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USAID/Cairo University Instructional Materials Project

Report of Activities and Evaluation

Mission Textbook Display

Joint Mission/USICA American National
Exhibit at the 1979 Cairo International
Book Fair

By

William M. Childs
Consultant, International Publishing

The Academy for Educational Development, Inc.
1414 Twenty-Second Street, N.W.
Washington, D.C. 20037

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I. INTRODUCTION

In connection with development of its University Instructional Materials Project, the USAID Mission in Egypt asked the Academy for Educational Development to provide a consultant in international publishing beginning January 12, 1979, to:

- further develop a "display of American university textbooks at the USICA American Center;" and
- organize and direct an "American National Exhibit at the eleventh Cairo International Book Fair, January 25 - February 4, 1979."

The Academy effort under the January 1979 Work Order (No. 49), in effect, carried out further development of the Mission's project begun under an earlier Academy consulting assignment (Work Order No. 17) from July 15 through November 30, 1977. The Academy guided the Mission on both elements of the project and provided a project design for the textbook publishing element. The following is a summary of activities carried on in each of those projects:

- As part of its continuing survey of needs of Egyptian university education for American textbooks, the Mission established a permanent textbook display in the library of the USICA American Center in Cairo in the fall of 1977.
- Books for that display collection were selected by American professors consulted by the Academy. American publishers were informed of the selection of titles from their lists and asked to donate one copy of each for the display. A few months later, following the 1978 Cairo International Book Fair (in January - February 1978), approximately six hundred additional texts were added to the collection. These had been donated by American publishers also for the first American National Exhibit--at the Cairo International Book Fair--sponsored jointly by the Mission and USICA.
- The purpose of the textbook display and the American National Exhibit at the book fair was the same: to exhibit textbooks in development-related fields to help determine

the relevance of American educational materials to Egyptian university education and to gauge the interest of Egyptian academics and students in American books in their fields.

- Mission and USICA officials invited university presidents, deans, and professors to examine the display at the American Center and to comment on the relevance of the books to courses they teach and on their needs for American textbooks in general as course or reference materials for their students.
- Professors and librarians visiting the 1978 joint AID/USICA American National Exhibit at the fair who stopped to discuss their interests in books on exhibit were also invited to visit the display at the Center.
- Based on the interest of Egyptian academics in specific texts (both those on display in the Center and others), the Mission has ordered approximately 14,000 copies of 3,000 titles at an estimated total cost of \$350,000 (including shipping and in-country handling). The books are to be donated to university faculties to loan to students.

The Mission feels that exhibits of American textbooks at the annual book fair, both in the joint exhibit and in those of individual American publishers, augment the permanent display by giving a wider audience, including students, the opportunity to see a representative selection of current American textbooks in their fields. The exhibit and the participation of American publishers further support the broader objectives of the planned University Instructional Materials Project by setting the stage for meetings between American and Egyptian publishers aimed at encouraging joint-venture publishing and import programs.

II. ACTIVITIES

When the Mission agreed in December 1978 to join USICA in sponsoring the annual American National Exhibit at the 1979 fair (for the second time), only six weeks remained before opening date. The short timing ruled out coordination of efforts with American publishers as well as the selection and shipment of a "fresh" exhibit collection. (This determination was confirmed to the USICA Post in Cairo by Mr. Donald E. McNeil, Chief, Book Program Division, USICA/W, who directs the USICA exhibit there each year). Hence, it was decided to transfer the permanent display collection from the Center to the fair site and base the 1979 joint exhibit entirely on that collection along with three thematic exhibits set up by USICA in the fields of education, energy, and urban affairs. This exercise required dismantling the display, moving it to the fair, and then re-establishing it at the Center. Since it included relatively current texts (although none published in 1978), the display collection served adequately for purposes of the American National Exhibit.

This activity also gave the Academy consultant directing the logistics an opportunity to survey the display collection and develop recommendations for upgrading and updating it and for organizing a more active program to encourage Egyptian academics and librarians to visit the display. He also proposed a second round of Mission textbook donations to include faculties and departments in each of Egypt's 14 national universities who were not recipients originally (see Recommendation No. 2, below). The following is a summary of activities carried out:

- Surveying and inventorying the display collection at the USICA American Center and guiding the activities of the Mission's contract library assistant there.

