - - - - - \$1,972,000
2. Long-range Publishing- - - - Mission support for publishing 196 American textbooks in Arabic in 538,000 copies:
est. cost - - - - - \$5,292,000
3. U. S. Publishing Projects- - - Mission support for publishing 260 "Egyptian Student Editions" (in the U.S.) in 780,000 copies:
est. cost - - - - - \$3,900,000

It will be noted that rather heavy short-range donations are proposed in the first three years. The purpose is to:

1. immediately provide American textbooks to Egyptian students
2. guage and determine degree of utility and interest in American textbooks and to
3. identify specific ones for which need and demand develops.

The Mission proposes to then phase out donations, replacing them with low-priced "Egyptian Student Editions" of American textbooks for which demand has been created through donations. These special editions will be printed in the U. S. by American publishers as overruns or as separate runs, in some cases, with Mission support and marketed in Egypt through their regular distribution and promotion channels. Mission support toward production costs can help reduce selling prices to Egyptian students to any desired levels.

Estimates of the number of American textbooks for which demand may be generated through the initial donations may be low. Thus, there is provision in the proposed budget for increasing this line item. It may be observed, also, that it may not be necessary to carry out the initial donations to the full extent budgeted, permitting a shift to commercial production and sale of the planned low-priced "Egyptian Student Editions."

The publishing in Egypt of Arabic editions includes translations, bilingual editions and adaptations of American textbooks for universities as well as instructional materials for vocational-technical training programs. Given the lengthy lead time in preparing translations and editorial work (average six to nine months), the number of these Arabic editions proposed over the 1978-82 period increases somewhat slowly. It may be necessary - and possible - to increase the projected number of Arabic publications - especially in the vo-tech field - as additional translation facilities are developed (see Section below on proposed Arabic Translation Center).

USAID MISSION - CAIRO
UNIVERSITY TEXTBOOK PROGRAM

FY 1978 - 82												
<u>Short-Range Donations</u>				<u>Long-Range Publishing Projects</u>			<u>U. S. Publisher Projects</u>			<u>TOTAL ESTIMATED COSTS</u>		
<u>FY</u>	<u>No.</u>		<u>Cost</u> (Units of \$1,000)	<u>Arabic Editions</u>			<u>Egyptian Student Editions</u>					
	<u>Titles</u>	<u>Copies</u>		<u>No. Editions</u>	<u>No. Copies</u>	<u>Cost</u> (Units of \$1,000)	<u>No. Titles</u>	<u>No. Copies</u>	<u>Cost</u> (Units of \$1,000)			
1978	1,200	65,000	\$975	26	78,000	\$ 702	10	30,000	\$ 150	1,236	173,000	\$1,827
1979	900	45,000	\$675	30	90,000	\$ 810	25	75,000	\$ 375	955	210,000	\$1,860
1980	450	21,500	\$322	40	120,000	\$1,080	50	150,000	\$ 750	540	291,500	\$2,152
1981	- -	- -	- -	50	150,000	\$1,350	75	225,000	\$1,125	125	375,000	\$2,475
1982	- -	- -	- -	50	150,000	\$1,350	100	300,000	\$1,500	150	450,000	\$2,850
TOTAL	2,550	131,500	\$1,972	196	588,000	\$5,292	260	780,000	\$3,900	3,006	1,499,000	\$11,264

Note: Total "No. Titles" not necessarily individual titles since duplications may occur in donations to different universities.

Average of fifty (50) copies per title donated.

Average cost per textbook estimated at \$15.00.

Note: Total "No. Editions" may include subsequent printings of same title.

Average Mission purchase or other form of support based on 3,000 copies per edition.

Average per copy cost of any of various forms of Mission support estimated at \$9.00..

Note: Average 3,000 copies to be published in these special printings.

Estimated Mission cost calculated at \$5.00 per copy.

Section VII

American Publishers Consulted. Throughout the preparation of the Project Design for the proposed A.I.D. University Textbook Program over the past year (and earlier), the Project Advisor and USAID Mission officials in Cairo have consulted with executives and representatives of major American textbook publishing firms. Their advice and counsel has been invaluable and many of their ideas and recommendations have been incorporated in the Project Design. The Mission looks forward to continued input from the American publishing industry and to working with American publishers in the implementation of the overall Project once AID-Washington has approved it and authorized funding.

