

COUNTRY REPORT MALAYSIA 2011.

Prepared by MALAYSIAN BOOK PUBLISHERS ASSOCIATION (www.mabopa.com.my)

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1. Overview.

The Malaysian book industry has generally been flat in 2010. This can be seen from the statistic of new publications for year 2010.

This is due to several factors;

- a) Inflation and cost of living pressure. The disposable income of the people has been stagnant or declining due to the increase in cost of food, transportation and housing.
- b) Slowing down of the global economy. This has caused a lot of companies to be very cautious in new hiring and in salary increment.
- c) Government budget cut for purchasing of books. This can be clearly seen in the marked slowdown in acquisition of new books for federal and state libraries.

In the trade book sector, the sluggish growth for existing publishers can be seen due to the increase in competition from new publishers and a lot of new titles. Publishers are competing for display spaces in the bookshop, and to get attention from the readers. There are still new bookshops opening in 2010, but the number is very small. The local publishers also competing against cheaper import in form of remainders, and grey market import.

In the the school book sector, publishers are experiencing flat or slight decline in their sales. This is specifically due to;

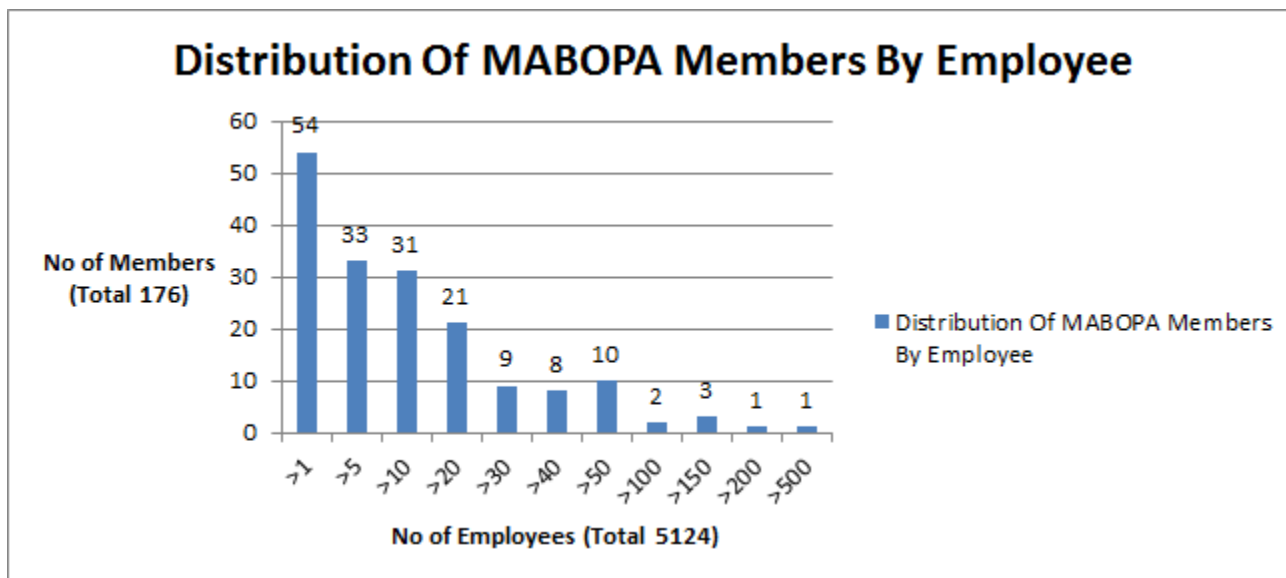
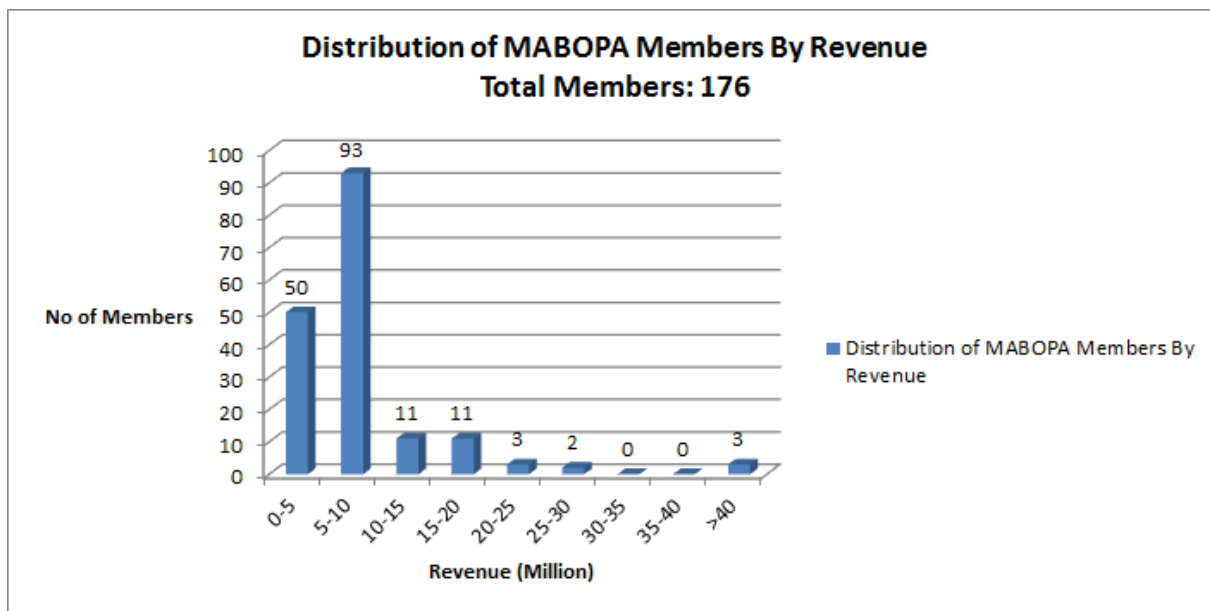
- a) The popularity of online revision products like Score-A, tutor.com.my with the urban parents, and
- b) The changing of curriculum. There are still old books circulating in the market under the transition period, and yet to fully transition to the new curriculum.