- Guiding the USICA Center staff working on design and preparation of graphics for the exhibit, logistical arrangements, receptionist schedules for the 11-day event, etc., including coordination with Mr. McNeil and USICA and Mission officers concerned with the joint exhibit.
- Facilitating contacts between American publisher representatives at the fair and Egyptian publishers and importers.
- Arranging meetings with these representatives and Mission and USICA officers (and with the Ambassador on two occasions).
- Monitoring the joint exhibit as well as the eight individual American publisher exhibits to help in the overall evaluation.
- Meeting with Egyptian professors and students visiting these exhibits to discuss with them their interest in and need for American textbooks.
- Meeting with officials of the General Egyptian Book Organization (GEBO), the management organization for the fair, and other public- and private-sector book-import firms to discuss arrangements for possible mission participation in the 1980 fair which has been recommended (see Recommendation No. 1, below). These discussions included securing agreement of Egyptian importers to coordinate with American publishers in placing orders for books to be on sale during next year's fair. The goal is for them to order from booklists which American publishers are expected to select for the 1979 joint exhibit, to ensure that they will be available for sale.

III. ANALYSIS AND EVALUATION

The annual Cairo International Book Fair, first held in the winter of 1969, continues to be a major attraction for Egyptians. Approximately 200,000 students, professors, librarians, professionals, and the general public (up 15 percent from 1978) paid the nominal entrance fee this year for the once-a-year chance to buy books for which they had been saving throughout the year.

As a "selling" fair, the annual event continues to be the principal mechanism for meeting reader demand in Egypt. At no other time in the year can students and professors find such a wide range of imported books for sale. This says much about the state of Egypt's book trade. One would expect that with increased dollars made available by the Egyptian government for the import of educational materials (up from \$150,000 in 1974 to \$1 million in 1978, according to Mr. Paul Feffer, President of Feffer & Simons, Inc., an American publisher export representative) and with three major public-sector firms set up to meet Egypt's needs for textbooks, booksellers would have adequate stocks throughout the year. But it is unlikely that buyers will find books they want--except at the annual book fair--until:

- needs can be better identified,
- ordering can be geared more realistically to recognized needs,
- ordering processing can be made more efficient,
- credit worthiness can be established, especially for the private booksellers, and
- shipping and customs clearance delays and uncertainties can be overcome.

Even at the fair, which seems to serve Egypt's readers reasonably well, all of the shortcomings in the system implied above (and others peculiar to the fair) help create an element of chaos and confusion for professors and students looking for textbooks. Books exhibited at the American National

Exhibit and at individual American publisher exhibits in the International Exhibition Hall are often difficult, if not impossible, to find at the Egyptian importers' stands in the selling halls. (In addition, the frenetic atmosphere at the selling booths with overwhelming numbers of people crowding into cramped and disorganized salesrooms and booths hampers the exercise of getting buyers and books together.) Many explanations are offered but perhaps the most understandable is GEBO's claim that whereas exhibitors are free to bring and exhibit whatever books they feel are relevant to academics and students, importers may not have ordered those books to sell at the fair-- a situation which should and could be dealt with. Many American (and British) publishers believe that the import firms hold back the more current books, giving priority to selling off older stocks.

These problems relate to the first two weaknesses in the ordering process cited above, namely, failure to identify needs and to take them into account when ordering. As already mentioned, the Academy consultant has proposed what he believes is a workable solution in his recommendation for Mission participation in the 1980 fair (see Recommendation No. 1, below) which calls for an early decision by the Mission and then close coordination between the Mission, USICA, and American and Egyptian publishers.

But the Academy consultant has also observed through conversations with students at the past three Cairo International Book Fairs that they are frequently not adequately equipped with necessary bibliographic information to seek out the books they want. Nor are attendants at the selling stands familiar with their stocks or trained to guide prospective buyers to books they want. Typical student inquiries at the American National Exhibit each year begin with "I want a book on electronics" or "Where are

the books on marketing?" Rarely does one ask for a textbook by author and title. If attendants are able to identify the particular book a student wants and give him/her title-author-publisher data, it is doubtful that the student is able to repeat the data accurately when requesting the book at the importers' booths.

One solution to this common problem was introduced this year by representatives of Wiley Publishers. Once students identified books they wanted, they were given printed forms filled in with the proper bibliographic data to guide them in locating the books at one of the selling stands. (This service is an aid as well to the untrained clerks at the selling booths.) A similar service could be provided next year at the American National Exhibit. This assumes coordination between all parties, as discussed above, and some advance preparation--printing slips for attendants, for example.

Despite these deficiencies, the lack of coordination, and the chaos and lack of organization at the sales stand, importers reported an average increase of 20 percent in sales over last year. There is a threat for American books, and, even with the shortcomings mentioned above, professors, students, and general buyers leave the fair grounds in a steady stream each day carrying bundles of books. GEBO is pressed every year by booksellers to extend the fair closing to give them more time for even more sales.

