

**ISTANBUL FELLOWSHIP 2020 IS
OPEN FOR APPLICATIONS**

**TURKEY IS GUEST OF HONOR AT
TBILISI BOOK FAIR 2020**

PUBLISHING^{IN} TURKEY

2018-2019 PERFORMANCE OF TURKISH PUBLISHING SECTOR



The Technology of Future The Printing of Future

Mega Print offers services with the leading technology in printing with their experience of 29 years.

→ Stand G76 Hall 4.1
T: +90 212 412 17 00
M: +90 533 581 46 64
M: +90 530 333 56 37

mega
print



www.mega.com.tr
@: info@mega.com.tr

License Holder and Managing Director
Association of Press and Publishing:
 Mustafa Karagüllüoğlu

Editor in Chief:
 Melike Günyüz

Publication Board:
 Emrah Kısakürek
 Adem Koşulu
 Adem Saydan
 Esra Ceceli
 Melike Günyüz
 Mustafa Doğu
 Mustafa Karagüllüoğlu
 Münir Üstün
 Neslihan Kurt
 Süleyman Bayrak
 Halil Çelik

Editors:
 Beste Bal
 Gamze Erentürk

Translator:
 Berire Şahin

Proofreading:
 Zack Christ

Member Relations of Asc.:
 Burhan Yazıcıoğlu

Print:
 Mega Basım Cihangir Mahallesi Güvercin
 Caddesi No: 3 Baha İşmerkezi, A Blok
 Kat: 2 Haramidere 34310 Avcılar / İstanbul
 Sertifika No: 12026

Association of Press and Publication:
 Küçükcamlıca Mahallesi, Şekerkaşı
 Sokak, No: 9/A
 Çamlıca/Üsküdar İstanbul
 Tel: 216 339 36 06
 Fax: 216 325 19 82
 www.basyaybir.org
 e-mail: bilgi@basyaybir.org
 Twitter: @basyaybir Facebook: /
 basyaybir

Graphic Design:
 Ayşe Adaş

Cover Illustration:
 Erişcan Türk

The views and opinions expressed in
 the articles published are those of the
 authors. Published work may not be
 cited without referencing the source.

DISCOVER PUBLISHING IN TURKEY

Hello from Turkey,

Seeking to open another window of
 opportunity for Turkey, this bulletin has
 been prepared specifically for the 71st annual
 Frankfurt Book Fair to take place this year.

The Press Association will continue to
 contribute to the National Committee this
 year. Composed of the Press Association,
 Istanbul Chamber of Commerce, Turkey
 Publishers Association, and the Ministry of
 Culture and Tourism, the National Committee
 has made contributions to 28 different
 publishers in an effort to make the Frankfurt
 Book Fair profitable this year, too.

In addition to the ongoing TEDA project, the YATEDAM (TURLA) project
 initiated by the Press Association and funded by both the Istanbul Development
 Agency and the General Directorate of Copyrights will continue this year as well.
 As part of this project, professional meetings will be held with various countries.

Seeking to increase recognition of the Turkish Publishing Sector abroad, we
 have also included such fairs as Sao Paulo, Taipei, Kuala Lumpur, Guadalajara,
 and Bogota to our calendars in addition to the fairs held in Frankfurt, London,
 and Bologna.

We furthermore aim to use the YATEDAM project to bring our publishers
 together at the Thessaloniki, Sofia, Tirana, Sarajevo, Ashgabat, Moscow, Abu
 Dhabi, Sharjah, and Doha Book Fairs. We are also pleased that Turkey will be
 guest of honor at Tbilisi Book Fair in 2020

The content of this bulletin includes reflections on the 2018 crisis in Turkey,
 2019 Turkey copyright performance through the eyes of various Turkish
 agencies, Turkish publishers' opinions on the much-discussed Fixed Price Law,
 information on the printing sector, data related to the applied tax stamp system
 in Turkey, and fairs in Turkey.

This bulletin will also present information about the 5th Istanbul Fellowship
 program, one of Istanbul's trademark projects.

How about embarking on a small voyage of discovery into the world of Turkish
 publishing?

Discover publishing in Turkey.



