

# **COUNTRY REPORT: MALAYSIA 2016**

**7<sup>th</sup> May 2016**

Prepared by MALAYSIAN BOOK PUBLISHERS ASSOCIATION  
[www.mabopa.com.my](http://www.mabopa.com.my)

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## 1.0 An Overview of the Book Publishing Industry in Malaysia 2016

### 1.1 Kuala Lumpur International Book Fair (KLIBF) 2016

KLIBF is currently ongoing from 29<sup>th</sup> April to 9<sup>th</sup> May 2016 at a new location, Malaysia Agro Exposition Park, Serdang (MAEPS) that has the largest indoor exhibition space at 42,000 square meters. MAEPS is approximately 40 minutes drive from the city center. However, it is much closer to the administrative center, Putrajaya and Kuala Lumpur International Airport (KLIA).

So far in the 7 days of the fair, it has attracted over 1.5 million visitors. Many were surprised at the high number of visitors and some exhibitors are achieving their sales target and some even has surpassed their sales achievement from last year's fair at the previous venue, the Putra World Trade Center in Kuala Lumpur city centre.

There is definitely room for improvement and we are continuously monitoring and even adjusting to the needs of the exhibitors and visitors even as the fair is going on.

### 1.2 Books Published in 2015

15,354 titles were published in 2015. There is a decreasing trend since 2013.

SUBJECT	MONTH												TOTAL
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
General Title	6	20	12	17	18	9	19	9	17	8	8	11	154
Philosophy / Psychology	20	18	16	37	28	32	4	7	9	4	4	31	210
Religion	158	151	87	98	149	98	99	79	77	63	81	161	1,301
Sociology, Statistics	29	34	18	18	28	15	4	14	12	7	30	14	223
Political Science	7	7	4	14	17	13	12	9	7	15	3	4	112
Economy	26	26	46	42	51	50	15	20	26	24	22	25	373
Law, Public Administration, Welfare Science	58	18	16	49	50	38	15	21	20	40	19	38	382
Military	6	0	8	5	5	3	2	4	4	7	4	1	49
Education	100	97	56	103	99	84	83	53	53	54	69	148	999
Commerce, Communication, Transport	4	1	5	13	10	10	6	3	8	10	4	7	81
Traditional, Custom and Folk Literature	63	72	12	12	6	39	2	2	4	5	2	14	233
Languages	255	263	321	285	233	265	229	139	162	309	215	445	3,121
Mathematics	70	73	59	94	88	73	55	26	60	73	91	118	880
Natural Sciences	70	84	39	83	90	116	49	16	40	49	56	60	752
Medical Sciences, General Health Science	39	48	25	18	40	36	22	14	8	25	22	65	362
Technology, Engineering, Industry	27	24	24	36	20	13	19	11	19	17	18	115	343
Agriculture, Stockbreeding, Forestry, Hunting, Fishery	30	11	19	23	23	20	7	5	8	10	20	30	206
Home Sciences	20	6	13	15	21	40	5	18	11	15	24	42	230
Managing Administration and Organisation	30	25	24	59	69	61	19	23	24	32	29	73	468
Physical Planning, Town and Country Planning, Agriculture	22	10	27	23	19	10	14	7	15	12	8	18	185
Plastic and Graphic Art, Photography	60	31	43	55	61	98	42	34	40	60	53	178	755
Music, Performing Art, Film-viewing	5	9	4	5	7	7	3	3	3	8	9	4	67
Games and Sports	15	2	10	4	20	1	6	3	6	13	5	27	112
Literature	361	340	432	269	197	279	94	125	74	126	117	306	2,720
Geography	49	41	41	48	66	47	36	44	39	50	59	67	587
History, Biography	32	32	41	54	61	47	29	14	30	27	37	45	449
<b>Total</b>	<b>1,562</b>	<b>1,443</b>	<b>1,402</b>	<b>1,479</b>	<b>1,476</b>	<b>1,504</b>	<b>890</b>	<b>703</b>	<b>776</b>	<b>1,063</b>	<b>1,009</b>	<b>2,047</b>	<b>15,354</b>

### 1.3 Malaysian Book Industry Chamber (MBIC)

The MBIC was recently being registered to formally align the efforts to improve the Malaysian book industry by the 5 book associations:

- a. Malaysian Book Publishers Association (MABOPA)
- b. Malaysian Booksellers Association (MBA)
- c. Malaysian Book Exporters & Importers Association (MBEIA)
- d. Malaysian Book Contractors Association (PKBM)
- e. Malaysian Bumiputera Book Publishers and Distributors Association (PPPBBM)

### 1.4 Malaysia as Guest of Honour at Indonesia International Book Fair 2016

Malaysia has just signed on 28<sup>th</sup> April 2016 to be the Guest of Honour at the Indonesia International Book Fair to be held in September 2016. The Malaysian lead agencies would be Malaysian Institute of Translation & Books (ITBM), Dewan Bahasa & Pustaka (DBP) and Perbadanan Kota Buku.

