

# ABD

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## From the Editor-in-Chief

*It is commonly said that the printing press was invented by Gutenberg and modern printing derived from it. This is partly true, as until then, there was no printing method available in Europe, but if you look at Asia, printing of books existed hundreds of years before in China. They even invented the movable type, but it was replaced by the woodblock printing which was much more practical for them then.*

*Of course the method developed by Gutenberg should be given due credit as it endured almost unchanged for five centuries. We must also note, however, that the success of Gutenberg's press might not have been accomplished if other factors in society had not ripened, such as literacy, people's desire for information and economic development.*

*As such, the success of publishing cannot be accomplished with printing technology alone. It requires a constant supply of materials, basic infrastructure and above all, the reading environment of the society. With the progress of technology, various forms of "printing" are appearing, which may answer present needs. But at the same time, it is essential to know the most practical method in your own environment. Take, for instance, the situations in urban and*

*remote areas. Remember that woodblock printing was the most effective method for centuries in East Asia, and because it flourished, they were able to nurture the reading culture that enabled the successful utilization of "modern printing".*

*The articles carried in this issue will give some ideas of the state of printing in two countries and a look at future possibilities. I hope these articles will enhance exchange of information and discussions for the future of publishing.*

*ACCU is presently conducting a "book study" of Asian and Pacific countries, which will serve as the basis for the development of a strategic framework for improving the situation of books and reading. Utilizing reference materials and network developed in the last three decades, we should be able to draw practical recommendations which will benefit people in the region.*

*Lastly, I thank all you readers who replied to the questionnaires enclosed in the last issue. They will be analysed and utilized for further improvement of ABD.*



SATO Kunio

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# The Future of Books and Printing

Nakanishi Hidehiko



Nakanishi Hidehiko

## From Movable Type to Computerized Typesetting

Five centuries ago, Gutenberg, a German inventor, developed the printing press. Through this invention, books, which up to that time had been handwritten manuscripts circulated only within the Church, became available to the general public. They were to serve as sources of knowledge and culture, as well as pleasure, for the next five hundred years. The typography also gave birth to newspapers and the mass media, raising the cultural level of the masses and ushering in modern society.

In all that time, however, the method of printing, which consisted of arranging individual lead movable type in a separate base, remained virtually unchanged. Near the end of the twentieth century, however, the introduction of computer printing precipitated a revolution in the printing industry. By the beginning of the twenty-first century, the majority of printed matter was being produced by computer and letterpress printing had become all but obsolete, at least in the more technologically advanced nations.

Despite these changes, however, the computerization of printing in the twentieth century did not change the concept of the "book." Computers merely replaced the letterpress in book production. Or, to be more precise, the computer replaced typesetting in making the original plate. Yet readers regard even this change as dramatic, hailing it as a revolution in books and printing. Personally, I believe that this is just a prelude to a much greater revolution to come.

## Print on Demand (POD)

With computerization, printing technology has continued to advance. If the twentieth century computer printing revolution affected only the pre-press stage of typesetting, in the twenty-first century, it is transforming the printing machine. Various printing methods are now emerging, but the one receiving the most attention is Print on Demand (POD).

As the name suggests, POD means we can print what we want when we want it. In contrast, modern printing technology did not permit short print runs. Twentieth-century civilization was founded on the principles of speed and volume, but the pursuit of these demanded certain sacrifices. In the printing field, the emphasis on high speed and large volume made it highly inconvenient to produce a small quantity of books. Although several million copies of a newspaper could be printed in a single night, the technology was not suited to producing one hundred copies of a poetry collection at a reasonable price. POD makes it possible to produce small quantities of diverse products, something overlooked in the publishing world during the twentieth century.

The technical basis of POD is the computer printer. It might be described as a super high-speed printer combined with a bookbinding system. Accordingly, all typesetting data is computer-generated, which is why the development of this process has closely followed the growth and development of the computer.



Workplace of typesetters in a printing factory in the mid-'60s (above) has changed with discarding movable type to the present computerized pre-press facilities in the office of Nakanishi Printing Co., Ltd. (right) (photos in pp. 3-5 courtesy of the author)



Recently, numerous books are being produced by POD with very successful results. In Europe, it is used to publish works in such minority languages as Celt and Swedish. Unlike English, which is widely used, publications in these languages naturally tend to be small in volume and therefore they are not suited to conventional printing systems that are geared towards mass production. This is true for many Asian languages as well. For many years, people have been unable to publish the books they wanted because short print runs were too costly. POD has made the publication of minority languages possible.

Although it is still in the experimental stages, POD publishing has already begun in Japan. The famous Japanese author, Komatsu Sakyo, for example, sells his complete works in a POD version. He need only print the exact number of copies requested whenever there is an order. The risks involved in long-term inventory management are thus avoided and he is able to deliver his entire collection to readers at any time. There are also "Richiesta" (requester libraries) and other systems in which a conscientious publisher will publish books that it believes are worth publishing despite possibly limited demand.

### Towards Paperless Publishing

Even POD, however, is still bound to paper. Around 1990, publishers began experimenting with CD-ROM encyclopedias. A variety of multimedia software combining both audio and visual data, including images and text, have since been produced. The inclusion of sound and moving images in multimedia encyclopedias was a landmark in publishing. If you look up a particular type of bird, for example, rather than merely reading an explanation of it, you can see the bird fly or hear its call.

A CD-ROM entitled *100 Titles from the Shincho Bunko* (library), a collection of literary works by famous authors from Japan and elsewhere published on CD-ROM in 1995, attracted

much attention and sales were very successful. As the publication focused on the written word rather than on the novelty of sound and visual effects, its popularity proved that multimedia could rival conventional books comprised entirely of text.

At the same time, however, multimedia in the physical form of CD-ROMs has the same drawback as books: information is restricted to the original content. In an encyclopedia in paper form, missing data will always be missing. An encyclopedia published in 2001, whether it is a book or a CD-ROM, can never provide a list of Nobel Prize winners in 2002. This is just commonsense. It is the nature of "books." Or it was until the advent of the Internet, a revolution that overturned generally accepted views.

### The Internet

The Internet has become so widely accepted that it requires no explanation. Just a few years ago, however, it was a new and marvelous invention and it spread with phenomenal speed. The Internet offers information, whether text, pictures, sound or moving images, on CD-ROM in multimedia format over a network of computers. It surpasses the "book" because its networking function allows the constant updating of information. We can now find the names of the latest Nobel Prize winners instantaneously on our screens. If the information we desire is in any of the millions of computers connected via the Internet, that data can be called up immediately on our own computer. This is the age we are living in.

Much of the myriad data available on the Internet are actually the contents of conventional books. Among these are *Project Gutenberg* (<http://promo.net/pg/>) in the United States and *Aozora Bunko* (<http://www.aozora.gr.jp>) in Japan, both of which offer unlimited access, free-of-charge, to famous works on which the copyright has expired. Even out-of-print editions, previously only available in collections of literature for prohibitive prices or for viewing at libraries, can now be read via the Internet, and there is no waiting list.



POD machine XEROX Docutech 6135

Some recent authors have been making their works available over the Internet for a fee, marking a transition towards reading novels not only in paper form but also on our computer screens.

### PDA and Electronic Paper

Literature distributed over the Internet, however, does not have such a broad readership. People know that it is available but not many feel the desire to read it on their computer. Computer screens are simply not suited to reading long texts. People rarely read books while sitting at a desk. They read them while relaxing, lying down, sitting in the train or even while walking. Although the latest notebook computers are certainly light and portable, they are no substitute for books. Books have evolved through many stages to become a highly convenient format for reading and carrying, a perfect match for the human hand. A computer screen cannot compete.

The complaint that you cannot read a computer while lying down, however, may soon be past history. Remarkable developments in compact, portable displays such as the Personal Digital Assistant (PDA) are being made into products that provide the same sensation as reading books. Many of them feature wireless Internet access so that books can easily be purchased over the Internet and read on a cell phone screen. In other words, books can be bought wherever there is an Internet connection.

A related product called electronic paper is currently being developed that promises to further transform the "book." Like ordinary computers, electronic paper displays text on a screen but it is thinner and lighter than mainstream liquid crystal displays and can be bent and folded. Combined with wireless Internet, it may replace paper books entirely.

### The Future of Online Journals and Books

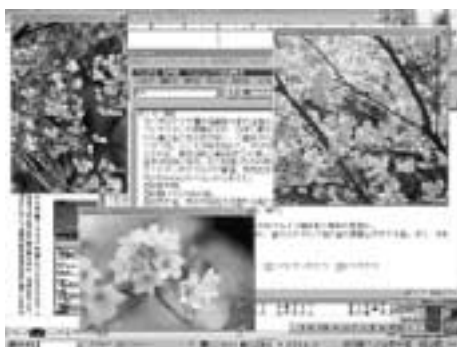
Although electronic forms of publishing are currently in the experimental stage, the shift from paper to Internet distribution has already been completed in the field of academic journals. Online journals provide the entire contents of the original journal online allowing readers to view it on their computer screens instead of reading it in paper form. The search function was the main impetus for the early development of online publishing in the academic field, a feature especially useful for English documents. English has become an international language and the resultant abundance of English language materials has made it extremely difficult to find a required document or piece of information. The Internet makes it possible to pinpoint and identify the material you want. In addition, because books can be accessed in a non-material form, the data does not clutter up your bookshelves.

In the end, I believe that books will become a combination of POD and online journals. People will search for information over the Internet, save what they want in their local disks and use POD for actual reading. The form of a book will depend on its function. Of course, publishing solely on the Internet and solely in the conventional form of books will not entirely disappear. The definition of "book" will simply be diversified.

(translated by Cathy Hirano)

#### Nakanishi Hidehiko

Born in Kyoto in 1956. He graduated from the Faculty of Letters at Kyoto University and in 1985, joined Nakanishi Printing Co., Ltd. a family business with a 140-year history. His main task was computerization. He is currently serving as Vice President. He has authored numerous books including *Katsuji ga Kieta Hi* (The Day the Hot Type Disappeared). Nakanishi Hidehiko, Vice President, Nakanishi Printing Co., Ltd., Ogawa Higashi-iru, Shimodatiuri-dori-agaru, Kamigyo-ku, Kyoto, 602-8048, e-mail: [hidem@nacos.com](mailto:hidem@nacos.com), URL: <http://www.nacos.com/>



Multimedia version of the *Kojien*, screen displaying a multimedia dictionary



CD-ROM entitled *100 Titles from the Shincho Bunko* (ISBN: 4-10-850033-4)



PDA displaying a Japanese novel

# Challenges of Printing in Mongolia

Jamba Sunjidmaa

Today, book shops in Ulaanbaatar, the capital of Mongolia, offer a wide range of colour books with hard covers and colourful pictures printed on high quality paper. Such books were very rare before the '90s. The situation was even worse at the beginning of the '90s when the country was in the transition from a centralized economy to a market economy. All printing houses had collapsed and almost no one was interested in reading books as the economy faced hyperinflation.

But nowadays, not only books, but also magazines and newspapers, are printed in colour with high technology, so that printing has become one of the economic sectors in Mongolia.

## Historical Background

Printing in Mongolia has a tradition of many years. Historically, the first printing house was established in Mongolia in 1912 with the initiative of the Ministry of Foreign Affairs, during the Mongolian Bogd Monarchy. The printing house was located next to the ministry and equipped with one printing machine from Russia, and it had 5 employees.

It is still not clear when the printing house started to operate in Mongolia, but it was decided that 18 December 1912 should be designated Printing Day, as the Minister of Foreign Affairs had written the initiative letter to other 5 ministries on that date, soliciting their agreement to purchase a printing facility from Russia.

After 1912 books such as *Oyun Tulkhuur*, *Modny Shastir*, and *Tsaatsan Shuvuu* were printed in Mongolia.