The joint Mission/USICA exhibit served its purpose reasonably well. Attendance was up over last year by approximately 2,000--to slightly more than 36,000 visitors even though the fair had been shortened by one day. Overall attendance was reported by GEBO at 200,000 for the 11 days--

an increase of 25,000 visitors over last year. The majority of visitors are attracted each year by the fair's carnival or bazaar atmosphere with popcorn, cotton candy, music, etc. Many are general readers looking for books in Arabic. Only a small fraction of such visitors find their way into the International Exhibition Hall. Of the 36,000 visitors who toured the American National Exhibit (15 percent of total visitors to the fair), the majority were students, professors, librarians and professionals-- probably in that order. Rarely were there less than 50 students in the National Exhibit area at any given time (local universities were on mid-year vacation). At an average of approximately 3,000 visitors per day, about 350 entered the area each hour. Most walked in, made a quick circuit through the exhibit area and left. Many browsed, and quite a few stopped to ask for information about where to purchase certain books. There was opportunity for meaningful discussions with professors and students throughout the 11 days.

American publisher representatives, USICA receptionists, Mr. McNeil, the USICA coordinator, and the Academy consultant talked with professors about their interests, informed them of plans of American publishers to export more textbooks to Egypt, and guided them to importers' stands where they could find the books for which they were looking. The Academy consultant informed professors of the Mission's permanent display at the American Center and invited them to visit it and to discuss with appropriate Mission officials their interests and needs for American textbooks. In the absence of either Mr. McNeil or the Academy consultant, USICA receptionists on duty took names of professors inquiring about availability of specific American textbooks. These names have been left with the Mission's contract librarian assistant at the display room, who will add them to lists of

academics to be invited to visit the display as soon as it has been further developed along the lines proposed in Recommendation No. 2, below.

In summary, the experience with the American National Exhibit was a good one. Clearly, professors, students, librarians, professionals, etc., are anxious to see American textbooks in their disciplines, and flock to the exhibit. Opportunities to learn of the need for American textbooks directly from teaching faculty members and students are abundant. Obviously, however, more needs to be done another time to ensure that books exhibited can be purchased at the fair.

IV. RECOMMENDATIONS

Before he departed from Cairo, the Academy consultant prepared and left with the Mission recommendations dealing with the two principal activities prescribed in the Academy work order. These recommendations are attached as Annexes to this Report:

- 1980 Cairo International Book Fair (Annex A). Mission participation with USICA in mounting another joint American National Exhibit at the 1980 Fair is recommended with a decision by March 1st to enable full coordination between the Mission, USICA, and American publishers and Egyptian importers.
- Mission Textbook Display (Annex B). Upgrading and updating the display collection through additional donations by American publishers is recommended to give it currency and greater balance among the various development-related subject matter fields. Additionally, it is recommended that the Mission continue the services of the contract librarian assistant and organize a more active program to encourage university presidents, deans, and professors to visit the display.

ANNEX A

**CORRESPONDENCE RELATING TO
1980 CAIRO INTERNATIONAL BOOK FAIR**

memorandum

DATE: February 4, 1979

REPLY TO
ATTN OF: William M. Childs, Consultant, International Publishing (TA/ED)

SUBJECT: 1980 Cairo International Book Fair

TO: Dr. Alfred Bisset,
~~XXXXXXXXXXXXXXXXXXXX~~TA/ED

I am attaching a project proposal for Mission participation in and funding for next year's Cairo Book Fair at an estimated total cost of \$20,000.

1. During a meeting in Don Brown's office on January 30th which representatives of ICA and the American publishing industry attended, I briefed Don generally on what I am proposing. We met with him to discuss:
 - (a) the benefits for the Mission, ICA and American publishers in another joint Mission/ICA-sponsored American National Exhibit at next year's Fair,
 - (b) its direct relationship to the Mission's planned textbook program, and
 - (c) proposed arrangements, logistics, costs, etc.
2. Present were:
 - ICA
 - Mr. William A. Rugh, PAO
 - Mr. George Wishon, CAO
 - Mr. Donald E. McNeil, Chief, Publications Division, ICA/W
 - AID
 - Mr. Donald S. Brown, Director
 - Dr. Alfred Bisset, TA/ED
 - Mr. William M. Childs, Consultant, International Publishing
 - American Publishing Industry
 - Mr. Paul E. Feffer, Chairman of the industry's committee on the Cairo International Book Fair and Egyptian market development
3. ICA representatives agreed to provide the same inputs as in the past two jointly-sponsored exhibits:
 - (a) coordinating logistical arrangements with participating American publishers through the ICA Brooklyn Warehouse,