A list of American publishers consulted follows:

ADDISON-WESLEY PUBLISHING COMPANY, INC.
Reading, Mass. 01867

Peter H. Neumann, Executive Vice President
Director, International Division

Robert D. Naiva, Vice President, International Division

Samuel B. Warren, Marketing Director, Special Projects

David Varley, General Manager, European and Middle East Operations
Amsterdam, the Netherlands.

AMERICAN OVERSEAS BOOK CORPORATION
53 Orchard Street
Ridgefield Park, New Jersey 07660

Mrs. A. N. Finnen, President

ASSOCIATION OF AMERICAN PUBLISHERS, INC.
1 Park Avenue
New York 10016

Robert E. Baensch, Chairman, International Division

Ms. Patricia McLaughlin, Staff Director

Kenneth T. Hurst, Chairman, International Exhibits Committee

Paul E. Feffer, Chairman, Egypt and Cairo International Book Fair Committee

COLLIER MACMILLAN INTERNATIONAL, INC.
866 Third Avenue
New York 10022

Nak Young Choung, President

Ms. Ann Wearin, Sales Representative, Middle East

Henry J. Secor, Director of Sales

FEFFER & SIMONS, INC.
100 Park Avenue
New York 10017

Paul E. Feffer, President

Robert E. Feffer, Area Sales Representative, Africa

Biphin Shah, Area Sales Representative, Middle East

HARPER & ROW, PUBLISHERS
10 E. 53rd Street
New York 10022

Robert E. Baensch, Director, International Division

Michael Brown, Sales Representative, Middle East

HARVARD UNIVERSITY PRESS
79 Garden Street
Cambridge, Mass. 02138

Graham Voaden, Director, Harvard University Press, Ltd.
126 Buckingham Palace Road
London, SW1W 9SD
ENGLAND

HOUGHTON MIFFLIN COMPANY
One Beacon Street
Boston, Mass. 02107

Pierre Balliett, Director, International Division

Ms. Ronde Kneip, Foreign Rights

J. B. LIPPINCOTT COMPANY
E. Washington Square
Philadelphia, Pa. 19105

George Schall, Manager, International Sales Department

LITTLE BROWN AND COMPANY
34 Beacon Street
Boston, Mass. 02106

Robert Megley, Sales, Medical Division

LITTON EDUCATIONAL PUBLISHING INTERNATIONAL
450 West 33rd Street
New York 10001

Rolando Lam, President

G. & C. MERRIAM COMPANY
47 Federal Street
Springfield, Mass. 01101

Crawford Lincoln, Vice President and Secretary

MC GRAW-HILL INTERNATIONAL BOOK COMPANY
1221 Avenue of the Americas, 48th Floor
New York 10020

Graham K. England, Executive Vice President

G. Stanley Kendrick, Vice President

Edgar S. McLarin, Vice President, Marketing

Derek Speake, Group Vice President, U.K., Middle East, West Africa

PLENUM PUBLISHING CORPORATION
227 West 17th Street
New York 10011

Frank Columbus, Assistant Vice President,
Director of Marketing and Product Development

PRENTICE-HALL INTERNATIONAL, INC.
Englewood Cliffs, New Jersey 07632

Leo N. Albert, Chairman of the Board

Kenneth T. Hurst, President

Haydn Jenkins, Sales Representative, Middle East

ANTHONY RUDKIN
Publishers Consultants and Representatives, Middle East
The Old School, Speen, Aylesbury
Buckinghamshire HP17 0SL
ENGLAND

Anthony Rudkin, President

TIMES MIRROR
280 Park Avenue
New York 10017

Nicholas G. Chantiles, Vice President, International Book Publishing Group

JOHN WILEY & SONS, INC.
605 Third Avenue
New York 10016

W. Bradford Wiley, Chairman

Mrs. Marianne Orlando, Vice President & General Manager
International Division

Dennis M. Hudson, Product Manager, International Division

Thomas Cassidy, Manager, Export Sales

Ove Støentoft, Sales Representative, Middle East (Copenhagen)

WILLIAMS & WILKINS COMPANY
428 East Preston Street
Baltimore, Maryland 21202

Mrs. Carolyn Donohue, Export Sales & Foreign Rights Manager

Annex