In December 2002, the country celebrated the 90th anniversary of Printing Day in Mongolia. Printing has been developing rapidly, especially for the last 5–6 years. Modern printing facilities and computerization have become normal for many local printing houses. The development has caused both an increase in market demand and a strong competition among local printing companies.

## Present Situation

The present printing houses were mainly initiated by individuals who started their own modest companies with one printing machine after the privatization of state printing houses since the '90s when the country was moving into the market economy. Printing houses, both large and small, in Ulaanbaatar now number 300.

As the competition becomes stronger, printing houses, especially those bigger ones, try to obtain bigger market shares based on their competitive advantage.

"Unget Khevllel" (colour printing), the largest printing house with its 12 printing machines, was established with the assistance of Germany in 1961 as the first colour printing house in the country.

Prior to the '60s when colour printing did not exist in Mongolia, colour publications used to be produced in the former Soviet Union. Among the first colour publications printed in Unget Khevllel were *Tonshuul* (woodpecker) newspaper and *Soviet Union*, a 30-page magazine. Since this time the printing house has been printing everything in colour, especially textbooks and other books.



Jamba Sunjidmaa

Due to the privatization of state-owned enterprises, the printing house became a share-holding company owned by its workers and engineers in 1992.

As Unget Khevllel was one of the biggest printing houses in Mongolia it was the place where many local printing specialists and skilled workers got their training before the '90s. So it played an important role in the development of printing in Mongolia, as those experts trained others and worked in the newly established printing houses in the mid-'90s.

The newspaper printing house that prints almost all newspapers in Mongolia was established with the assistance of DANIDA within the project Free Press in Mongolia in 1996. The house has only one printing facility, Solana made in Sweden. Experts and workers were trained in Germany and Denmark and job training was conducted by Danish experts in Mongolia as well. Introducing technology and techniques from Western Europe, the house brought a new era for the development of newspaper printing in Mongolia. People were able to read high-quality newspapers in different colours.

## Private Sector Involvement

Since the country has adopted a market economy, the private sector has become the engine of the country's development. That goes for the business printing sector, too.

1996 was a historical year for the development of printing in Mongolia, as today's most competitive private printing houses, Interpress, Admon and Munkhyn Useg, were established in that year.

Interpress started with investment from Singapore while Admon had received investment from Rep. of Korea.

Interpress also engages in all kinds of printing activities besides printing itself. The company provides the local market with printing equipment from overseas such as Hamada, Diplo and Toko from Japan and Adast from Czech Republic, and offers full services and installation of these machines. Interpress employs 30 workers and experts, and has 3 printing machines with modern printing technology. It prints all kinds of colour and black-and-white materials.

Munkhyn Useg (Eternal Word), one of the most successful companies, provides all printing services to the local market. They purchase their printing materials, such as paper, from China and equipment from Japan. Today the company operates with Ryobi printing machines from Japan and Horizon and Shoei from Heidelberg, Germany, having used Toko from Japan at the beginning.

Like Munkhyn Useg, most printing houses purchase their printing materials/papers mainly from China.

Skilled workers in modern techniques and technology from these companies were trained in Singapore, and Rep. of Korea and Germany.



At a bookshop in Ulaanbaatar (photos courtesy of the author)



Munkhyn Useg, a private publishing company

## Printing Technology

Concerning the printing technology, offset was introduced in the mid-'90s to the local market for the first time, while deepset press was widely used in the country before the '90s.

In general, deepset press houses turn out nearly 60 million pages a year. The annual number of publications ranged between 280 and 310. But today for example Unget Khevllel is capable of publishing close to 5,000 books yearly.

Local companies are highly efficient due to computerization. Mr. Ganbold, Executive Director of Munkhyn Useg, said, "Printing facilities, especially computerization, are being updated very rapidly for the global market and so is market demand. So we have to follow these changes." The company changed their computer facilities fully to Macintosh in 2002.

In 1998, Interpress opened its own computer graphics and design centre, which enables it to print high-quality materials and meet clients' specific demand.

## Market Demand

As for the market, it has also changed very much compared with before the '90s.

Ms. Erdenetogtokh, Director of Ungut Khevllel, explained the changes with this example; the print-run of labels ordered by Talkh Chikher, the biggest local bakery and candies producer, hit 1 million per month prior to the '80s, but that has plunged today. The drop was triggered by two factors: first, more and more food products are being imported and secondly, former printing companies have been broken up into smaller companies.

Furthermore, more types of food products produced by local manufacturers, are being introduced in the local markets. For instance, Talkh Chikher used to produce only 3 types of cookies in the past, but the statistics for last year counted over 500 types of cookies sold in the market. This situation simply calls for printing houses to be able to meet specific demands in terms of both quality and quantity.

Another aspect that causes the market demand is the reading habits of Mongolians. The habit is on the way to recovery, compared with the beginning of the '90s when almost all bookshops closed because of the economic collapse. As the economy has been stabilizing for the last few years, Mongolians have again become a reading nation, as they were under the socialist system.

## Challenges and Future Perspectives

Despite the rapid development of printing in Mongolia, a critical point that needs to be paid attention is the competition of local companies with local individuals and Chinese printing houses.

At the early stage of printing development at the beginning of the '90s. It was common practice to prepare the blueprint in Mongolia and print it in Rep. of Korea or Singapore. Later, smaller companies established in the mid-'90s or individuals, chose Beijing and Khukh Khot, China, for most of their printing. The practice is still very strong due to the low price and reasonable quality of printing, especially compared with local companies. This situation simply makes it difficult for local companies to win bigger orders, particularly in state bidding for printing of school textbooks and handouts, as most of the big bidding conditions state that "the origin of schoolbooks can be any country".

Ms. Erdenetogtokh is critical on this point, saying that "Mongolia has been injecting a large amount of investment into printing companies overseas, for example, through the bidding of the Ministry of Science, Education and Culture. If the funding had gone to local companies, they could have grown to some extent".

Local experts emphasize the importance of strong competitiveness among local printing companies, which could be achieved with a certain policy and close co-operation among them. Mr. Dorj, chief engineer, said "the whole printing publication process, for instance in certain bidding, is not necessarily done by one company—one company can prepare the blueprint; another one imports the printing paper and the third party, for example, Unget Khevllel, prints books." He added that all benefit from such cooperation.

An important point is that local companies are very optimistic about the future perspective of the printing market in Mongolia due to their experience and capacity gained over the last few years. Mr. Ganbold says they are ready to meet any demand that might happen in the local market in the future.

### Jamba Sunjidmaa

She is Managing Director of biz Mongolia, Mongolian Business and Economic Information Service and Consultancy. Since 2000 she has been reporting on development issues focusing on Mongolian business and economy. She also supports and promotes Mongolian Children's Cultural Foundation, especially activities in reading habits among children.

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# Printing Industry in Iran

Hamid Reza Shahabadi Farahani



Hamid Reza Shahabadi Farahani

*A printing house is quite a noisy place. If you are used to enjoying your time in a quiet, or silent setting like your office or a library, you probably won't appreciate being in a printing house. You will certainly be irritated by the noise, the paper dust, the smell of the printing ink, glue and alcohol, and you will soon decide to leave the place anyway. Only those who are used to working in a printing house can possibly stay there. No. Let's say, only those who find the utmost pleasure in printing a book may be able to tolerate a printing house.*

*When I see a book getting published, I feel extremely delighted. To me, the printing of every book is a phenomenon. In my view, every book is like a bird. It stretches its wings, flaps them to fly and nestle in the thoughts and minds of the people. The noise of the printing machine is like birds fluttering, which I enjoy.*

## A Brief History of Modern Printing Industry

We don't know exactly when printing started in Iran but the most ancient examples date back to the 5th century B.C., when wooden types and nuts were applied to print certain patterns. The modern printing industry, however, was imported to Iran during the first few decades of the 18th century. Mirza Saleh Shirazi, one of the very first Iranians sent to Great Britain to study was among those who imported the printing industry to Iran. He had learned engraving, carving, and type-setting in London, so when he returned to Iran, he introduced typography, and published the first Iranian newspaper in Tehran. Simultaneously, Mirza Asadollah in Tabriz, who had gotten acquainted with the printing industry in Russia, printed the holy Quran typographically. It is also said that a group of Armenian clergymen had established a printing house with wooden type in Isfahan and had published the Bible previously. A similar event has been reported from other cities such as Uremia.

A little while after the importation of typography, lithography was brought to Iran through India in the last years of the 18th century and was soon widespread. Numerous books and newspapers were eventually published, and the printing industry brought about public awareness. A constitutional revolution took place in Iran and the first parliament was established. So the number of books and newspapers highly increased, especially those which dealt with revolutionary subjects, and the printing industry brought about discussions and debates. Modern schools were established in Iran one by one, and textbooks were published with high circulations. Printing facilitated public education. Children's literature began to flourish, and illustrated books were subsequently published. Next came colourful pictures in the books, and simple printing was accompanied by beauty and aesthetics.

Today there are about 5,000 printing houses working in Iran, some with old-fashioned printing machines and some equipped with the most modern printing facilities, mostly made in Germany. However, there are some machines made in Japan, India, Czech Republic and Slovakia. For a short while, a few Russian machines were also used, but they were not satisfying, thus printers stopped using them. The most common machines nowadays are the two-color machines, two-colour rotary machines, and four-colour and five-colour machines in different sizes. Along with them, we should con-

sider intaglio printing machines, bookbinding machines, rotary board cutters, etc.

## A Day at a Printing House

*I've come to work early in the morning. I take off my coat and get ready to work after a cup of coffee.*

*Immediately there's a call from the printing house. The head printer says that they need 100g paper to print a new book, and there's none in the stock. There are only 70g and 80g paper, made in Indonesia. I tell him that we have lately purchased boxes of 100g paper, made in South Korea. He warns that the Ministry of Commerce, which is responsible for the import of paper, has announced that 100g paper orders have not yet arrived, and we can only use 80g paper. I suggest providing 100g paper from the market. (I know it's very difficult since the government sells paper cheaper than its real price to the publishers, and paper is much more expensive in the free market.) But, he replies that there is no 100g paper in the market, either. Finally, he asks, "What should we do now?" Honestly, what should we do? There's no choice. We shouldn't delay printing the book. I tell them to print it on 80g paper. I feel the cold sweat on my forehead. I know printing a book which has been prepared so painstakingly, on 80g paper, will lose in quality, but I have no choice. What can we do, indeed? A lower quality is better than no book at all.*

The lithography of Iranian books is completely done by computers nowadays. Image setters can be found in almost every composing room. Every book's text, images and pages are first recorded on a CD which will be sent to lithography to prepare its film. Then, a film is provided for each colour, and a zinc (punch tape) is made from the film. However, there has recently been a new method, plate setter, in Iran, in which the zinc is prepared directly from the CD without changing it to films.

The biggest problem in lithography in Iran is currently the rapid development of its technology. When the manager of a composing room or a lithography workshop purchases the latest lithographic machinery from foreign countries and installs them in his workshop at immeasurable expense, it won't be long before more modern and precise machines of higher quality are being imported and installed in other workshops. It's quite natural that customers prefer workshops equipped with the most modern machinery and the most advanced technology. Hence, other machines are old-fashioned and outdated, and their owners cannot even recover their capital outlay by selling them. This drawback is the main reason nowadays that nobody dares to invest in buying new lithographic machinery.

Lithography workshops are either inside the printing houses or outside and far away. Large printing houses usually include lithography sections as well, but smaller houses publish the books after preparing the zinc outside. The same is true about bookbinding and case-making. Sometimes they are done inside the printing houses and sometimes outside.



In the latter case, the printed papers are sent to the book-binding workshops after cutting and folding.