Dr. Alfred Bisset

~~Mr. Don DePaolis~~

page 2

February 4, 1979

- (b) make all arrangements with the Fair management, the General Egyptian Book Organization (GEBO),
 - (c) be responsible for in-country logistics, and
 - (d) provide American Center personnel to prepare graphics and signs for the exhibit and to serve as receptionists throughout the 12 day event
4. Mr. Feffer, speaking for the publishing industry, assured the cooperation of publishers including the essential early coordination with Egyptian book import firms, once a decision has been reached on Mission participation, to encourage timely ordering of books selected by American publishers for the AID/ICA exhibit to have on sale at their selling stands.

On this last point, we explained to Don that a quick decision is critical if we are to stand any chance to have books we display available for sale to students, professors, librarians, etc. during the Fair.

Therefore, I am requesting that you forward the attached project proposal as quickly as possible with a recommendation for approval no later than March 1st. Experience with the past three Fairs, convinces those of us directly involved in coordinating with American and Egyptian publishers, making logistical arrangements, etc., that this much lead time is definitely needed if we are to accomplish the desired objectives for the Mission, ICA and the American publishing industry and to properly serve Egyptian academics and students visiting the American National Exhibit.

As soon as a decision has been reached, I would appreciate your informing Bill Rugh who will, in turn, notify Don McNeil who is prepared to immediately contact the publishing industry and get the project underway.

cc Mr. William M. Rugh, ICA
Mr. Donald E. McNeil, ICA/W

memorandum

DATE: February 4, 1979.

REPLY TO
ATTN OF: Alfred Bisset/DAD/HSTD

SUBJECT: Recommended Mission Participation in the 1980 Cairo International Book Fair.

TO: Mr. Donald S. Brown, Director

Introduction

1. The Mission has participated with ICA in mounting an American National Exhibit at the past two Fairs (1978 and 1979). ICA has handled all the arrangements with the Fair management, the General Egyptian Book Organization (GEBO), provided logistical support in the U.S. and in Egypt, supplied staff to design and prepare graphics for the joint exhibit and to serve as receptionists and has displayed special thematic collections supporting ICA objectives. (Incidentally, the themes of the three on display this year help serve general Mission objectives also: Education, Energy, and Urban Environment.)
2. The feature, or showcase, of the joint exhibit has been a collection of current American university-level textbooks in development-related fields which were donated by American publishers for the 1978 exhibit. Following the 1978 Book Fair, the collection has been housed in a special area in the American Center set aside for a USAID Textbook Display. It was moved over to the Fair for Mission exhibit during the 1979 Book Fair just ended.
3. Mission funding has covered costs of leasing space, renting book shelves, rugs, furniture, phones, etc. Additionally, the Mission has provided a consultant on international publishing to assist with overall arrangements for the textbook display as well as to encourage and assist visiting American publisher representatives and executives and Egyptian publishers to develop joint publishing ventures aimed at meeting needs of Egyptian university education for American textbooks. He works closely with the ICA coordinator, Mr. Donald E. McNeil, Chief of the ICA Publications Division in ICA/W who coordinates with American publishers in the U.S. on their plans during pre-Fair planning and assists with arrangements in Cairo on arrangements with the ICA part of the joint exhibit.
4. Direct Mission funding for the 1978 Fair was approximately \$6,000 and is estimated to be \$7,500 for the current Fair which has just ended.
5. Attendance overall during the 12-day event was 175,000 in 1978 and 200,000 this year which was shortened by one day, indicating the strong interest of Egyptians in seeing -- and buying -- imported books. (Attendance figures have been provided by Mr. Victor Salim, General Manager of GEBO and Director of the Cairo International Book Fair.)



6. Recorded visitors to the American National Exhibit (primarily professors, librarians, students and professionals) was 34,000 at the 1978 Fair and 36,000 for the 1979 Fair just ended.