Despite that, school book publishers are looking forward for the full introduction on the new curriculum. The new curriculum will use totally new textbooks, and there will be a big business in the form of text books and also in supplementary materials.

In the Higher Education sector, the local publishers is struggling to compete with ebook business of the international publishers. University and college libraries is expanding the purchase of ebook and subscription access, and reducing the purchase of printed book.

MABOPA has continued to progress well. The current MABOPA office is employed with 2 full time executives. The current Exco aspires to venture into book fair business, in order to help generate new business opportunities for the members. The book fair business proposal has been approved in July 2011 by the members via Extraordinary General Meeting (EGM).

In year 2010, 11 new members joined the association. In year 2011, up to September, 10 new members joined the association, bringing the number of current members to 176.



MABOPA is also actively involved in the organizing of Kuala Lumpur Trade & Copyright Centre, that is positioned as the rights fair for the south east asian market. The 2011 fair has received a good support from regional publishers, and generate USD200,000 in sales for the participants.

TCC will continue to be a good platform to promote intra ASEAN licensing and selling of rights in 2012.

2. Book Published In Malaysia 2010.

The latest Statistics of Books Registered under the Library Depository Act, 1986

SUBJECT	2006	2007	2008	2009	2010
General	1,672	171	207	165	133
Philosophy, Psychology	154	142	252	214	223
Religion	589	1,063	1,269	1,409	1,325
Sociology, Statistics	53	276	315	248	184
Politics, Economics	153	256	525	493	389
Law, Public Administration and Social Science	183	207	438	536	343
Military Warfare	4	27	73	15	20
Education	2,368	303	459	599	611
Trade, Communication, Transport, Tourism	114	130	97	202	81
Ethnography, Cultural Anthropology	134	66	509	503	403
Language, Linguistics	4,010	3,138	3,747	3,853	3,306
Mathematics	826	424	857	842	1,075
Natural Science	576	681	854	675	899
Public Health	152	147	444	263	246
Engineering Technology, Industries, Trade and Crafts	1,125	88	296	205	558
Agriculture, Forestry, Stock breeding, Hunting, Fishing	65	50	264	196	136
Domestic Science	77	75	129	213	226
Management	135	362	680	446	558

Physical Planning, Town and Country Planning, Architecture	466	54	85	154	129
Plastic and Graphic Arts	75	112	351	532	358
Music, Performing Arts	55	48	52	84	103
Games and Sports	77	57	83	138	66
Literature	850	2,462	2,934	2,788	3,654
Geography	424	378	616	555	407
History, Biography	226	306	508	439	323
TOTAL	14,563	11,023	16,044	15,767	15,756
Text Book	5,493	2,325	4,366	3,969	4,218
Children	3,929	5,040	4,440	4,189	3,751
Adult	5,141	3,658	7,238	7,609	7,787
TOTAL	14,563	11,023	16,044	15,767	15,756
Government Publications	2,791	1,412	3,095	2,610	2,334
Non-Government Publications	11,772	9,611	12,949	13,157	13,422
TOTAL	14,563	11,023	16,044	15,767	15,756

Source: National Library of Malaysia

Books include monograph and other printed (non-book) materials i.e. maps, posters and charts

3. Activities and Events

1.0 Dialogue @ ASEAN Publishers Forum at Kuala Lumpur 2011.

The dialogue was held in conjunction with the opening day of the Trade and Copyright Centre (TCC) 2011 on 20th April 2011. In the dialogue, Chief Delegates from ASEAN countries talked about the IP Rights in their respective market. Participants were also briefed about the opportunities in each ASEAN countries.

2.0 Trade Copyright Centre 2011 at PWTC, Kuala Lumpur.

TCC is a strategic project to develop IP Rights sales in the region. A better organised and bigger Trade and Copyright Centre (TCC) was put up in 2011 by the National Book Council of Malaysia, and with the full cooperation from MABOPA.

For the first time, TCC 2011 was held as a prelude to the main book fair, taking place from 21st to 24th April 2011.