*On the monitor screen, I have a view of the cover image of our latest book. It's beautiful. I congratulate the graphic designer who is standing next to me. He smiles and exclaims, "I hope it stays the same in print."*

*I tell him I don't understand. He explains, "The last cover image I worked on had changed so much after the printing that I couldn't recognize it. The colours were not what I had designed. The shadings had changed, and in short, it was not what I had painted, totally a different thing." I hope it doesn't happen again. Since we computerized our lithography system, such things have sometimes occurred because the printing machine operator has never seen the original image. They have made zinc in the machine in the lithography section, he installs the zinc in the machine, and since he has not seen the original image, he switches all the colors on normal and starts the machine. It's obvious that the product will be something different.*

*It has been my pleasure to be able to solve the problem recently. An upgraded PC and a precise monitor settled the problem. Now the printing supervisor first observes the CD of the book on the monitor carefully, measures the color percentages and reports to the printing machine operator. Since then, we haven't had any problems to manage the colours.*

About 10 years ago, there were very few active printing houses in Iran. There was a limited number of old printing machines working, so that the majority of books, magazines, and other publications had to wait a long time to get printed. As a result, the printing business was very profitable. The printing houses worked around the clock and their owners earned considerable income. But the government contributed to the import of lots of printing machines, and since then, lots of people have established printing houses hoping to make an incredible profit. This trend is still going on. According to the latest news, tens of modern printing machines are being imported. This has made the printing houses less crowded. Customers now try to choose the best printing houses with the most modern machinery and the lowest costs. Consequently, the print tariff is gradually decreasing day by day, and the printing business is not as profitable as it used to be. The printing business somehow suffers from the same problem as lithography: the modern printing machines are outdated a short time after they have been installed, and they cannot compete with the more advanced ones. In such a competition between the advancing technology and money making, the investors are usually the losers.

*At the end of a hard working day, I am ready to go home when the printing supervisor calls on. Two of the major components of the Heidelberg GTO machine are out of order, and the whole process has stopped. Nothing worse could have happened to a book which is ready, than for its case-making machine to break down. I ask the supervisor if they can repair the parts.*



Inside a printing house in Iran (photos courtesy of the Institute for the Intellectual Development of Children and Young Adults)

*He says, "No, we have to replace them." I tell him to call the Heidelberg representatives in Iran and buy the parts. He replies, "We have already called them. But unfortunately, they don't have spare parts." Since there are only a few machines like that in Iran, it's not profitable for anyone to import the spare parts; therefore, we have to order them through Heidelberg representatives in Iran. We have done that a few times before. I know that we have to wait for about two months to go through all the bureaucracy of ordering, custom processing, etc. I know that the GTO will be out of action for the next two months.*

## Digital Technology in Printing

Digital printing technology has recently emerged in Iran. Presently there are three digital printing houses in operation, and there are others popping up. It's obvious that the importing of digital machines will be accompanied by special changes in the publishing process. New methods such as print-on-demand (POD) and desktop publishing (DTP) will be at work along with digital printing, and there will be a fundamental revolution in the printing industry. Yet, digital printing has not prevailed in Iran. A forecast of this technology has raised lots of hopes and fears in the printing business community. The prevalence of digital technology might present a lot of new possibility to the print industry while it may well mean bankruptcy for many printing houses. Anyway, there have always been two sides of a coin.

*I enter the printing house. I'm welcome by the noise of the machines, the smell of glue, paper, and ink. I greet some workers and visit all the machines. The rotary board cutter, the printing machine, the bookbinding machine and others are preparing a book with a beautifully designed blue cover. I know this book quite well. I step forward and pick one up, it's Meet My Friends! translated from Persian into Dari, the latest ACP Publication which has been released for the Afghan children. I turn the pages eagerly to see the colourful and delightful images. Then, I imagine the lovely faces of Afghan children who will read this book in the refugee camps or in the half-destroyed schools. That is the sweetest picture I can imagine. And how much I love my profession! And how good the books are!*

(translated by Lili Hayeri Yazdi)

### Hamid Reza Shahabadi Farahani

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## Publishing Circumstances

All articles in *Publishing Circumstances*, some in more detail, are available on-line at "Trends in Books and Reading" (<http://www2.accu.or.jp/02/02-02/02.html>) of APPREB Internet Website (<http://www.accu.or.jp/appreb>).

### Australia

#### The Impact of the Goods and Services Tax

In the financial year (2000/01) following the controversial introduction of the Goods and Services Tax, which imposed a tax on books for the first time, unit sales of books in Australia dropped by 19%, according to the Australian Bureau of Statistics. Export sales fell too, by about the same percentage. The number of new titles published, just over half of which were educational books, showed a 13% decline. Publishers' profits were reduced by the massive margin of 40%—the worst affected being small and medium-sized publishers. The country's twenty largest publishers, nearly two-thirds of which are based in New South Wales, and nearly one-third in Victoria, generated 76% of the publishing industry turnover and were responsible for 72% of the books sold, yet they made 100% of total profits—none of the remaining publishers (more than 200 of them) made any profit at all.

Nearly 5,000 people, almost two-thirds of them women, work in publishing in Australia. Despite the alarming sales figures, the salaries of those working in the industry rose during 2000/01.

### Cambodia

#### National Policy for Non-Formal Education (NFE)

To get good results of NFE in Cambodia, the royal government of Cambodia has developed a national NFE policy. This policy was signed by the Prime Minister on August 2002. It has 6 pages, in which the royal government defines the strategic policy as follows:

-Create opportunities for all people to have access to life long learning.

-Promote literacy and continuing education by creating a link to provide credit, jobs and vocational skills to make a happy livelihood possible.

-Provide regularly the information on vocational, scientific, and technical knowledge to all people.

The royal government pays attention to all people who have no access to formal education, especially women and girls living in rural, remote, mountainous, poverty-stricken, and integrated areas.

The national policy has encouraged the concerned ministries and institutions,

organizations, and local authorities to take part actively in supporting, implementing, and disseminating NFE.

The royal government regards NFE as part of the official education system, the same as formal education. The National Committee of Education for All has to promote the action plan; create partnership with the royal government agencies, national and international organizations, donors and private sectors; and develop relationships between formal and non-formal education programmes at all levels.

#### National and International Literacy Day

The Ministry of Education, Youth and Sports (MoEYS) annually celebrates National and International Literacy Day on 8 September. In 2002, the MoEYS celebrated Literacy Day at the Wat Phnom resort. This ceremony was attended by the deputy prime minister, ministers, the secretariat of state, the vice-governor of Phnom Penh municipality, all-level local authorities, directors of NGOs and international organizations, officials, students, literacy learners and people, in total 2,000 persons.

Before celebrating this ceremony, an examination on literacy: "Stop HIV/AIDS" was prepared for literates from all the provinces in Cambodia and from various organizations, in order to choose the best learners to receive awards on National and International Literacy Day.

After finishing the ceremony, there was a procession from Wat Phnom resort to the Independence Monument.

Through this ceremony, everyone in Cambodia would clearly understand NFE.

### China

#### The New Regulations of Copyright

The new "Enforcement Regulations of Copyright" was made according to the new copyright law laid down by the 24th session of the Ninth National People's Congress Standing Committee. After amendment, the enforcement regulations were reduced from 56 articles to 38. The amendment is to enhance its operation and fulfil the promise by the Chinese government during the negotiations of the WTO (World Trade Organization) entrance.

After amendment, the Enforcement Regulations is of vital importance to every person's benefit and the open-door policy to the outside world of China. The Regulations were put into effect from the 15 September 2002.

#### Xinhua Bookstore to Carry Out Reform of Joint-Stock System

Recently, General Administration of News and Publication produced "Opinions on Reforms of Joint-Stock Xinhua Bookstores" in order to instruct Xinhua Bookstores to draw lessons from reforming experience from other national enterprises and establish a modern system of enterprises. "Opinions" put forward a general demand which suggests three steps.

First, China Distributing Group, experimental units including Jiansu Group, Guangdong Group, Sichuan Group, Shanghai Group and Groups of Distributing of other provinces constitute the first joint-stock units under reform.

Second, Xinhua Bookstores which did not meet the standard of limited-liability company, (capital 10,000,000 RMB and 5 initiators) should deepen its internal reform and gradually turning to a limited company and establish a modern system of enterprises. They ought to reform the joint-stock system after they have developed and conditions are favourable.

Third, Xinhua Bookstore under joint-stock reform should observe "Contract Law" and documents concerning management structure of corporations made by relative departments of the State Council and improve their management while they must operate normatively.

"Opinions" put forward some problems, to which attention should be paid during the reform of joint-stock system: to prevent loss of national capital, they should take practical measures; they should establish a management structure of normative corporations and enhance the leadership.

### India

#### Book Fair at Jaipur

A national book fair organised by Rajasthan's (one of the northern Indian States) largest newspaper group, Rajasthan Patrika, in the first week of December 2002 at Jaipur (Capital of the State of Rajasthan) proved to be a runaway success. It exceeded all expectations as people in thousands came every day not only to see the fair but to buy books. What impressed the people was the fact that there were rich literary dishes for all—from the toddler trying to inch his way to the erudite scholar and even the housewife, who found books that could whet her appetite for knowledge. What added a touch of uniqueness was the congregation of writers and intellectuals like poet Baldev Bansi, Mridula Garg, and Rajendra Awathi, who all gave their own special touch of literary finesse which



Jaipur Book Fair, Rajasthan (India)



"Scarlet Red Hood", winning novel of Khatulistiwa Award (Indonesia)



10th International Quran Exhibition poster (Iran)

really helped to inculcate in the mind of the large variegated cavalcade of new book lovers a new interest in the magic of print.

Poonam Mehra, a housewife of Jaipur, was so impressed that she could not help but say, "I purchased story books for my kids and a cookery book for myself". It was beyond her expectation that a book fair could be arranged on such a grand scale. Sudhanshu Saini, an engineering student, said that there was everything one could ask for – books from cookery to astrology, vastu engineering and that perennial delight of readers, salacious fiction. Many publishers got the opportunity to display their books for the first time, thanks to the fair. An enterprising Hindi language publisher had on display novel laureate Amartya Sen's magnum opus. People also benefited intellectually from interacting in get-togethers, seminars etc. during the course of the fair. There were lively discussions in sync with today's world of glitz and glamour, and the organisers had arranged fashion shows, where luscious models ensured that with one eye on them, another on a book, the unwary onlookers would surely go home with a book.

#### Indonesia

##### Winner of Khatulistiwa Award 2001–2002

On 25 October 2002, in Jakarta, the winner of Khatulistiwa Award 2001–2002 was announced. Having gone through three stages of fair and democratic selection, involving altogether 35 literary evaluators, Remy Sylado, with his novel, *Kerudung Merah Kermizi* (Scarlet Red Hood), published by Kepustakaan Populer Gramedia (KPG), was proclaimed as the winner of this most prestigious literary award in Indonesia, entitling him to prize of Rp 50 million. In the last stage of the selection, Sylado defeated four other competitors, namely Ayu Utami with her novel, *Larung* (Float), Joko Pinurbo with his anthology of poems, *Pacar Kecilku* (My Little Girl Friend), Suparta Brata with his novel, *Saksi Mata* (Eye Witness), and Yanusa Nugraha with his collection of short stories, *Segulung Cerita Tua* (A Bundle of Old Stories). The Khatulistiwa Literary Award aims not only at supporting Indonesian writers by granting a large sum of money, but also at elevating Indonesian literature so that

it can stand together hand-in-hand with other contemporary literature all over the world.