Discussions

1. Mission participation with ICA and American publishers in an American National Exhibit of current university-level textbooks in development-related fields during the 1980 Cairo International Book Fair is strongly recommended. I believe that it directly supports our on-going development of the University Instructional Materials Project. In this connection, opportunities will be present through the proposed participation for:
 - (a) providing Egyptian professors, students and librarians with the opportunity to see in one place a wide range of current American textbooks in their fields.
 - (b) giving them the occasion to discuss with American publishers' representatives attending the Fair their specific interests and needs for American textbooks including translations of certain texts into Arabic.
 - (c) giving Mission officials concerned with development of the textbook program the opportunity to meet with these American publisher representatives to share information on these needs and on ways and means to help meet them.
 - (d) facilitating discussions between these American publishers and Egyptian book import and publishing firms to explore joint venture publishing and import projects aimed at providing American books for Egyptian university education.
2. Additionally, the Mission will benefit from the donation of a substantial quantity of current (and expensive) American textbooks. These will be donated to the Mission to strengthen the Textbook Display collection located at the American Center or for presentation to individual professors or libraries. It is estimated that the retail value of books already donated to the Mission in two separate donations. (The initial collection for the Mission Textbook Display in 1977 and the second one for the 1978 Book Fair) is \$25,000.'
3. If the Mission decides in favor of participation in next year's Fair, Mr. Donald E. McNeil, ICA/W who works with American publishers on world-wide fairs, has estimated that publishers will select collectively a total of 2,500 - 3,000 textbooks for the textbook showcase exhibit worth an estimated \$50,000 - \$60,000. These would be donated to the Mission in return for the Mission's providing exhibit space and paying shipping costs to Egypt.

Project Details - - Mr. McNeil and Mr. William M. Childs, the Mission's consultant on international publishing here for the current Book Fair, have met with the ICA staff, American publisher representatives and with GEBO officials and have formulated the following exhibit project for the 1980 Cairo International Book Fair:

1. Space - Mr. Victor Salim, General Manager, GEBO, and Fair Director, has agreed to reserve approximately 500 square meters in the same location the current American exhibit now occupies in Building 3 (National Exhibition Hall). This will represent an extension of the zone leased for the 1979 exhibit, making available the total area of one wing of the upper level of the Hall for the 1980 exhibit. Mr. McNeil and Mr. Childs have estimated that additional space will be required because of the expected increase in the size of the exhibit collection from 1,000 to an estimated 3,000 textbooks and the anticipated stronger American publisher participation some of whom may be expected to set up their own individual exhibits in the same area.
2. Exhibit Arrangements - ICA has agreed to:
 - (a) coordinate with American publishers on selection and delivery of the textbooks for a combined, containerized ocean freight shipment consigned to the Ambassador,
 - (b) make all arrangements with GEBO for leasing space, renting furnishings, phones, etc.,
 - (c) arrange for and provide logistical support in Egypt for getting the books from Egyptian customs to temporary storage (if necessary), then to the Fair and, finally, to the American Center following the Fair to be incorporated into the Mission's Textbook Display, and
 - (d) design and prepare graphics, signs, etc, for the exhibit, provide personnel from the American Center to serve as receptionists at the exhibit and arrange for security services to protect the books.
3. Time Schedule - Mission decision on participation and funding support (outlined below) requested by March 1st in order to allow adequate time for planning and carrying out the following sequential steps:
 - (a) ICA/W to notify American publishers of the Mission's decision and to request they immediately begin selection of textbooks which they will provide for the central exhibit on or before March 15th.
 - (b) American publishers to complete their selections and submit title lists to ICA/W and to cooperating Egyptian importers from which they have agreed to order multiple copies to have on sale during the 1980 Cairo International Book Fair no later than May 1st.

4.

- (c) Egyptian importers to decide on quantities and process orders from these publishers' lists beginning June 1st.
- (d) American publishers to begin deliveries of display copies to the ICA Warehouse beginning June 1st.
- (e) ICA Shipping Unit to despatch combined, containerized shipment via ocean freight no later than July 30th.
- (f) American publishers to begin shipments of copies for commercial sale during the Fair beginning August 30th.

4. Inputs

(a) Mission

- (1) Pay for exhibit space (500 square meters) --- \$10,000
- (2) Pay rental costs of book shelves and other furnishings. --- \$ 5,000
- (3) Pay shipping costs from the ICA Brooklyn Warehouse to Cairo (ocean freight) of approximately 3,000 textbooks --- \$ 5,000

TOTAL ESTIMATED COSTS \$20,000

(b) ICA

- (1) Pre-Fair planning with American publishers and coordination on deliveries to ICA Warehouse and making arrangements for the combined shipment.
- (2) Negotiation of lease space, rental of furnishings, etc. and continuing liaison with GEBO on arrangements, etc.
- (3) Handling logistics in Egypt.
- (4) Provide American Center personnel for design and preparation of graphics for the joint exhibit and to serve as receptionists during the Fair.

(c) American Publishers

- (1) Selection of textbooks appropriate to the Mission's objectives and delivery on schedule to the ICA Warehouse for shipment to Cairo.
- (2) Donation of the exhibit collection to the Mission following the Fair.