EMRAH KISAKÜREK
 THE CHAIRMAN OF ASSOCIATION
 OF PRESS AND PUBLICATIONS

Contents

**PAGE 4: In 2019, Turkish Publishing Broke
 Sales Record**

**PAGE 5: Turkish Publishing Sector's Next Mission:
 Fixed Price Law**

**PAGE 8: Istanbul Fellowship Program:
 A Bridge Between Books**

**PAGE 10: How 2018 Economic Crisis Swiped
 Publishing Sector: A Feedback and Future
 Projection by Munir Üstün**

**PAGE 11: Turkish Literary Agencies'
 2019 Performances**

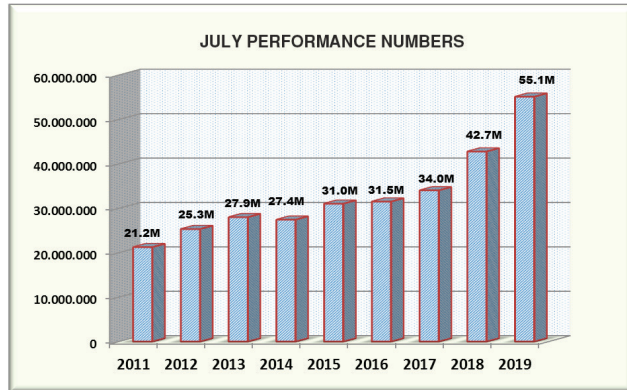
**PAGE 12: Turkish Literature Abroad
 (TURLA/YATEDAM) Book Selection**

**PAGE 13: The Largest Cultural Activity Headed By
 Arab Immigrants In Istanbul**

In 2019, Turkish Publishing Broke Sales Record

BY MÜNİR ÜSTÜN
THE CHAIRMAN OF FEDERATION
OF PUBLISHER SOCIETIES

We started off the year with negative figures in banderole sales, which caused us to be a bit demoralized for the first three months of the year. We then started to recover slowly and eventually reached positive figures. In fact, in September 2018, we broke our previous record of banderole sales, selling a total of 53 million banderoles in book production advertisements. Then in July 2019, we were in for a great surprise when we broke the all-time record of 55 million sales. Book production, book sales, and reading rates are all completely different cultures! Our main culture is a reading culture, and these figures showing the total number of book sales are an extremely encouraging development in serving this discipline. As this reading culture continues to develop, so will our country and our ability to secure our future.



These are positive developments that will help us to start the upcoming term on the right foot. A book sector expected to gradually increase beginning in September gives all of us hope. It will increase the quality and value of our work. We will publish high-



quality books and present them to our readers. Turkish publishing is the 16th largest in the world. While we had been 11th in previous years, we fell five positions due to the rise in exchange rates. We are working diligently to be among the top 10 again. Additionally, we are sixth in producing new titles worldwide. If publishers are given support and if incentives and interest rebates are offered in our country like in South Korea and Tunisia, then we can bring our country to a superior position. This will make us and our country proud.

Turkish Publishing Sector's Next Mission: Fixed Price Law



**EMRAH
KISAKÜREK**

**The Chairman of The
Association of Press
and Publishers**

The Fixed Price Law, in addition to being one of the most talked-about issues in the last year in our country, means that publishers themselves are able to freely determine the sales price of the books they have published, and this price is then applied universally in all retail channels for a certain period of time. The aim here is to protect both the publisher and the small retailer. It is also a model that prevents the type of competition often used by large capital groups that destroys other channels through high discounts.

Draft studies on this issue are being carried out in our country as well. However, an amendment should first be made to Law No 4054 on the Protection of Competition and books should be an exception to VAT Law No 3065.



**MUSTAFA
DOĐRU**

**The Chairman of
Turkish Press and
Publishers Copyright &
Licensing Society**

Fixed pricing is a model that has been successfully applied in Europe for many years. The most important feature of this model is that all bookstores, big or small, sell books at the same price, which prevents bookstores from going out of business and disappearing. There are concerns that the prohibition on price cutting could still be violated in various ways by online stores. However, I think that as long as the regulations are well planned, there will be no such problems. As professional organizations, we have a positive outlook on this.



**MURAT
BAHADIR**

**Emek
Book&Distribution**

Fixed pricing is implemented of seven of the ten largest countries in the publishing industries, namely Germany, Japan, France, India, Korea, Spain, and Italy. Of the largest ten, only the USA, China, and England do not implement fixed pricing. Fixed pricing will prevent harmful price competition and thwart monopolies from forming in the sector. Price competition will be put to an end and through the new capital inflows, the sector will grow at increased speed. Publishers will be able to publish more works and new bookstores will open.