For MABOPA members, the benefits are many folds;

- a. MABOPA members can use this place as a platform to sell their IP Rights to neighbouring ASEAN countries.
- b. MABOPA members can meet and engage with literary agents to sell their IP Rights.
- c. MABOPA members can buy IP Rights for their own publishing programme.

TCC 2011 produced USD214,700 in sales and more than USD 595,000 in potential sales for the participants.

3.0 Kuala Lumpur International Book Fair (KLIBF) 2011

The 2011 KLIBF was successfully held from 22nd April to 1st May 2011 at the Putra World Trade Centre. Visitors to the book fair were recorded as 1.7 million person during the ten days. Altogether, 749 booths were sold to companies and government agencies.

4.0 Gala Dinner MABOPA 2011

The association had hosted a Gala Dinner to celebrate its 42nd Anniversary on 16th April 2011 at Hotel Istana, Kuala Lumpur.

More than 500 guests attended this dinner, with Deputy Minister of Information Communications and Culture as the guest of honour. Among the highlights of the dinner were entertainment by the evergreen band, The Alleycats and lucky draws with the Grand Prize of A trip to the Frankfurt Book Fair.

5.0 MABOPA Directory 2010/2011

The 2010/2011 edition is one of the most comprehensive directories available on the local book publishing industry. From the statistics obtained, we were able to establish critical information about the profiles of our members with regard to their revenues and number of jobs created. The statistics also provide a good indication on MABOPA, members' contribution to the national economy in general and the national book industry in specific.

6.0 Malaysia Forum in Frankfurt Book Fair 2010

A forum and dialogue session was organized during the Frankfurt Book Fair on 8th October 2010, entitled 'Malaysia - Navigating as the Hub in South East Asia for Trade & Copyright'. The forum featured Prof Arndt Graf from the University of Frankfurt, Mr Arief Hakim from MABOPA, and Mr Mohamad Sabri from the Malaysia External Trade Development Corp. The forum aims to attract literary agencies and international publishers to use the Kuala Lumpur Trade & Copyright Centre as their entry point to SEA translation market.

4. Government Relations

1.0 Textbook Division, Ministry Of Education.

MABOPA had submitted a memorandum to Textbook Division, Ministry of Education on May 2011. The memorandum contains proposal from MABOPA to upgrade the quality of the text book, and to improve the distribution of text books across the country.

2.0 Malaysia External Trade Development Corporation (MATRADE)

MATRADE informed MABOPA that they unfortunately had to end their support for the book industry. This has forced Malaysian book industry to look into Book Council of Malaysia for support in the export activities in the future.

3.0 Intellectual Property Corporation of Malaysia (MyIPO)

The government is making preparations to change the Copyright Act 1987. The bill has been tabled in Parliament under the name Copyright (Amendment) Act 2010.

The current Copyright Act 1987 provides protection for literary works, artistic works, musical works, sound recordings, films, broadcasts and protection for performers.

The proposed amendments include provisions to fulfil the requirements for accession to the WIPO Copyright Treaty (WCT) and WIPO Phonograms and Performances Treaty (WPPT). The proposed amendments would ensure that Malaysia's copyright law is consistent and up-to-date with the new developments and new international standards.

MyIPO informed MABOPA on the possibility of setting up a voluntary copyright registration centre for Malaysia.

5. Conferences, Seminars and Professional Training

1.0 Exporting Copyright To International Market

MABOPA and the National Book Council of Malaysia jointly organised a one day seminar on copyright export featuring six speakers from several countries; Singapore, Indonesia, Thailand and the host country, Malaysia.

The seminar, held on 30th November 2010, was organised to give local publishers exposure to rights selling activities at the international level, and aims to groom a new batch of IP exporters. The seminar was well attended with more than 60 participants. MATRADE supported the seminar by providing the venue.

2.0 Rokuten Inc Seminar

Rokuten Inc is a leading ecommerce company from Japan. They are planning to open a branch in Malaysia soon, and would like to get books into their ecosystem. The speaker from Rokuten talks about their ecommerce plan in Malaysia and in the region. The seminar was held at MABOPA seminar room, and attended by 15 members. The seminar was held on November 2010 at MABOPA office.

3.0 Ebay SEA Seminar

Ebay SE Asia is promoting eBay as a marketplace for MABOPA members who would like to look into the possibilities of conducting ecommerce on eBay. The presenter shared statistics on local sellers who are already exporting books to the international

market. The seminar was well attended by 55 members.

4.0 Seminar “Making Money Out of Your Intellectual Property”

MABOPA organized a publishing seminar in conjunction with KLIFB 2011 on 26th April 2011 to highlight the value of IP Rights. The speaker for the seminar was Prof. Dr. Rohazar Wati Zualcobley, a Senior Lecturer at the Faculty of Law, MARA University of Technology, Shah Alam, Selangor.

5.0 Seminar “Selling Rights” By Ms. Lynette Owen

The 3 days seminar was held in July 2011 at Sheraton Imperial, Kuala Lumpur. The seminar was held to train publisher on the advance aspect of IP Rights trade. The seminar was well attended by Malaysian, Singaporean and Indonesian participants with the total number of 38 participants.