

BookExpo America New York 28 – 31 May 2009

Global Market Forum: The Arab World

Ribbon cutting by Amr Moussa

When: Friday, 29 May 2009

Where: Javits Center

Panel 01: Arab - US editors talk about the Exchange of Literature and its Impact on Their Cultures

9:30 – 10:30 am

Room 1E02

What are the requirements that Arab books raise interest with the US public and can find a publisher (or distributor) in the USA? What are the main opportunities? What are the main hurdles? What are best practices and successful case studies? What can agents contribute?

Participants:

Mark Linz, American University of Cairo Press

Chat W. Post, Rochester University, Three Percent

Erroll McDonald, Vice President and Executive Editor of Pantheon Books, Random House, Inc.

Rana Idris, General Manager Dar al Adab, Beyrut, Lebanon

Mod: Rüdiger Wischenbart

Panel 02: Up close: Childrens' Books in the Arab Market.

11:00 am – 12 Noon

Room 1E02

Organized by the Arab Children's Books Publishers Forum, and sponsored by the telecommunication company Etisalat

Children's Arabic Literature today- Reality & Challenges. New trends in the Arab Children's Literature.

Selling Arabic Book Rights to the American Publishers. Copyrights laws in the Arab World. The latest updates and developments in the publishing in the Arab World. Challenges of selling Rights of Arabic Books to Foreign Publishers- Translation rights and licenses

Participants:

Bodour Al Qasimi, Owner & Director of Kalimat Publishing House – UAE

Najla Bashour, Owner & Director of Tala Establishment.

Amira Abo Al Majd. Children's books Publisher and BOD Managing Director - Dar El Shorouk

Seth Russo, Edureach International Consulting

Amani Al Ali, moderator

Panel 03: Logistical Considerations for Arab Book Markets: Distribution, Imports and Exports.

02:00 – 3:00 pm
Room 1E02

For the direct exchange of books via imports and exports, a detailed know how about markets, best practices and deficiencies is key. This is even more important for the Arab world due to significant differences between the various countries and markets. This panels presents a hands on approach of experienced key players and aims at identifying practical approaches and insights in how to successfully connect markets and player from both sides.

Participants:

Salah B. Chebaro, Neel Wa Furat, Beiruth (Online bookseller)
Bashar Chebaro, Gen. Secretary, the Arab Publishers Association
Amal Al Jubouri. publisher, Iraq
Mike Zaug, Sales Director, Random House Inc.
Simone Garzella, Literary Scout

Panel 04: Copyright in the Arab World – Legal Status, Concerns, and Best Practices.

3:30 – 4:30 pm
Room 1E02

Copyright provides both the legal framework for any interaction between book businesses and book markets, and it is the starting point to built trusted relationships. This panel gives an overview on the legal situation in a number of Arab key markets, provides insight into best practices and identifies key points and strategies for improvements.

Participants:

Mohamed Houssam Lotfi, Egypt/ ALECSO
Mohammed Abed Allatif, President, Safeer International, President of the Arab Publishers Association
Jumaa al-Qubaisi, Director – Abu Dhabi International Book Fair (ADIBF) and of the National Library, Abu Dhabi Authority for Culture and Heritage (ADACH)
Christopher Kenneally, Director, Copyright Clearance Center US, moderator

US Arab Match Making session

4:30 – 5:30 pm
Room 1E02

Sponsored by Kitab/ Abu Dhabi

BEA Arab author presentations

Gamal Al Ghitani,
presented by Mark Linz, The American University of Cairo Press

Friday, May 29th
1:00pm-1:30pm
Downtown Stage

Gamal Al Ghitani, the winner of the SHEIKH ZAYED AWARD FOR LITERATURE 2009 and author of the novel "Pyramid Texts" (American University of Cairo Press 2005) is one of the best renowned voices in contemporary Arab fiction as well as an essayist who regularly publishes critical comments on all main topics of the society he lives in, notably about censorship in his native Egypt. Among his many – often historical – novels, several are published in English, mostly by the American University of Cairo Press. His latest novel, The Zafarani Files, the intrigues of an old Cairo quarter, in a parable about political and personal freedoms. is due to be released later in 2009 by Arabia Books. (<http://www.arabiabooks.co.uk/>)

Rachid El Daif,
presented by Pamela Thomson, Interlink Books.