**KENAN
KOCATÜRK**

**The Chairman of
Turkish Publishers
Association**

Price fixing laws changing from country to country, these laws not only regulate the sector by determining the prices at which publishers may sell books and the discounts that may be offered to printers, distributors, bookstores, and readers, they are also influential in determining at what prices and under what conditions books will be purchased for state libraries and schools. Fixed pricing will prevent bookstores from facing disturbances in their sustainable work models caused by harmful discounts that various types of business models, such as online bookstores, are able to offer. In order to have a similar Fixed Price Law passed in our country, we have been working for a long time to bring this matter to the public's attention and to present policymakers with a law that is accepted by all segments of the publishing sector.



**MUSTAFA
KARAGÜLLÜOĐLU**

**The Secretary General
of The Association of
Press and Publishers**

The Fixed Price Law will regulate Turkey's cultural industry. This model has been successfully implemented in European countries for many years and will also be beneficial for Turkish publishers. Absolutely no company, seller, or distributor can change the determined price. Discounts are also determined based on agreements made between publishers, distributors, and sellers. Not only will the Fixed Price Law prevent harmful competition between Turkish publishers, it is a essential need because it will enable Turkish publishers to develop a sustainable financial model.

**“ In order to have a similar
Fixed Price Law passed in our
country, we have been working
for a long time to bring this
matter to the public's attention
and to present policymakers
with a law that is accepted by
all segments of the publishing
sector. ”**

Turkey is The Guest of Honor at Tbilisi Book Fair in 2020

Münir Üstün / The Chairman of Federation of Publisher Societies

We attach great importance to introducing Turkish literature in neighboring countries because our neighbors are very important to us. We will be guests of Georgia next year and will give precedence to our dear neighbors and then to beloved far-away lands.

“

An organizing committee will be formed together with the Ministry of Culture, ITO, and other associations. This is a team of non-governmental organizations that have previously taken part in book fairs. We want to present our literature, culture, and art to our Georgian brothers in the best way possible.

”

İsrafil Kuralay-The Vice President of The Istanbul Chamber of Commerce

The Istanbul Chamber of Commerce has represented Turkey and facilitated participation in international fairs since the 1960s. Serving to introduce the cultural richness and economic wealth of our country and affording new opportunities to Turkey's publishing industry, international book fairs are of great importance to us. One of the objectives of our Chamber is to bring the Turkish Publishing Sector and the representatives of friendly and sister countries under the same roof. The Tbilisi International Book Fair held in Georgia's capital of Tbilisi is therefore of great importance for our Chamber as Turkey has been selected as this fair's 2020 focus country.

With over 100 years of commercial expertise and experience, the Istanbul Chamber of Commerce seeks to reinforce respect and love for the cultural world by adding a new dimension to the social and commercial relations between these two great countries and to create a platform for new business partnerships as Tbilisi International Book Fair's 2020's focus country.



GVANTSA JOBAVA AND İSRAFİL KURALAY

Emrah Kısakürek-The Chairman of The Association of Press and Publishers

As the Association of Press and Publishers, we have paid particular attention to neighboring regions in our efforts to promote Turkish Literature abroad. We will make absolute certain that our Georgian brothers discover Turkey. The experience of being a guest of honor is a completely different feeling for me because I learned that my mother's family emigrated from Georgia to Turkey. In fact, my mother once told me that I was half Georgian. It's a whole new journey of discovery for me as well. It will be like going to visit the neighbors.





*** What potential does the Tbilisi Book Fair offer to foreign publishers? Could you give us some information about the fair?**

Organized by the Georgian Publishers and Booksellers Association, the Tbilisi International Book Fair (TIBF) has been held annually in Tbilisi, Georgia since 1997. The festival is one of the major events serving to increase interest not only in reading and literacy but also in the continued development of this industry.

Every year, the fair hosts Georgian and foreign publishers, embassies, museums, institutions, international organizations, and foundations in four of its halls: the Main hall, the Children's Books hall, the Illustrations Exhibition hall, and the hall for the Professional Program – Publishers International Conference. A number of diverse activities have been planned for this fair: new books launches, open discussions, presentations by special guests, literary award ceremonies, exhibitions, professional seminars, and conferences.