##### Best Book Prizes Awarded by Yayasan Buku Utama

In November 2002, Yayasan Buku Utama awarded prizes for the best books published in 2000 and 2001. The winners of the award for titles published in 2000 were as follows: *Lurik: garis-garis bertuah* (Lurik: the magic lines) by Nian S. Djoemena, published by Djambatan; *Namaku Taweraut: sebuah roman antropologi dari rimba-rimba Asmat Papua*, (My Name is Taweraut: an anthropological romance from the Asmat forests in Papua) by Ani Sekarningsih, published by Yayasan Obor Indonesia; and *Kasuari dan Dara Mahkota* (The Cassowary and the Male Pigeon), a picture book written by Zaza Gambir, published by Gramedia Pustaka Utama. Among books published in 2001 the winners were the following titles: *Hal-hal yang tak terpikirkan tentang isu-isu keperempuanan dalam Islam* (Unthinkable Things about Feminist Issues in Islam), authored by Syafic Hasyim, published by Mizan; *Dari Batavia sampai ke Jakarta 1616-1999: peristiwa sejarah dari kebudayaan Betawi* (From Batavia to Jakarta 1616-1999: historical events from Betawi culture), an anthology of poems by Jeffri J. Alkatiri, published by Indonesia Tera; *Kadal Sawah* (Rice Field Lizards), a book for children by Adjis, published by PT Balai Pustaka; and *Sejarah Tuhan*, a work of translation by Zaimul Am from Karen Armstrong's *A History of God*, published by Mizan.

#### Iran

##### 10th International Quran Exhibition

With the participation of 25 countries from across the world, the 10th International Quran Exhibition opened on 10 November 2002.

Various countries, including Saudi Arabia, Thailand, Pakistan, India, France, Italy, Russia, Turkey and Bosnia have participated in the exhibition. Several programmes such as competitions, screening of religious films, and seminars were also scheduled on the sideline of the exhibition.

More than 200 of the most precious art

works in the country were displayed. The Art Deputy for the Minister of Culture and Islamic Guidance said, "All works on display are from fields such as traditional and Islamic arts. In one of the sections, works by calligraphy masters and veteran artists are also being displayed."

Three art workshops for traditional arts, plasterwork—decoration with mirror, and velvet weaving are also open during the event. The traditional art workshop directly deals with Quranic learning.

##### Interest in Textbooks

According to *Tehran Times* dated 1 October 2002, more than 88% of the population are interested in textbooks and other books in general, while 12% do not read books at all.

The report said that about 73.7% of Iranians prefer to read only textbooks. Other popular subjects are novels, short stories and poems. Books on literature, history, psychology, art, social studies, politics and religion are also among the favorites. Qazvin (a central province) has the most book readers while Shiraz (a province in the south) has the fewest, the report concluded.

#### Japan

##### Publishing and Reading News in 2002

According to the publishing magazine *Shuppan News* third issue in December 2002, the top 10 news items in publishing and reading were as follows:

- 1) The initial print-run of *Harry Potter and the Goblet of Fire* (Japanese version) was an unheard-of 2.3 million copies. Thanks to the so-called "Hari-Pota phenomenon", the publishing industry has enjoyed increase of the total amount of sales momentarily.
- 2) Some organisations of authors or copyright holders argued on purchase of multiple copies of bestsellers by public libraries, with those who are concerned with libraries.
- 3) *Koe ni dashite yomitai Nihongo* (Japanese Texts Worth Reading Aloud) by Saito Takashi sold more than 1.4 million copies, and similar books have been published one after another. Books on Japanese language continued to boom.
- 4) A book on how to live well in old age,



Japanese version of "Harry Potter and the Goblet of Fire" (Japan)



Children's Book Fair in the Gobi (Mongolia)



Saya Wun Tin Shwe Literary Award presented to Ohn Pe (right) (Myanmar)

- written by a 90-year-old doctor who is still active sold well, and many books to cheer up the aged were published.
- 5) Many books on the abductees who recently returned to Japan from North Korea were published, and magazines vigorously pursued this matter.
  - 6) The total number of schools which practise "Reading for 10 minutes in the morning" has exceeded 10,000. Several reading promotion movements which deem it important for children to become fond of reading in their early childhood have also been active.
  - 7) Periodicals which focus on one theme such as temples, flowers, streets, etc., and will be something like an encyclopedia of that topic when put together, continued to be launched and were popular, aiming for new readership.
  - 8) Active debate against some bills to control the activities of the media in order to protect personal information has sprung up in many fields of the publishing world.
  - 9) Nihon Shuppan Infra Centre was established to provide the publishing industry with an improved infrastructure of information which includes building a system to deliver books to readers quickly and reliably.
  - 10) The Kansai-kan, a new branch of the National Diet Library, a new facility serving as a "digital library" was opened. Together with the International Library of Children's Literature, the Diet Library provides new services for users.

Mongolia

**Children's Book Fair in the Great Gobi**

The children of the Gobi have written their letters to the travelling library and presented their request to have this very library to come to where they reside. Despite the heavy snow fall in Mongolia, the library had no other choice than to pave its way to the locations to answer the genuine request to children. So, the travelling library dependent on the winter conditions, had to overcome many difficulties and complications on its way, but could reach the Gobi and has organized there a festival of children's books.

During its travel through many soums (countries) of Dornogobi and Gobi-Sumber aimags, the travelling library managed to arrange and hold such many undertakings and measures as children's book readings, exhibitions, fairs, meetings of children's book writers, questions and answers contests on children's books, and competitions of children's poetry.

This children's book festivity was not only directed to the children alone, but also involved their parents through such training and seminar activities on the topic: "A good book facilitates the work of upbringing a child". The parents of the children in the Gobi areas have been expressing their gratitude and thanks to the travelling library for they have acquired a proper knowledge and understanding of what kinds of books there are to be selected and give in the children to read.

Thus the children of the Gobi country, who are constantly in bad need of good books, have expressed their delight having a rare chance to read the best masterpieces and books of the world written for children, starting from the great story-teller Andersen, saying the despite the cold outside they have really found internal warmth through the tasty reading of these wonderful books.

Myanmar

**National Literary Awards for 2001**

The National Literary Award Selection Committee of the Ministry of Information on 12 November 2002 announced the winners of the National Literary Awards for 2001.

The winners are Hsaung Win Lat in novel, Myohta Marahto in the collected short stories, Myinmu Maung Naing Moe in the collected poems, Pyinmana Maung Ni thin in children's literature, Ko Zaw Htay in youth literature, etc.

In recognition of the outstanding efforts to create Myanmar Literature for life, the Committee has chosen U Hla Kyaing, writer, age 82, as Life-long National Literary Award winner.

**Saya Wun Tin Shwe Literary Awards**

The ceremony to present prizes to the winners of the first Saya Wun Tin Shwe Literary Awards was held at the Myanmar Information and Communication Technology (MICT) Park in Yangon on 6 November 2002. The ceremony was attended by Chairman of Myanmar Writers and Journalists Association (MWJA) and Central Executive Committee members, as well as winners and invited guests. The belles lettres award was presented to Pakokku O Ohn Pe and the general knowledge award to U Thein Khine.

The Saya Wun Tin Shwe Literary Awards were established to present literary awards under the patronage of the MWJA by the family members of the writer Sayawun Tin Shwe who had a strong attachment to literary tasks and performed literary services before his demise in 2001. Non-fiction books published in 2002 were invited to apply for the award to the committee.

Nepal

**Education Programme**

His Majesty's Government of Nepal has declared a 29-point education programme in the wake of nation-wide recurrent strikes called by the student wing of banned Maoists who have launched an armed struggle to overthrow the regime during the last six years. Most of the contents try to accommodate the demands put forth by the extremists to introduce pro-poor and equitable reforms in the education system.

The programme made public by the Education Ministry of HMG on 6 December 2002, promises free education to bring private schools into the ambit of the law, to make Sanskrit education optional, and the issuance of permanent permits to regular teachers guaranteeing the practice of their profession. The measures annul most of the decisions made by the former government elected by the people.

Starting from next academic session, the compulsory teaching of Sanskrit in schools has been made optional. It assures free education up to secondary level in government-aided community



Barbara Murison  
(New Zealand)

schools for women, untouchable caste peoples and other "backward" tribes. Similarly, women, disabled and untouchable caste and poor students will be entitled to receive free education at all vocational trainings offered by the Council of Technical and Vocational Training (CTEVT).

The government will classify the private schools by prescribing specific standards and fix the fee structures as well. The directive requires the private schools to contribute a sum of 1.5% of their total income to the Rural Education Development Fund and provide five scholarships to the poor and "backward" class students.

The government has also promised to resolve the issue of legalizing the appointment of 14,000 teachers by next April. The government hopes to turn the educational institutions as "havens of peace free from political influence," stated the new Minister of Education Devi Prasad Ojha at a press conference on 6 December 2002.

New Zealand

**2002 Betty Gilderdale Award for Service to Children's Literature**

Barbara Murison of Wellington is the winner of the 2002 Betty Gilderdale Award. This award is given annually by the Children's Literature Foundation of New Zealand (CLFNZ) to recognise outstanding service to children's literature.

Recognised nationally as a powerful advocate for children's literature, Barbara Murison has worked as a librarian and bookseller. She has also been an Adviser to Schools, and has been President of the Wellington Children's Book Association. She is the publisher of 'Around the Bookshops', a professional development review of children's and young adult books for teachers and librarians, and also runs an assessment service to guide new writing projects for younger readers. She was a judge of the 2001 New Zealand Post Book Awards.

"Her influence on children's publishing and maintaining high standards has been very significant over a long period of time," said CLFNZ chairman, Wayne Mills of Auckland.

The Betty Gilderdale Award is named in honour of New Zealander Betty Gilderdale who is known internationally as an authority on New Zealand children's books. Previous winners include Auckland publishing consultant Graham Beattie and writers Dorothy Butler and Elsie Locke.

The Children's Literature Foundation of NZ Inc (less formally known as 'Sto-

rylines') is a national networking group for individuals, organisations and agencies in New Zealand concerned with children's literature and literacy. Its aim is to promote awareness of the value of books and reading for children and support the development of New Zealand children's literature (<http://www.cfnz.org.nz>, email: [childlitnz@internet.org.nz](mailto:childlitnz@internet.org.nz)).

Pakistan

**Promotion of Books by Pakistani Writers through Purchase of Multiple Copies**

The National Book Foundation (NBF) is successfully running highly innovative book promotional schemes, which are for the benefit of authors, publishers, booksellers, illustrators and the general public.

One of its schemes is the promotion of books written by Pakistani writers through purchase of multiple copies. The aim of the project is to encourage the authors and publishers by purchasing a multiple number of copies of the published books printed in a particular year.

Under this scheme, entries are invited from authors/publishers through national dailies. The entries are scrutinized by the in-house committee. The selected titles are then sent to the subject experts for evaluation and for final approval. The approved titles are then purchased from the authors/publishers. Each year 200 copies of 30 new titles in various disciplines at an average cost are purchased. These purchased copies are then distributed to national public libraries and are also donated to Pakistani Missions Abroad.

The scheme is highly beneficial to the masses. Through it, the NBF is trying to develop supplementary reading material and promote the reading habit.

Papua New Guinea

**Bible in Local Vula'a Language**

The Bible is being translated into the local Vula'a language, which is spoken in the Hood Point Area of Central Province. The translation is to be completed by 2005.

The translation was initiated by the General Secretary of the PNG Bible Society, Pastor Walo Aluralai, in 1991.

The project is locally funded and translated by local writers, checkers, coordinators and managers. The Project Chairman, Isu Aluvula, said 58,000 people, or about 40% of the population of the Central Province, will benefit.

**Books Boost Study Needs**

A Royal Australian Air force Hercules aircraft flew into Port Moresby to deliver 40,000 books collected by the children and staff of Spring gully Primary School in Sendigo, Melbourne, Australia. The Principal of Port Moresby International School told the Spring Gully Community about the desperate need for books when he returned to Bendigo, his hometown.

The School's Interact Club, a junior branch of Rotary, surveyed the schools' need for books and desks in rural areas near Port Moresby.