Saturday, May 30th
4:30pm-5:00pm
Downtown Stage

Rachid El Daif, born 1945, is an acclaimed Lebanese writer and professor of literature at universities in Paris and Toulouse, France. Several of his novels have been translated into various foreign languages, notably Fusha mustahdafa bayna l-nu'as wa-l-nawm, Mukhtarat, into French and English ("Passage to Dusk", published by Texas University Press, Austin 2001, and Azizi as-sayyid Kawabata. Mukhtarat, translated into eight European languages, including English, French, Italian, German, Spanish, Swedish, Polish, and Dutch. („Dear Mr. Kawabata". London: Quartet Books, 1999; reprinted by Interlink Books, U.S.A., 2000.

Cultural Program



Saturday, May 30, 2009 at 7:00 PM
LIVE from The New York Public Library
Celeste Bartos Forum
Stephen A. Schwarzman Building
5th Avenue and 42nd Street (enter at 42nd Street)
www.nypl.org/live

New Eyes on the Arab World Breaking Down Barriers of Fear and Prejudice

Peter Theroux, Raja Alem, Tom McDonough, Muhammed Al Mur & Joe Sacco with Sulaiman Al Hattlan, moderator

Five writers, Arab and American, who have taken innovative approaches to portraying the Arab World to an American audience discuss the challenges they have faced and the successes they have achieved in breaking down the barriers of fear and prejudice through their work. Whether through travelogue, memoir, graphic novel, children's literature or translation, these writers have widened the lens and sharpened the focus of American readers' view, setting a new precedent for sensitivity, creativity and insight in literature about the Arab World.

Sponsored by the Mohammed bin Rashid Al Maktoum Foundation



Panelists:

1. **Peter Theroux** translated Abdelrahman Munif's *Cities of Salt* and Naguib Mahfouz's *Children of the Alley*. He is the author of *Syria Behind the Mask* and *Translating L.A.: Tour of the Rainbow City* and the translator of nine Arabic novels, including works by Elias Khoury, Emile Habibi and Hassan Daoud. He has lived and traveled throughout the Middle East. Theroux currently lives in New York.

2 & 3. **Raja Alem** and **Tom McDonough** are an unlikely literary duo who write books together. Alem, an acclaimed Saudi novelist eager to be published in English and frustrated with translation, met McDonough, an American novelist and cinematographer in 1997 in Saudi Arabia and they have worked together ever since. Alem writes books in her un-colloquial English, then McDonough rewrites them to give them literary style. Two novels have been published so far: *Fatma and My Thousand and One Nights: a Novel of Mecca*. A long interview with them appeared in *Bomb* magazine last year, which was much discussed in American literary circles. Alem is currently living in Paris, McDonough lives in upstate New York.

4. **Joe Sacco**, acclaimed American graphic novelist who has worked extensively in the Middle East, producing graphic memoir *Palestine* with another forthcoming on Gaza. He currently lives in Portland, Oregon.

5. **Muhammed Al Mur**, vice-Chairman of the Dubai Culture and Arts Authority, he is member of the Board of Directors of the Abu Dhabi Media Company as well as being the Chairman of the Culture & Science Association since its inception in 2001. Mr. Al Mur graduated from Syracuse University and was Editor of Khaleej Times as well Editor-in-Chief of Al Bayan newspapers, he has authored several fiction and non-fiction works as well as having published columns and opinion pieces regularly in daily newspapers. He is a noted art collector with a sizable collection of modern Arabic Calligraphy pieces.

Moderator: **Sulaiman Al Hattlan**, a graduate of King Saud University in Saudi Arabia and Georgetown University, journalist and writer, Editor-in-Chief of Forbes Arabia and Chairman of Forbes CEO Middle East Forum, he has also published analytical articles in the New York Times, Washington Post, USA Today, Miami Herald and various newspapers across the GCC and the US.

Curated by **Anna Swank**

Anna Swank is the Literary Programs Director for ArteEast, where she curates and translates for ArteEast's online series of short stories by young Middle Eastern writers, *Shahadat*. Ms. Swank is also the founding faculty member of the Arabic language and culture program at Friends Seminary in New York City. She holds an M.A. in Near Eastern Studies from New York University, and a B.A. in Comparative Literature from Washington University in St. Louis.

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