- (3) Attendance of representatives and/or senior-level executives to participate in the Fair and to carry on negotiations with Egyptian publishers on possible publishing ventures.
- (4) Payment on a pro-rate basis for space reserved for their own individual firm exhibits.
- (5) Prompt negotiations and follow through with Egyptian book import firms to assure availability of textbooks which are displayed for public sale to students, professors, librarians, etc.

(d) Egyptian Book Firms

- (i) Mr. Childs has held preliminary discussions with officials of Al Ahram and Dar Al Maaref, major public sector firms and with Academic Bookshop, a relatively new and enterprising private sector retail outlet importing large stocks of American textbooks. He has informed them of the possible expanded American publisher presence for the 1980 Cairo Book Fair and of the possible joint AID/ICA American National Exhibit and the desire to have textbooks displayed on sale at the Fair. Each has indicated their interest and willingness to cooperate and has assured Mr. Childs they will be prepared to order multiple copies of titles from lists to be submitted to them by American publishers beginning May 1st.

Drafted: WMChilds: Consultant: EHS/EM: se: 2/8/79.

Clearances: ICA; Rugh

DAD/HSTD: Applegate

PRG: Cweden

CON: DFBrown

memorandum

DATE: February 7, 1979

REPLY TO
ATTN OF: William M. Childs - - Consultant (TA/ED),
International Publishing

SUBJECT: Proposed Enlargement and Updating of the Mission's Textbook Display

TO: Dr. Alfred Bisset, TA/ED

Introduction

1. The Mission's Textbook Display at the American Center was established in the fall of 1977 with a donation of several hundred then current American textbooks. This original collection was increased to a total of nearly 1,200 titles through a second donation originally intended for the joint Mission/ICA American National Exhibit at the Xth Cairo International Book Fair held January 26 - February 6, 1978.
2. Egyptian professors were invited to the American Center during the spring and early summer of 1978 to examine the books and selected those in which they were interested for use as course texts and references. (Incidentally, they suggested titles not in the Display also.)
3. The Mission subsequently purchased \$350,000 worth of the requested books for donation to the requesting institutions for their loan to students. (I understand the books are expected in Egypt in the near future.)
4. On January 24th, the full collection in the Display was moved over from the Center to the Fair site to be displayed at the second annual joint Mission/ICA American National Exhibit at this year's Book Fair. The books have been returned to the Center and have already been organized on shelves in the room which ICA has available.
5. There is agreement within the Mission that the Display has served its objectives well and that it should be modernized and enlarged with the addition of current textbooks which we anticipate American publishers will again be willing to donate for the purpose. Many of them agree that having their books available for examination by professors serves their own objectives to introduce their textbooks into Egyptian universities.

Recommendation

1. The attached draft letter to American publishers (for your or Stan's signature) informs them of the good experience the Mission has had with the Display, gives them details of the recent ordering of their books for donation to Egyptian universities, explains our desire to update and upgrade the collection for a possible second round of such donations and requests their cooperation in providing additional textbooks. I attach also a list of publishers I feel should receive the letter.



February 7, 1979

2. Before such a letter can go out, however, I feel it would be desirable to clarify with ICA whether the Mission may continue to house the Display at the Center. (I understand ICA has felt the Display was abandoned and, therefore, questioned holding the space much longer.)
3. Since Mrs. Austrian, the Center Director, has been on home leave during my stay here, I have not been able to raise the matter. However, I have met with George Wishon and Mr. Fanous, the Library Director, to tell them informally of the Mission's plans to add books to the collection and to provide a receptionist to generally organize the Display, keep it functional and presentable and to be on hand to meet visitors.
4. I recommend that as soon as practicable after Mrs. Austrian's return (on the 12th, I understand), you meet with her to discuss the Mission's serious interest in rejuvenating and continuing the Display at the Center, explaining plans for:
 - (a) keeping a receptionist on duty to be responsible for organizing and maintaining the collection and to meet professors, librarians, etc. invited to examine the books,
 - (b) equipping the Display Room with office furnishings and a phone to make it functional as well as to give it appropriate decor to receive university presidents, deans, professors, etc.,
 - (c) seeking the cooperation of American publishers to provide additional textbooks to give greater currency, balance and subject-matter coverage to the collection,
 - (d) contacting university presidents to inform them of the enlarged Display and to invite them and their deans, professors and librarians to visit the Center to examine the books, and
 - (e) developing a second round of donations to place more American textbooks in additional faculties and departments.
5. I feel Mrs. Austrian will agree that the Center is the ideal location for the Display because (a) a library is a natural and logical venue for a book display and (b) security requirements and procedures at the Embassy itself make it awkward to invite prestigious academics, discouraging maximum exposure.