Philippines

**Efficient Implementation of The National Book Development Board's (NBDB) Programmes and Projects**

The NBDB resolved to continue establishing and strengthening relationship with partners and stakeholders for the efficient implementation of the agency's programs and projects.

Meetings are conducted with the private publishers and printers to share NBDB's directions and to identify collaborative undertakings with the private sector.

One of the major activities being conducted this last quarter in 2002 is entitled, "Booklatan sa Bayan: Unang Hirit Capiz Province." Capiz has been tapped to lead the NBDB's programme as it has the lowest literacy in the entire Western Visayas Region, with only one small bookstore, non-existence of provincial library, and existence of five obsolete municipal libraries.

The project aims to:

- a. Promote Filipino authorship and other creative activities in book development;
- b. Foster development of skills in book publishing;
- c. Promote the use of new technologies and indigenous materials;
- d. Establish an efficient distribution system for books in the country;
- e. Promote reading habits and push for implementation of laws on an effective nationwide system and reading centers.

The Integrated Book Development Programme of the NBDB for *Booklatan sa Bayan: Unang Hirit-Capiz* is divided into four phases, such as creative story writing, technical/vocational training programme, bookfairs, etc.

Institutional partners are the Senate of the Philippines, House of Representatives, Department of Education, Land Bank of the Philippines, Jollibee, GMA 7 and some selected schools.



Pongpol Adireksarn, Minister of Education, writing his list of favourite books on the communique of the campaign "Year of Reading and Learning Promotion" (Thailand)

Rep. of Korea

**Youth's Reading Movement**

The Ministry of Culture and Tourism of Korea has announced concrete plans for the "Youth's Reading Movement" on the occasion of the Korean Book Day (24 September) and the Month of Culture (October)". Youth is the period of life when one is most sensitive and most creative, and books one reads in this period could have decisive influence on his or her future. The Ministry of Culture and Tourism is about to give away book coupons to first graders of the middle school from mid-November to May next year with the aim of giving them a chance to read good books and to get familiar with them so that they will fall into a life-long habit of reading. 327,226 students from all over the republic, except Seoul, and six metropolitan cities, out of total 620,000 first graders of middle school in the whole nation will be given book coupons worth 5,000 won each (about US\$4.0). Each student who has received the coupon will be able to buy a book from among 196 book titles selected by the "Youth's Reading Movement Committee" consisting of figures from the art and cultural circles, the academic circles and organizations for youth.

Thailand

**The Campaign "Year of Reading and Learning Promotion"**

The Ministry of Education, Thailand has launched the national reading campaign with the theme of "Year of Reading and Learning Promotion" in order to celebrate HRH Princess Maha Chaki Sirindhorn's fourth-cycle birthday on 2 April 2003. In addition, it is the first year that the new curriculum, the Basic Education Curriculum B.E. 2544 (A.D. 2001) was used by all schools throughout the country.

The campaign aims at stimulating students, teachers, education administrators, parents and the public to be conscious of the importance of reading and learning as well as the development of teaching and learning quality.

Programmes focus on the integration of reading and learning promotion in 5 subject groups (namely, social studies,

religion and culture; Thai language; English; mathematics; and science) in schools, educational districts and at national level. 25 November 2002, the National Primary Day, was the beginning of programmes which can be treated as the announcement of the basic education management's intention.

Programmes comprised of reading and learning strategies, project works, reading promotion activities such as speech, essay writing and storytelling contests, reading camp, and reading corners, language skill contests as well as exhibitions, seminars, symposiums, and discussions, will be continually implemented throughout the year 2003.

Uzbekistan

**Traditional Exhibition**

The traditional exhibition, dedicated to the Independence Day of Uzbekistan, took place in the Center of Modern Art of Uzbekistan's Arts Academy. It was organized in the frame of the programmer, foreseeing organization of the annual thematic exhibitions on the eve of the national holiday, dedicated to the culture and art of one of the regions of the country. The art retrospective of the very south region of the Republic, Surkhandarya, the valley of legends, is shown in the exhibition of the present opening day. These are the archaeological subjects from the collection of the art institute, which were found during the excavations of the Site's of ancient settlements, Airtama, Dalverzin-tepe, Khalchayana, Kampir-tepe, Budracha and others that give people a vivid information about the ancient and medieval art of this mysterious country.

Viet Nam

**Transitional Period of Publishing Scene**

In December 2002, two important seminars were held in Hanoi concerning copyright and translated books, aiming to put publishing in Vietnam into order, as well as to create a chance for Vietnamese writers and translators to meet and discuss with international colleagues these issues which concern them.

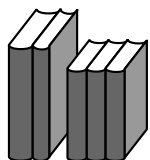
There are 44 Publishing Houses in Vietnam, and all are working mainly according to the market economy rule. In

2002, some figures regarding books were reported, for example the Women's Publishing House published 300 titles, Labour Publishing House, 180, National University of Hanoi, 415, the Literature Publishing House, 468, etc. But no one could know the total numbers of circulation and how many times a book was reprinted. Royalties are paid differently: from 10-14% of the price printed in the cover of the book, and to make sure that the publisher could make a profit, the circulation is 1,000 copies. Authors were hardly ever informed if their books were in the 2nd, 3rd, or 4th edition, since no one cares to pay them for these editions. And nobody publishes books only under their own name: all are involved in translating books or literary novels.

Also during 2002, few new novels were acclaimed or popular with readers. They were easily and quickly forgotten, and not only that, they haven't been mentioned in any reviews either. Most of the literary books and novels which were sold and read are collections of works written by the late famous writers from the past ten centuries, or mostly from the last century, such as collections of the writers Nguyen Tuan, or Nguyen Minh Chau. Besides, translated books are published by all the publishing houses in the country, i.e. 40% of the books published in the Literature Publishing House were translated books, and nearly the most of the other 60% were re-edited books. Unofficial reprints and sold for 50% of the sale price without legal punitive action result in a big loss for the publishers.

Some publishers have started thinking about electronic books, and are becoming involved in the world market with its international laws, such as the Kim Dong Publishing House. The two seminars spurred writers, publishers and translators to start a proper way of producing and controlling the market as well. Some bilateral contracts were signed between Vietnam and China, Vietnam and South Korea, Vietnam and Sweden, etc... The relationship between Vietnam and the United States is being continued with some bilateral publications, but very few have been published by the big publishers so far.

However, it will take time during this transitional period for the Vietnamese publishers to put everything on the right track, together with globalisation in general.



## Outstanding New Books

### Australia

#### Good Grub: Food for Healthy People and a Healthy Planet

*Good Grub* looks at the impact of food consumption and production on the health of humans and the environment. It describes the evolution of human nutrition, and examines issues such as food inequities, the current epidemic of obesity and diabetes, GM (genetically modified) foods and the impact of industrial agriculture on the sustainability of land and water systems. The book's message is that a sustainable, more equitable and healthier future depends on major changes in agricultural practices and in consumption habits.

*Good Grub: Food for Healthy People and a Healthy Planet* edited by Brian Furnass, Nature and Society Forum (GPO Box 11, Canberra, ACT), 255 pages, A\$20.00 (approx. US\$12), ISBN: 0-9585674-2-5

### China

#### Criticism of Ten Famous Chinese Economists

This is composed by ten doctors of Nankai University, who call in question some of the academic views of ten famous Chinese economists: Wu Jinglian, Li Yining, Xiao Zhuoji, Lin Yifu, Zhang Weiyang, Fan Gang, Wen Tiejun, etc., with trenchant comment and argument and original personal idea.

Readers who are interested in a solution to Chinese economic problems, economic controversy, trends of economic policy, and the future of economic development, shouldn't miss this opportunity.

*Zhong Guo Shi Wei Zhu Ming Jing Ji Xue Jia Pi Pang*, Academia Press (Shanghai Publishing Bldg., 81 Qingzhou S. Rd., Shanghai), 2002, 322 pages, RMB20.00 (approx. US\$2.40), ISBN: 7-80668-322-4/F

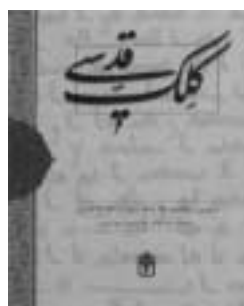
### Indonesia

#### The New Horizon on the Javanese Civilization

With an introduction by Prof. Dr. Edi Sedyawati, this title is worthy to be paid close attention to by anyone who has interest in the history and cultural history of Indonesia. With scholarly assiduity and thoroughness of an archeologist, Supratigno Rahadjo, a lecturer at the archeology department in the Faculty of Cultural Sciences of the University of Indonesia, has joined thousand pieces of data, including trivialities about various aspects of daily life in the Ancient



Good Grub: Food for Healthy People and a Healthy Planet (Australia)



The Sacred Pen (Iran)



Technique of Interviewing (Japan)

Javanese Epoch, which other researchers may not be willing to touch. He remains to be an archeologist—neither an historian nor an anthropologist—who tries to reconstruct the cultural changes, firstly, from the viewpoint of the material culture. Its result is a form of a mosaic full of colours, assembling diverse data of seven centuries concerning the Ancient Javanese civilization.

*Peradaban Jawa, Dinamika Pranata Politik, Agama, dan Ekonomi Jawa Kuna* (Javanese Civilization, the Dynamics of the Political, Religious, and Economical Institutions in Ancient Java) by Supratigno Rahardjo, Komunitas Bambu (Jl. Arus No.10, Srengseng Sawah, Jakarta Selatan 12640, e-mail: komunitasbambu@columnist.com), in cooperation with Yayasan Adikarya IKAPI and The Ford Foundation, 2002, 160 x 240 mm, 616 pages

### Iran

#### The Sacred Pen

This book has been written by different calligraphers in different Islamic shapes and styles, from the first time when the writers of the revelation began to write it with the permission of the Holy Prophet, according to his recitation, on palm leaves, stone tablets, leather, wood, and camel or sheep's shoulder bones, until this era when styles like Kufi, Thulth, Naskh, Muhaqqaq, Rayhan, Ruq'ee, and Ghubar underwent a great change and were perfecter according to certain rules.

The calligraphy of the Holy Quran was the reason for many local styles to be founded, like the *babari* style in India. Although this calligraphy can be considered the only reason for the existence of many Islamic geographical regions, however, the writing of the verses in many kinds of calligraphy provide their own features and characteristics in the development of the Holy Quran's calligraphy.

*The Sacred Pen* compiled by Kamal Haj Sayyed Javadi, Mehrab-e-Gharam, 2000, 189 pages, 250 x 345 mm, ISBN: 964-323-033-3

### Japan

#### Technique of Interviewing

It is said that the contents and value of an interview are estimated by the way interview was conducted. In other words,

there may be an answer in a question.

The author of this book is highly appreciated to deepen and widen many interviews he did with new types of writers by his original method to develop the contents.

This is the book to discuss interview techniques with concrete examples taken from his experience. It consists of 3 chapters; how to prepare before an interview, how to actually conduct, summarize and write an interview, and how to enjoy reading an interview article. It is just an A-Z book in which people find all for an interview.

*Interview-Jutsu* by Nagae Akira, Kodansha Ltd. (2-12-21, Otowa, Bunkyo-ku, Tokyo), 2002, 250 pages, 700 yen (approx. US\$5.80), ISBN: 4-06-149627-1

### Mongolia

#### Stone Statues of the Mongols

This book is the first specialized work on the research of distinctive groups of stone statues, mainly spreading throughout the eastern regions of Mongolia. 69 unique stone statues have served as the base of the investigation.

Analysis of the attributes and iconography of these sculptures as well as the results of excavations of the mounds on which the statues were erected points to a construction date corresponding to the Mongolian empire of the 13th–14th centuries. In addition to being a solid work of archaeological research, the present work has made an important contribution to the fields of Mongolian ethnography, cultural anthropology and art history, by providing renewed identification of Mongol's accessories and decorative items in that period. These findings give us the opportunity to identify a new independent group among the stone statues of Eurasia.