## 2.0 Book Published In Malaysia 2015

The latest statistics of books registered under the Library Depository Act, 1986 is below.

SUBJECT	2010	2011	2012	2013	2014	2015
General	133	214	176	174	100	154
Philosophy, Psychology	223	206	362	353	247	210
Religion	1,325	1,786	1 913	1,716	1,622	1,301
Sociology, Statistics	184	223	270	141	383	223
Politics, Economics	389	132	479	371	124	112
Law, Public Administration and Social Science	343	571	434	473	375	373
Military Warfare	20	34	47	48	76	382
Education	611	1,020	1 316	1,416	1,266	49
Trade, Communication, Transport, Tourism	81	151	188	77	60	999
Ethnography, Cultural Anthropology	403	233	434	437	231	81
Language, Linguistics	3,306	3,601	3 657	5031	4,106	233
Mathematics	1,075	1,171	1 289	1 361	1,074	3,121
Natural Science	899	985	1 051	1 025	1,059	880
Public Health	246	426	612	404	476	752

Engineering Technology, Industries, Trade and Crafts	558	540	307	173	267	362
Agriculture, Forestry, Stock breeding, Hunting, Fishing	136	172	136	122	126	343
Domestic Science	226	203	317	352	184	206
Management	558	1,195	699	472	422	230
Physical Planning, Town and Country Planning, Architecture	129	249	147	294	165	468
Plastic and Graphic Arts	358	551	771	590	583	185
Music, Performing Arts	103	60	93	210	91	755
Games and Sports	66	140	182	157	133	67
Literature	3,654	2,769	3 196	3 239	3,371	112
Geography	407	507	579	578	603	2,720
History, Biography	323	394	516	487	451	587
<b>TOTAL</b>	<b>15,756</b>	<b>17,923</b>	<b>19, 171</b>	<b>19, 987</b>	<b>17,969</b>	<b>15,354</b>

**Source: National Library of Malaysia**

### **3.0 Activities and Events**

Some of the major activities of the association in 2016 are;

#### **3.1 Kuala Lumpur Trade Copyright Centre 2016 (KLTC 2016) at MAEPS**

KLTC 2016 is currently being held from 7<sup>th</sup> to 9<sup>th</sup> May 2016, organised by Kota Buku. New additions to this year's KLTC is the ASEAN Book Industry Symposium and the Page to Pitch (P2P), the first of its kind, where authors get to pitch their story ideas/ manuscripts to publishers and publishers get to pitch their book content to other media players to bring their content to another level.

More information about KLTC 2016 will be made available at [www.kltcc.com](http://www.kltcc.com)

#### **3.2 Kuala Lumpur International Book Fair (KLIF) 2016 at MAEPS**

The 2016 KLIF has so far exceeded expectations mainly in the number of crowds we received. It is currently being held was successfully held from 29<sup>th</sup> April – 9<sup>th</sup> May 2016 at MAEPS (Malaysia Agro Exposition Park Serdang) with 800 booths, providing a new experience to the visitors.

Information on KLIF 2016 is available at [www.kualalumpurbookfair.my](http://www.kualalumpurbookfair.my).

### **3.3 MABOPA Year-End Sale (YES) 2015**

It was held for the second time on 20-22 November 2015 at Hall C, MAEPS, organized by Malaysian Book Publishers Association. About 100+ booths were taken up by members.

One of the main reasons to have it at MAEPS was to give members a feel of the venue in preparation for the shift of the KLIBF from PWTC to MAEPS next year.

The objective of YES:

- As a platform for MABOPA members to sell more books to the public directly.
- Getting the public to have direct access to quality books at reasonable/promotional prices
- As an initiative to promote a reading lifestyle.

It was a successful event, attracted more than double number of visitors from previous year and registering a bit of profit for MABOPA. It was held in parallel with the famous Malaysian cartoon characters' Upin & Ipin annual carnival. We took advantage from the crowd going to that event.

### **3.4 Jelajah Buku MABOPA (MABOPA Book Tour) 2016**

With the glooming book industry, MABOPA took a proactive approach to organize a series of book tours, for member publishers to sell their books. It has gained tremendous support from the members. We conducted the tours at universities to take advantage of the BB1M (1Malaysia Book Voucher) where each university student were given a book voucher of RM250 by the government to spend on books.

## **4.0 Government Relations**

### **4.1 Ministry Of Education**

We are currently in the process of re-appealing in reversing the decision of transferring the copyright of textbooks to the government. A series of roundtable discussion were done with the members so all the big textbook players will be involved in this effort.

## **5.0 Conferences, Seminars and Professional Training**

### **5.1 MABOPA Pocket Talk Series**

After the success of the Pocket Talks series done during KLTC, MABOPA decided to extend it to the members to empower them with the latest trends and knowledge for the benefit of their business on a monthly basis.

Over the recent months, the focus was to get our members ready for KLTCC and preparing them for buying and selling rights at KLTCC and other fairs.