Logistics

1. Books for the first two rounds of publisher donations referred to in the Introduction above were shipped via FPO. This is no longer permitted nor does the Pouch appear to be a workable alternative.
Chief, Publications Division, ICA/Washington,
2. Thus, I have discussed with Don McNeil/during his recent visit possible use of the ICA Warehouse in Brooklyn. Publishers are familiar with delivery procedures, costs of getting their books to Brooklyn are minimal, the Shipping Unit is experienced with preparing combined book

February 7, 1979

shipments and despatching them to ICA Posts around the world and placing the logistics in their hands appears the only viable alternative to either the FPO or the Pouch

3. Don has agreed and, as we have discussed, I will ask that he formally communicate availability of the ICA book shipping facilities for this purpose to the Mission.
4. While he assures me there is no problem using the ICA Warehouse for shipping the books, he explained that the shipment will have to be addressed to the ICA Post rather than to the Mission. But, as I reminded him, the shipment is, in fact, destined for the ICA American Center anyway.
5. On administrative and fiscal arrangements, Don will take care of necessary communications with the publishers and the Warehouse staff.
6. On this end, you will need to work out financing with the Controller's office. Once you have an obligation number and fiscal data, please cable them to Don McNeil, ICA/W. Don tells me the shipment will be despatched and that the ICA Warehouse will charge costs against the provided obligation number.
7. While we cannot at this stage provide figures on numbers of books and total weight of the combined shipment, I estimate that maximum costs involved (ocean freight) will not exceed \$5,000.
8. Please note that in a separate memorandum concerning the 1980 Cairo International Book Fair and proposed Mission participation, I refer to a textbook shipment also via the ICA Warehouse which also involves an estimated \$5,000 shipping cost. The shipment under discussion in this memo is an earlier and separate one for textbooks to be incorporated into the Display collection at the American Center.

cc Mr. Rugh
Mrs. Austrian
Mr. McNeil

ANNEX B

DRAFT LETTER TO AMERICAN PUBLISHERS

and

**LISTS OF SUGGESTED AMERICAN PUBLISHERS AND
REQUESTING UNIVERSITIES**

Draft Letter to American Publishers
Re Textbook Display

February 7, 1979

Dear Mr. _____:

As you are probably aware, the USAID Mission here in Cairo has been looking into needs of Egyptian universities for American textbooks and ways in which we might help facilitate availability of needed books. In connection with this activity, the Mission with the generous cooperation of American publishers assembled a collection of nearly 1,200 textbooks in the fields of the basic sciences, mathematics, medicine and engineering beginning in the fall of 1977. The purpose was to set up a display of current American texts in these essential development fields to show to professors and librarians as part of our continuing survey of their needs.

I would like to take this opportunity on behalf of Mr. Donald S. Brown, Director of the USAID Mission, Mr. William A. Rugh, Public Affairs Officer, ICA, and those of my colleagues in the Mission and ICA who are associated with this activity, to thank you for the books which (name of publishing firm) has donated. I want to thank you also for your interest and cooperation in our endeavor to help make American textbooks more readily available in Egypt.

Our experience with the Display has been encouraging with excellent response from Egyptian professors and librarians whom we invited to look at the books. As an outgrowth of our dialog with the academics visiting it, we have purchased a large number of books to donate to their universities for loan to students as course texts or reference use. Ordering was channelled through an AID book procurement firm, the American Overseas Book Corporation of Ridgefield Park, New Jersey.

I thought you would be interested in knowing which of your books were selected and am enclosing a title list showing quantities requested.

Draft Letter to American Publishers page 2 February 7, 1979

The lists are coded to indicate the requesting institution but I believe the enclosed list of recipient universities, faculties and departments with their identifying symbols is clear. If you have any questions on this point, please let me know.

In view of the encouraging response and obviously strong interest of Egyptian professors in the Display, we plan to continue it. I might add that we are considering further donations, especially to those faculties and departments teaching development-related fields which may not have been included in the initial round.

As a first step, however, we feel the necessity of adding more current books to give the Display greater currency and balance both among and within the various disciplines covered. For example, we placed emphasis initially in the basic sciences, medicine and technology whereas our overall development interests encompass additional fields such as business administration, economics, sociology, psychology, vocational-technical education (all levels), etc.