*Stone Statues of the Mongols (13th–14th century)* by Dovdoin Bayar, Institute of Archaeology of the Academy of Sciences (Ulaanbaatar), 2002, 145 x 205 mm, 256 pages, US\$8.00, ISBN: 99929-5-629-1

### Myanmar

#### The Wild Rose

This is a collection of short stories written by an educationist who is officially



Stone Statues of the Mongols (Mongolia)



Pro-poor Governance Assessment Nepal (Nepal)



A Sort of Conscience: The Wakefields (New Zealand)



The Soul of Song (Pakistan)



Adventures of Carançal, the Tiny Hero (Philippines)

involved with literacy and culture in the domain of national education. The author, who carries the pen name of Maung Han Win (Htantabin), is no other than the Chairman of the Myanmar Education Research Bureau, in the Ministry of Education. His short stories reflect the social setting of the different layers of Myanmar society of which his bureau is meeting the educational and intellectual needs in the sphere of non-formal education. His story creations based on his field experiences are studded with human touch episodes. He portrayed youths as wild roses.

*The Wild Rose* by Maung Han Win, 120 x 175 mm, 160 pages, Kyats400

#### Nepal

##### Pro-poor Governance Assessment Nepal

This publication of a research study in Nepali language tries to give a new orientation to economic and social development strategies in Nepal in the context of institutional failures to deliver the goods to the people as expected. It is the Nepali version of the English text *Pro-poor Governance Assessment Nepal* by Enabling State Programme Nepal (ESP), which gives a comprehensive understanding of the governance situation in Nepal with particular reference to poverty alleviation strategies. The ESP is an organization set up under the British Department of International Development (DFID) in Nepal and aims at supporting the efforts of the government, the private sector and civil society organizations to improve the condition of the poor people of Nepal.

The Report is categorized into 7 Chapters, namely, the Political System, Private Sector Development, Pro-poor Policies and Resources, Provision of Basic Services, Access to Justice and Personal Security, National Security and Conflict Prevention and Honest and Accountable Government. Assisted by profuse use of tables, charts and illustrations, the Report has sought to probe into all the principal sectors of public governance in order to pin-point anomalies and inconsistencies that have led to dismal performance of the past governments in Nepal.

*Nepalma Garibmukhi Shasan: Ek Mulyankan* (Pro-Poor Governance Assessment Nepal)

edited by Stephen J. Keeling, Enabling State Programme (ESP), 2002, 256 pages

#### New Zealand

##### A Sort of Conscience: The Wakefields

Edward Gibbon Wakefield, his brothers and other members of the family played a key though controversial role in the early British settlement of New Zealand, South Australia and Canada. Colonial politics from the 1830s to the 1850s in particular were undeniably influenced by this remarkable family, which was also responsible for the early colonial settlement of Wellington, Nelson and Canterbury.

This comprehensive multiple biography pulls together letters and historical documents to examine the role of the Wakefields in colonial development and self-government across the old Commonwealth. It follows the brothers' careers and also details the role of the Wakefield women. There are extended notes, and a lengthy bibliography for the scholar.

Philip Temple's extensive research spreads over more than one hundred years, from 1791 to 1879. It uncovers lies and stupidity, courage and vision, recklessness and ignorance as well as passion and compassion; tolerance and intolerance, success and tragedy.

Temple is an award-winning New Zealand author who has held the Burns Fellowship in Dunedin, the National Library Fellowship in Wellington, as well as the Katherine Mansfield Fellowship in Menton, France. He is a recognised expert in New Zealand colonial history.

*A Sort of Conscience: The Wakefields* by Philip Temple, Auckland University Press, University of Auckland (Private Bag 92019 Auckland), 245 x 170 mm, 584 pages, NZ\$60.00 (approx. US\$30.00), ISBN: 1-86940-276-6

#### Pacific Islands

##### Plants of Kiribati and Their Uses

This full-colour book describes the plants of Kiribati, an atoll nation astride the equator. Its clear pictures make the plants easily identifiable. Written in Kiribati and English, this book is a resource for botanists, students, and visitors to the islands. It could easily be used as a text in secondary school. Other atoll countries might use it as a model.

*Itubaang: Plants of Kiribati and Their Uses* by Erimeto Barako and Bwenawa Io, edited by Suzanne Jenkins and Michael Phillips, the Foundation for the Peoples of the South Pacific (PO Box 43, Bairiki, Tarawa), 147 x 210 mm, 76 pages

#### Pakistan

##### The Soul of Song—Gulnar Begum

This book is an attempt to highlight the services rendered by the Pushtu music queen, Gulnar Begum.

Gulnar Begum was an illiterate lady and belonged to a religious family of Bannu. However her tremendous talent and innovative singing established her on the horizon of music and made her the idol of millions of people. Gulnar Begum, the pride of NWFP (North West Frontier Province of Pakistan), who is also considered the pride of Pushtu civilization and culture, is credited with singing many golden and melodious songs for Pushtu films and earned great respect and honour for twenty years. Sayyal has given a complete sketch of facts regarding her by interviewing certain personalities who were associated with her in the field of music.

Sayyal gives a complete life history of Gulnar Begum in his book. Her real name was Sheena and Gulnar Begum was her professional name. She was born in 1942 in the Mohmand tribe of Khwzakhela at Peshawar but spent her whole life in Bannu. Her father's name was Gul Muhammad. She was married to Ubaid Ullah Jan.

She was also a famous singer and a stage dancer at one time. Establishing her name in folk singing, she represented the folk dynasty in the history of Pushtu music. During her life and even after her death, many singers tried their best to adopt her style but nobody was able to reach her level of excellence.

Gulnar Begum proved herself as a legend in all spheres of Pushtu music, including classical music as well as ghazal singing. She sang ghazals exceptionally well and sang many popular ghazals of famous Pushtu poets.

*Da Sandery Rooh* by Ghazi Sayyal, Pushtu Adabi Tolana Bannu, 2000, 584 x 914 mm, 232 pages, US\$1.66



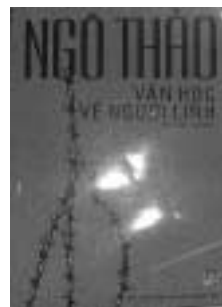
The Amazing Beauty of the Korean Garden (Rep. of Korea)



Technical Terms in Sinhala (Sri Lanka)



Probability (Thailand)



Literature on Soldiers (Viet Nam)

### Philippines

#### Adventures of Carancal, the Tiny Hero

Carancal can finish a pot of rice, a cauldron of viand, a whole watermelon, and would sometimes even have three bunches of bananas for dessert. But surprisingly, it seems he never gets full and remains as tall as the span of a hand! Watch out for Carancal's amazing adventures in this exciting series.

*Adventures of Carancal, the Tiny Hero* by Rene O. Villanueva, illustrated by Kora Dandan-Albano, Lampara Publishing House, Inc. (83 Sgt. E. Rivera St., San Francisco del Monte, Quezon City, 1115, phone: (63) 2 367-6237, fax: (63) 2 367-6237, e-mail: lampara@yahoo.com), 2002, 203 x 229 mm, 32 pages, US\$1.15, ISBN: 971-518-012-4

### Rep. of Korea

#### The Amazing Beauty of the Korean Garden

The Ministry of Culture and Tourism announces every year the "Books recommended by the Ministry of Culture and Tourism". This year, 101 book titles were selected from among 2,529 nominated titles. The selecting committee members chose excellent books which are cultural and future-oriented and could contribute to the development of the publishing and reading culture. This book is one of the 101 selected titles.

While the Chinese garden is characterized by its scale and the Japanese garden by its delicacy, the Korean garden might look shabby and clumsy. However, the author of this book is strongly against this opinion. He maintains that the Korean traditional garden is not merely an art object but also a living place expressing human desire and its mental world by symbolism. In his book, the author examines the philosophy which was taken into consideration when gardens were about to be created in Korea and explains features and beauty of 20 traditional Korean gardens of his selection with various pictures. People can understand the old Korean mind of becoming one with nature through it.

*Hanguk eui jeongwon* (The Amazing Beauty of the Korean Garden) by Heo Gyun, Dan World, 2002, 167 x 210 mm, 300 pages, 18,000 won (approx. US\$15), ISBN: 89-7766-033-5

### Sri Lanka

#### Technical Terms in Sinhala

Aelian de Silva presently practices as a Chartered Consulting Engineer. The use of Sinhala in technology is his special interest. Research in that field has enabled him to evolve a system by which technical terms could be effectively expressed in Sinhala, whose process is comprehensively described in this book. He holds a B. Science Engineering Degree from the University of London and later became a Fellow of the Institution of Electrical Engineers, London and Fellow of the Institution of Engineers, Sri Lanka.

It is evident from both the rich and highly instructive commentary and the actual Sinhala equivalents for English words that it requires a mastery over the subject matter (engineering), a profound knowledge of the language (Sinhala) and a thorough understanding of the culture of the people to construct Sinhala words which adequately express ideas, are flexible in their versatility and elegant in their use.

Curiously, terms coined by Aelian de Silva in this book are closer to the English form than are the Sanskrit forms e.g., 'osale' for oscillate, 'govunurai' for govern, 'innatiya' for inertia and 'inan-avai' for instruct. There are two instructions; the first being that in coining words one must go to the verbs relating to those concepts. When one thinks of computers, one must begin with 'compute' for it is from verb roots that in Sinhala (unlike in English) one derives many other parts of speech, adding letters at the beginning or at the end. The book illustrates how to use the verb 'compute' (pirigani), to get 'computer' (piriganinaya), 'computerisation' (priganavuma) and so forth. This immediately gets rid of the gross 'eka' and 'karanava' so vulgarly common among the uninstructed.

*Technical Terms in Sinhala* by Aelian de Silva, Modern Book Company (198, High Level Road, Nugegoda), 2002, 346 pages, LKR 450.00, ISBN: 955-558-083-9

### Thailand

#### Probability

The Southeast Asia (S.E.A.) Write Award is one of the premier and longest estab-

lished literary awards in Southeast Asia.

In 2002, the Thai S.E.A. Write Award focused on short stories, and the award was given to a short story collection *Khvam Na Ja Pen* (Probability) written by Prabda Yoon. This book is chosen from 59 entries and illustrates everyday life in entertaining stories about missing buttons, death, the media's tendency to exaggerate, traffic jams, and absurdity in advertising. In fact, those stories are satires of Thai society but written with a sense of humour. It is also distinctive in its innovative techniques and ideas as well as exhibiting wordplay which reflects the wealth of the country's cultural roots. This book is a bestseller, going through its 11th reprint before receiving the Award.

Prabda Yoon was born in 1973 in Bangkok, and went to study in the USA when he was 14 years old. He received the Bachelor of Fine Arts from The Cooper Union for the Advancement of Art and Sciences, New York City in 1997. Since 1999, he has been working as a writer for several leading Thai language magazines. His creative works are comprised of short story collections, essays, film criticism, and a film script.

*Khvam Na Ja Pen* by Prabda Yoon, Sudsubda Publishing House, 2001 (16th edition), 115 x 185 mm, 201 pages, 125 Baht (approx. US\$ 3.0), ISBN: 974-7754-09-6

### Viet Nam

#### Literature on Soldiers

In this collection of essays about Vietnamese veteran-writers and their writings on Vietnamese soldiers during the past two resistances (anti-French colonialism 1945–1954 and the American-Vietnam war 1964–1975), Ngo Thao, as a veteran-writer himself, a journalist and an art critic, gives the readers a reliable, firm, loyal and objective understanding of the literary aspect of this important period in Vietnam's history. The writers' portraits and the typical excerpts were skillfully selected with insight, helping the author to win a National Prize for Literary Critics in 2002 given by the Vietnam Association of Writers.

*Van hoc ve nguoi linh* by Ngo Thao, Vietnamese People's Army Publishing House, 145 x 205 mm, 380 pages, VND34,500 (approx. US\$2.30)

# GATHERINGS

Date	Title	Country (City) Organisers	Content
2002 Oct. 28 –Nov. 6	<b>10th Book Week</b>	Iran	During the week entitled “Book, Industry, and Labour”, the opening of the Reserve Bank of Cultural Products and Books (RBCPB), exhibitions of books, cultural/industrial competitions, promoting book reading in factories, and other programmes were held throughout the country.
Nov. 23 –24	<b>College Textbook Writing Seminar Workshop</b>	Philippines National Book Development Board (NBDB)	NBDB sponsored the college textbook writing seminar-workshop at the Angeles University Foundation, Angeles City. The participants were selected to be partners in propagating and cultivating NBDB’s visions that Filipino authorship is both a lucrative and rewarding venture.
Nov.	<b>Writing Workshop</b>	Marshall Islands (Majuro)	In this workshop organized by the Institute of Pacific Studies of the University of the South Pacific and the University of the South Pacific Centre in Marshall Islands, Marshall Islander writers will contribute their chapters to a book on Marshallese life (culture, development, government, history) to be published in 2003.
Dec. 6	<b>National Literary Awards</b>	Myanmar (Yangon)	National Literary Awards together with a lifelong achievement award for literature were presented at a ceremony held at the National Theatre and attended by senior state officials.
2003 Jan. 10	<b>Report Submission</b>	Nepal Ministry of Information and Communication (MOIC)	The three-man task force formed by the Government of Nepal to study the condition of electronic media submitted its recommendations to the Information and Communication Minister at a ceremony held at MOIC secretariat. The Report focuses on licensing of air waves, ownership and investment in the broadcast media sector.
Jan. 25 –Mar. 29	<b>Training Course on Editing of Translation Work</b>	Thailand (Bangkok) Faculty of Arts, Chulalongkorn University	The purpose of this course is to provide participants with the knowledge of translation theory and principle, editing technique, editors’ responsibilities and necessary laws. It is a 50-hour training course held every Sunday during the term. Contact: Department of Western Languages, Faculty of Arts, phone: (66) 2282-1816
Feb.24	<b>37th Japan Book Design Concours</b>	Japan (Tokyo) Japan Book Publishers Association and others	This concours is held to promote improvements in publishing, design, printing and binding, and also stimulates readers’ appreciation of the bookmaking art. The best and most attractively designed books in 12 categories are to be selected. Winning works will be exhibited at Tokyo International Book Fair 2003.
Mar. 8	<b>Poems on the Vine 2003</b>	New Zealand Poetry Wairarapa	This event in which leading New Zealand poets participate is to be held at the Gladstone Vineyard Café near Carterton. Contact: Laura Heard, e-mail: lheard@clear.net.nz
Mar. 27 –Apr. 7	<b>Bangkok International Book Fair</b>	Thailand (Bangkok) Publishers and Booksellers Association of Thailand (PUBAT)	During the fair, international forums on themes including “reading promotion” and “copyright” are to be held. Contact: PUBAT, e-mail: pubat@inet.co.th, <a href="http://www.bangkokibf.com/">http://www.bangkokibf.com/</a>
Apr.	<b>Asia International Book Fair (AIBF) and International Library Expo (ILE)</b>	Singapore	AIBF/ILE is to provide Asian book and library professionals with the opportunities to network with business contacts at international level, conduct rights business, obtain the latest products and services, and view the latest technologies. Contact: <a href="http://www.aibf.com.sg">http://www.aibf.com.sg</a>
Apr. 22 –24	<b>Book Conference 2003</b>	Australia (Cairns)	This conference will address a range of critically important themes relating to the future of the book, as well as its past and the state of the book industry, books and reading today. Themes: An Enduring Information Architecture, New Technologies of the Book, Transforming the Book Business, and Changing the Work of the Writer. Contact: <a href="http://book-conference.com">http://book-conference.com</a>
Apr. 24 –27	<b>Tokyo International Book Fair (TIBF) 2003</b>	Japan (Tokyo) Japan Book Publishers Association and others	TIBF is the gateway to the world’s second largest publishing market, Japan. 6 specialized fairs are concurrently held with TIBF 2003, such as Children’s Book Fair, Editorial Production Fair, Digital Publishing Fair, etc. TIBF 2002 welcomed 541 exhibitors from 28 countries and attracted 42,565 visitors. Contact: <a href="http://web.reedexpo.co.jp/tibf/english">http://web.reedexpo.co.jp/tibf/english</a>
Aug. 21 –22	<b>2003 APPA Annual General Assembly</b>	India (New Delhi)	2003 Asian Pacific Publishers Association (APPA) Annual General Assembly and APPA Publishing forum will be hosted by Federation of Indian Publishers (FIP).
Sep.	<b>Colombo International Book Fair</b>	Sri Lanka (Colombo)	The 2003 Colombo International Book Fair will be held in connection with the literary month, September, when many book exhibitions and fairs are held every year.
Oct.	<b>International Congress</b>	Iran	International Congress of “Seda-ye Pa-ye Ab” (Foot Step of Water) will be held to commemorate the 75th birth anniversary of contemporary poet and painter, Sohrab Sepehri. Contact: e-mail: <a href="mailto:info@sohrab-sepehri.org">info@sohrab-sepehri.org</a> , <a href="http://www.sohrab-sepehri.org">http://www.sohrab-sepehri.org</a>

## Review and Future Planning Discussed at the ACP Meeting

At the 2002 Reviewing and Planning Meeting for the Asian/Pacific Copublication Programme (ACP), which took place from 3 to 5 December 2002 in Tokyo, a total of 20 experts on children's books from 20 countries participated. These experts are editors, writers, poets, educators and librarians, most of them representing the ACP national agencies in the Asian and the Pacific countries. They were brought together to review the overall ACP activities which started over three decades ago, and shared and exchanged ideas for improving ACP activities to suit the current reading promotion environment. The Meeting was also to review the 29th ACP master version, *Meet My Friends!*, and to decide the theme for the next title.

The participants shared the view that the general publishing situation in Asia has progressed considerably since when the programme started in 1971. One of the major impacts is that ACP nurtured local writers, illustrators and publishers. The delegate from the Philippines said that, in the 1970s, most of the children's books were translations from the Western countries, but now there are local writers and illustrators for children's books, often enough of them to form associations. He pointed out that ACP certainly played an important part in the development. Another impact is that under the programme the participating countries jointly produced as many as 29 titles, which convey a variety of cultures and value systems that exist in the region.

However, the gaps between places where books are obtainable and other places where they are not, such as between one country and another, or urban and rural regions is getting larger and larger. Chil-

Participants discussing individual issues



ren's books are actively published in some countries, while other countries still face the same problems they did thirty years ago, and still have difficulty in publishing children's books or textbooks.

Meanwhile, improving the ACP books distribution systems is a common issue among the participating countries. The participants actively exchanged their ideas and experiences. Also, production of vernacular versions from the master version can be encouraged even more, as it is the versions in the local languages that children actually open and read.

On *Meet My Friends!*, whose master version in English was published in November 2001, many participants made very positive comments. This picture book with the Culture of Peace as its theme unfolds many aspects of everyday scenes in various Asian and Pacific countries, each scene depicted and illustrated by a writer and an illustrator of that very country. Despite the diversity in content and style, many of the participants commented, the picture book manages to maintain a sense of unity and harmony.

As for the theme for the next title, the experts agreed to continue the line of the *Meet My Friends!* and produce a book on peace education through sharing oral and intangible heritage. A number of delegates expressed their concern for needs to promote peace and mutual understanding, which reflect the current global concerns, as well as social, cultural and religious diversity that this region comprises.

ACCU particularly welcomed the participation from those countries that had been absent at the last few meetings and publications, such as Myanmar, Lao PDR and Mongolia.

### Draft Guidelines for the 30th Master Version of ACP

**Title:** Oral and Intangible Heritage around You (tentative)

**Purpose:**

- To promote peace through ACP book with a contribution of manuscripts by Asian/Pacific authors and artists
- To raise awareness for cultural diversity, by developing the idea of mutual respect among different cultures and traditions, which was expressed in the *Meet My Friends!*, but by focusing more on dynamism of their oral and intangible culture
- To make children/young adults interested in intangible cultural heritage, both masterpieces and cultural expression/spaces in their living environment.

**Target:** 7 to 12 years old

**Contents:**

- Stories of some traditional oral and intangible arts and knowledge
- Presentation of oral and intangible heritage, with its background
- "Oral and intangible heritage" can include: oral epic/story, song, play, drama, dance, mask, festival, ceremony, greetings, etc.



Participants of ACP Reviewing and Planning Meeting and ACCU staff



Newly published Dari (left) and Pashto (right) versions of *Meet My Friends!* (detail in next issue of ABD)



Jury meeting conducting the final selection of the 13th Noma Concours

### Argentina Illustrator Wins the Grand Prize at the 2002 Noma Concours

The International Jury Meeting of the 13th Noma Concours for Picture Book Illustrations was held on 5 and 6 December 2002, and 33 works were selected to be awarded Grand Prize, 2 Second Prizes, 10 Runners-up, and 20 Encouragement Prizes respectively, from among 325 entry works from 43 countries.

The Jury consisted of the following eight members: Mohd. Yusof bin Ismail, artist, Malaysia; Gavin Bishop, author and picture book artist, New Zealand; Mahinda Abeywardane, Secretary General, Sri Lanka National Commission for UNESCO, Sri Lanka; Tsukasa Osamu, Painter, Japan; Sugiura Hammo, Illustrator, Japan; Matsumoto Takeshi, Director, Chihiro Art Museum Azumino, Japan; Domon Yasuo, Executive Director of Juvenile Book Department at Kodansha Ltd., who substituted for Noma Sawako, Representative of Noma International Book Development Fund; and Sato Kunio, Director-General, Asia/Pacific Cultural Centre for UNESCO.

After selecting the top 13 works, there was thorough discussion among Jury members over not only the originality and the technique of the illustrations but also their ability to stimulate children's interest and imagination.

As the result of the enthusiastic discussion, the Grand Prize was presented to "I Have A House" by Claudia Legnazzi from Argentina, for the reason of her excellent creative way of expressing her own message in each illustration. Since illustrators from Asia and the Pacific, and Africa won the Grand Prize almost every Concours in the past, this is only the second time for an illustrator from Latin America and Caribbean to win it. Second prizes were given to "The Son Who Caught the Tiger" by Park Chul Min of Rep. of Korea and "Sun Canary, Moon Canary!" by Piet Grobler of South Africa.

The Tokyo Exhibition at the International Library of Children's Literature will be held from 25 April 2003 to 6 July 2003 and the Prize Awarding Ceremony of the Concours will be held on the first day.

The prize-winning works and outlines of stories and illustrators will be carried on the catalogue as well as the website of Noma Concours (<http://www.accu.or.jp/noma/>).