I am writing, therefore, to again ask for your cooperation in providing the Mission with a copy of any of your textbooks in the above-mentioned fields which you feel appropriate for this purpose. I might mention, if the thought has not already occurred to you, that apart from the promotional value to (name of publishing firm) in having your books on display, you may find it convenient and helpful to refer Egyptian professors who request desk copies to the American Center here where they may examine them.

Thanking you in advance for your interest and cooperation,

I remain,

Sincerely yours,

List of Suggested American Publishers
to Receive Attached Letter:

February 8, 1979

1. Mr. Peter H. Neumann
Sr. Vice President
International Publishing Group
Addison-Wesley Publishing Co.
Reading, Mass. 01867
2. Mr. Wayne A. Barcomb
Vice President
Director, College Division
Allyn & Bacon, Inc.
470 Atlantic Avenue
Boston, Mass. 02210
3. Mr. G. van Dam
Marketing Manager
American Elsevier Publishing Co., Inc.
52 Vanderbilt Avenue
New York 10017
4. Mr. David W. Stires
President
Appleton-Century-Crofts
292 Madison Avenue
New York 10017
(cc to Ken Hurst, Prentice-Hall)
5. Mr. William Jovanovich
Chairman
Harcourt Brace Jovanovich, Inc.
757 Third Avenue
New York 10017
6. Mr. John T. Scott
Manager, International Department
W. B. Saunders Company
West Washington Square
Philadelphia, Penn. 19105
7. Mr. Stanley D. Frank
President
Holt, Rinehart and Winston, CBS, Inc.
383 Madison Avenue
New York 10017
8. Mr. Pierre E. Balliett
Director, International Division
Houghton Mifflin Company
1 Beacon Street
Boston, Mass. 02107
9. Mr. William H. Schoof
Sr. Vice President., Marketing
Richard D. Irwin, Inc.
1818 Ridge Road
Homewood, Ill. 60430
10. Mr. S. O. Nelson
Sales Manager
Lea & Febiger
600 Washington, Square
Philadelphia, Pa. 19106
11. Mr. George Schall
Manager, International Sales Dept.
J. B. Lippincott Company
E. Washington Square
Philadelphia, Pa. 19105
12. Mr. Robert Megley
International Sales
Little, Brown and Company
34 Beacon Street
Boston, Mass. 02106
13. Mr. Rolando Lam
President
Litton Educational Publishing
International
450 W. 33 Street
New York 10001
14. Mr. Edgar McLarin
Vice President, Marketing
McGraw-Hill International Book Division
1221 Avenue of the Americas
New York 10020
15. Mr. Nak Choung
President
Collier Macmillan International Inc.
866 Third Avenue
New York 10022
16. Mr. Robert E. Baensch
Director, International Division
Harper & Row, Publishers
10 E. 53 Street
New York 10022

17. Mr. Manuel L. Ponte
International Manager
The C. V. Mosby Company
11830 Westline Industrial Drive
ST. Louis, Mo. 63141
(cc Mr. Nicholas G. Chantiles)*
18. Mr. Gerald Sussman
Vice President & Marketing Director
Oxford University Press
200 Madison Avenue
New York 10016
19. Dr. James Lange
President
Lange Medical Publications
Drawer L.
Los Altos, Calif. 94022
20. Dr. E. Grey
President
Pergamon Press, Inc.
Maxwell House
Fairview Park
Elmsford, N. Y. 10523
21. Mr. Frank Columbus
Vice President, Marketing
Plenum Publishing Corporation
227 W. 17 Street
New York 10011
22. Mr. Kenneth T. Hurst
President
Prentice-Hall International, Inc.
Englewood Cliffs, New Jersey 07632
23. Mr. George A. Bogden
Vice President & Marketing Director
Springer-Verlag New York, Inc.
175 Fifth Avenue
New York 10010
- * 24. Mr. Nicholas G. Chantiles
Vice President, International
The Times Mirror Company
280 Park Avenue
New York 10017
(to receive copies of letters to
C. V. Mosby and Year Book Medical
Publishers)
25. Mr. Theodore W. Logan
Sales Director
University Park Press
Chamber of Commerce Building
Baltimore, Maryland 21202
26. Mr. W. Bradford Wiley
Chairman
John Wiley & Sons, Inc.
605 Third Avenue
New York 10016
27. Mr. Robert W. Grose
President
Book Publishing Division
The Williams & Wilkins Company
428 E. Preston Street
Baltimore, Maryland 21202
28. Mr. S. W. Clark
Vice President, Marketing
Year Book Medical Publishers, Inc.
35 E. Wacker Drive
Chicago, Ill. 60601
(cc to Mr. Nicholas G. Chantiles,
Times Mirror)