### List of Prize Winners

#### Grand Prize

Claudia Legnazzi (Argentina)  
*I Have A House*

#### Second Prizes

Park Chul Min (Republic of Korea)  
*The Son Who Caught the Tiger*

Piet Grobler (South Africa)  
*Sun Canary, Moon Canary!*

#### Runners-up

Liu Xue Lun/Liu Kui (China)  
*Great Labyrinth of the Story of the Monkey King*

Paula Bossio (Colombia)  
*Opereta*

Eulalia Margarita Cornejo Coello (Ecuador)  
*When the Green Cats Sing*

Anahita Taymourian (Iran)  
*Yesterday Plays*

Peyman Rahimizadeh (Iran)  
*The Diversity of Species*

Farshid Shafie (Iran)  
*Shahzad*

Asmadi Bin Abdul Wahab (Malaysia)  
*The Red Cage*

Jainal Amambing (Malaysia)  
*Tadaru Misses the Sunrise*

Lee Choon Kil (Republic of Korea)  
*The Story of the Twelve Zodiac Signs*

Rosalind Grey Stockhall (South Africa)  
*Stories of the City*

#### Encouragement Prizes

Rosa Mercedes Gonzalez (Argentina)  
*Saving Tacuara*

Alessandra Tozi (Brazil)  
*Where's Grandma?*

Macarena Ortega Oyanedel (Chile)  
*Tales of Forests, Rivers, and Lagoons*

Wang Hongbin (China)  
*Emperor Saran's New Crown*

Luis E. Rodriguez (Colombia)  
*Our Companions, The Animals*

Hoda Haddadi (Iran)  
*Lullaby Story*

Maneezheh Arvanaghi (Iran)  
*One There Was And Everywhere He Was*

Rashin Kheyriyeh (Iran)  
*The Red Apple*

Zahra Haghgoo (Iran)  
*The Little Painter*

Mendibay Alin (Kazakhstan)  
*The Gold Fish*

Felipe Ugalde Alcantara (Mexico)  
*The Little Prince*

Dambyn Odgerel (Mongolia)  
*The Green Horse*

Julie Jane Ross (New Zealand)  
*The Story of Noah's Ark*

Ruben M. De Jesus (Philippines)  
*Children of The Sun*

Nam Jong Sook (Republic of Korea)  
*Creation*

Shim Mia (Republic of Korea)  
*Goyangsun, The Naughty Cat*

Kingsley Gunatillake (Sri Lanka)  
*Flowers Bloom*

Wajira Roshinie Ranaweera (Sri Lanka)  
*The Wonder Garden*

Weerayut Lertsudwichai (Thailand)  
*The Watermelon Prince*

Tongnevi K. Maurice (Togo)  
*The Star, The Bird And The Fish*

### Winning Works of the 12th Noma Concours Exhibited in Tehran

The exhibition of the winning works of the 12th Noma Concours was held in Tehran, Iran, from 24 September to 8 October 2002, organized by the Institute of Intellectual Development for Children and Young Adults with the co-operation of ACCU, and attracted many visitors. Along with the exhibition, a 3-day workshop led by a Japanese illustrator and two Iranian artists, a seminar for students of art and side exhibitions of Iranian winners in the previous Noma concours took place. On the last day, which fell on the World Children's Day, President Khatami visited the exhibition and also attended the ceremony and activities marking the Day.



Exhibition of the winning works of the 12th Noma Concours in Tehran (Iran)





Participants with Mr. Sato, DG of ACCU, and staff members

### Nurturing Publishing Professionals in the Digital Age—2002 Training Course on Book Production Held

Although the recent development of information technology has contributed to the remarkable progress in the production of printed materials, the number of people who are able to enjoy it is still very limited. Apart from economic constraints, lack of expertise and personnel in producing books require urgent attention, as books still remain the most fundamental medium for accumulation, inheritance, transmission and dissemination of human thoughts and knowledge. At the same time today's publishers should be well aware of how digital technology can contribute to effective book provision both in developed and developing circumstances. In some cases the latest technology can be a breakthrough to some of the problems publishers face today.

In answer to such needs, ACCU organized the 2002 Tokyo Training Course, which was its 35th regional one, with support from the Japan International Cooperation Agency (JICA) from 1 to 27 October 2002. The theme of this year focussed on educational books for general readers and young people with emphasis on introduction to latest digital technology in the Japanese publishing scene with the support of Toppan Printing Co.

Three participants from the African region in addition to 6 from Asia and the Pacific, mostly editors, attended this year's course. Through the course, participants were expected to 1) Seek ways to improve the publication of educational materials by examining present situations, issues and problems, 2) Gain practical skills and knowledge in production of printed materials and 3) Exchange information and experiences among the participating countries.

The programme started with sharing of current issues and problems each participant had in pursuing their job. Though the level of technology and skills seemed to vary among the countries, participants found many issues in common and were eager to share their experiences. In the lectures that followed, planning and editing of magazines and books, publishing in the digital age, textbooks and reference materials in both printed and digital format, and copyright issues were covered. Between lectures, participants had the opportunity to visit related facilities and companies in Tokyo area, which included Japan's largest publisher, Kodansha, the largest textbook publisher, Tokyo Shoseki, and two types of printing firms, one with large-scale printing facilities and another with small-scale digital facilities such as those for books-on-demand.

Two workshops were held during the course for the participants to put into practice what they had learned. In the first one, participants made proposals for publications based on the needs and targets, while others suggested ideas for further improvement. In the course of the discussion, problems and issues as well as cultural characteristics of each country became evident, which greatly helped them to understand each other's situations.

The other one was an introductory session to the latest DTP application InDesign. With the assistance of the instructors, participants enjoyed producing a sample page each. However, it was stressed that latest technology has its shortcomings as well, and points that publishers should take in mind were mentioned. For example, a simple copier and a binding machine can be much more useful than a printing machine in some cases.

The course concluded with a field trip to Kyoto, a city with a long history and tradition. Along with visits to monumental tem-

ples and shrines, participants visited the National Diet Library Kansai-kan, and a publisher and a printer who made best use of its location and is successfully operating away from Tokyo where most publishers are concentrated.

In spite of the short period, participants learned greatly from Japanese publishing and fellow participants. ACCU hopes that the knowledge and experience acquired as well as the network established during their stay will give strength to future publishing in their respective countries.

### List of Participants

**Burkina Faso—Sawadogo Mamadou**  
English Teaching Advisor, Direction Générale des Inspections et de la Formation des Personnels de l'Éducation, Ministère des Enseignements Secondaire, Supérieur et de la Recherche Scientifique

**Fiji—Tabalailai Marisilina Cirimaitoga**  
Senior Education Officer, Special Education, Headquarters, Ministry of Education

**Kenya—Kiarie Kamau**  
Editor, East African Educational Publishers Limited

**Kenya—Koinange Thuku Mukundi**  
Senior Editor, Kenya Literature Bureau

**Malaysia—Hamidah Ahmad**  
Editor, Textbook Division, Dewan Bahasa dan Pustaka Malaysia



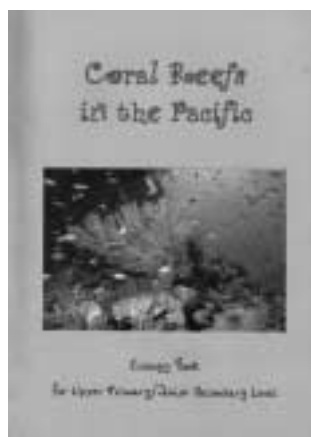
A visit to an editorial office in Kodansha

Nauru—Sinderina Silva-Julie Adeang  
School Librarian, Nauru Secondary School

Papua New Guinea—Tito Karen Fabila  
Senior Communication Officer, Media &  
Communication Unit, Department of  
Education

Philippines  
—Annaleah Lioba Valledor Habulan  
Managing Editor, Anvil Publishing Inc.

Thailand—Chutikarn Boonyathitisuk  
Educational Official, Book Translation  
Institute, Department of Curriculum and  
Instructional Development, Ministry of  
Education



**“Coral Reefs in the Pacific” a co-publication by Pacific Island States**

*Coral Reefs in the Pacific* is a collection of short writings and illustrations by writers, editors, book-designers and illustrators working in the Pacific region. They were brought together for a book production workshop in 1998, as a result of a joint initiative by two organisations: ACCU and the Institute of Education (IOE) of the University of the South Pacific (USP).

The workshop was held as an initiative under the auspices of APPREB, a programme which ACCU administers.

The idea for the book arose when IOE Director, Cliff Benson, attended an Asian/Pacific Co-Publication Programme (ACP) meeting in Tokyo and was exposed to the ACP ecology series. The Pacific workshop was a follow-up to the ACP meeting, with the idea of producing a Pacific ecology book, using the ACP series as models.

Workshop resource people included Dr. Neil Taylor and Ms. Sereana Tagivakatini, both science education specialists with the USP and world-renowned biodiversity specialist, Professor Randolph Thaman, also of the USP. Participants were from nine USP member countries, for all of whom coral reefs are a vital resource.

*Coral Reefs in the Pacific* is intended for Grade 7-8 children. It contains factual information that will increase their knowledge of coral reefs and their awareness of the importance of conserving them. There is also much to entertain readers, as the book offers a variety of stories, legends, poems, songs and games, all revolving around the theme of coral reefs and their usefulness—as a source of food, as protection against the erosion of vulnerable island coasts and as a means of livelihood to Pacific people. There is also much to be learned about Pacific cultures in these pages.

Threats to the existence of coral reefs and the exploitation of them are also the subject of some of the content. Like a thread running through the book, the writers draw attention to what can be done, individually and collectively, to conserve reefs. The illustrations add another dimension.

This book, the result of close collaboration between the ACCU, the USP and several Pacific countries, is a wonderful addition to language and ecology references for Pacific schools.

(by Cliff Benson, IOE, University of the South Pacific)



Practical DTP training at Tokyo International Centre

**Computer Use in Publishing** (Compiled from questionnaires to participants of the 2002 Training Course on Book Production)

Country	Languages of books published	Languages of books participants edit	Computer operating system used by the participants	Languages participants use on computers	DTP and related applications used in the country
Burkina Faso	French , few publications in national languages	French, English	MS/DOS - Windows	French, English	
Fiji	English, Fijian, Hindi			English	
Kenya	English, Kiswahili, mother tongues, French	English	Windows 98, Mac OS 9 and 10	English	CorelDRAW, Photoshop, Illustrator, PageMaker
Malaysia	Chinese, Tamil, English, Malay, Others	Malay	Mac OS 8.6 and 9.0	English	QuarkXpress, Photoshop, Illustrator PageMaker
Nauru	English, Nauruan		Windows	English	
Papua New Guinea	English, Tokpisin, Motu	English, Tokpisin	Windows 98	English	QuarkXpress, PageMaker, Photoshop
Philippines	English, Filipino (Tagalog and dialects)	English, Filipino	Windows 98 up, Mac OS 9 up	English	QuarkXpress, PageMaker, InDesign, Photoshop, Illustrator
Thailand	mostly Thai, some in English	Thai	Windows 98, Mac OS 9	Thai	QuarkXpress, PageMaker Photoshop, Illustrator

## Printing Around Us

Today, "printing" not only means conventional printing on paper, it can be done on almost any kind of material. Advanced technologies derived from printing are utilized in producing electronic goods and digital contents. Here are some examples.



**Securities and Cards** Stocks, bonds, bank passbooks, product coupons, gift certificates, lottery tickets, data magnetic cards, prepaid cards, IC card system, etc.



**Publications Printing** Books, magazines, dictionaries, textbooks, art books, CD-ROM, DVD, etc.



**Electronics** Technology acquired from platemaking is used to produce parts for advanced electronic components and devices, such as photomasks, printed wiring boards, shadow masks, colour filters, plastic moulds, etc.

Source: "Shuppan no Kiochishiki" TOPPAN Printing Co. Ltd.  
Photos: © TOPPAN Printing Co. Ltd.



**Packaging** Paper containers, flexible packaging materials, liquid containers, cups, plastic containers, labels, etc.



**Commercial Printing** Posters, catalogues, pamphlets, flyers, calendars, POP materials, etc.



**Industrial Materials** Decorative sheets, wallpaper, flooring, furniture finishing, exterior finishing, electromagnetic shields, etc.



**E-Business** Information processing technology acquired through printing is utilized to plan, develop and produce multimedia products and internet contents.