Held in Georgia, the heart of the Caucasus region, TIBF is where publishing professionals from the other countries of the Caucasus

region form the greater part of the festival's participants, and this is an important niche for our fair. Based on the latest statistics, however, the fair will host a greater variety of countries from other regions as well.

Since 2017, the tradition of selecting a Focus Country was introduced as part of the festival's framework, which includes a special presentation of this particular country. The first focus country selected was Norway. The following year Germany was selected as the focus country. As part of Germany's presentation, TIBF hosted Juergen Boos, the president of Frankfurter Buchmesse, and other book fair organizers in addition to German publishers and contemporary German authors. In 2019, TIBF was opened by Hugo Setzer, the president of the International Publishers Association. This same year, the Focus Country was Finland and the literary foundation FILI organized a very interesting program together with Finnish publishers and writers.

For years, writers from various

“ Turkey will be the Guest of Honor Country at the 2020 Tbilisi Book Fair represented by the Istanbul Chamber of Commerce. In the following interview, we have received the opinions of Gvantsa Jobava, the chairperson of the Georgian Publishers and Booksellers Association about this upcoming event.

”



countries have visited the fair as special guests. This is an important part of the festival, as readers are able to meet their favorite foreign authors personally.

*** Why is it important to host Turkey as the guest of honor country at the Tbilisi Book Fair?**

When we offered Turkey to take this position in 2020, of course we had a special aim in mind. Turkey is our neighbor and we have very a friendly and close relationship. We know a lot about each other's lifestyles, traditions, histories, and cultures. Although Turkish literature is already translated into Georgian and Georgian literature into Turkish, it's still not enough at all. We think that if we somehow were able to encourage the literary relationship between our two countries, we would set the stage for truly impressive results, especially considering that readers in both countries are genuinely interested in learning more about the works, be they classical or contemporary, written in their neighboring country.

We made the offer and our colleagues involved in Turkish literature liked the idea. So, we thought, “Why not, let's do it!”

Istanbul Fellowship Program: A Bridge Between Books

BY GAMZE ERENTÜRK



Istanbul has always been a popular destination, either for a holiday or an adventure. But last February, around 200 publishing representatives from all around the world came to İstanbul for business. Their priority was to meet with Turkish Publishers and widen their network. According to Mustafa Doğru, the president of the Turkish Press and Publishers Copyright & Licensing Society, their mission is to enhance the cooperation between international and Turkish publishers, to establish new and strengthen existing bridges of friendship between civilizations and cultures, to make Istanbul a market for copyrights, and to increase copyright awareness.

He emphasizes the impressive numbers of The Istanbul Fellowship Program. “Our 4th Istanbul Fellowship Program broke records in the number of applications, participants, and connections made. In Istanbul, we welcomed a wide range of important publishers coming from Japan, Canada, Nigeria, Arab countries, England, and India. A total of 575 publishers from 103 countries applied to attend our program. We also received 103 applications from Turkey. In the end, we conducted our program with 300 publishers in total.”

First and foremost, the aim is to boost the copyright sales between Turkish and international publishers. He also mentions that, the program aims much more than that. “We also believe that we have contributed to the brand value of Istanbul. We heard echoes of the summit at other international book fairs held throughout the year and received many words of



praise. In order to sustain this success from year to year, we started on the next year immediately following each year's summit. We expect to break records in the number of applications received this year as well. There are also surprise developments on our Fellowship Istanbul portal. We are doing our best to ensure that the importance of both Istanbul and Istanbul Fellowship in the international publishing industry continues to increase.”

The Fellowship team continues to develop the program. Muhammed Ağırakça, the general coordinator of the program, proudly says that they have been and continue to work diligently with coordination team to become one of the most prestigious organizations in the world in the coming years. Later this year, a new portal system called *365 Fellowship* implemented as a part of The Istanbul Fellowship Program. Ağırakça explains that this portal is developed as a response to the need of publishers to discover new markets where they haven't had the opportunity to meet in international fairs and to maintain the communication they have established in various fairs around the world, and it brings together hundreds of publishers for 365 days.





Elisabet Brännström- Head of Agency & Literary Agent of Bonnier Rights (Sweden)

The arrangement and organization were amazing. I didn't realize that it was going to be like this big. I am very, very impressed by the number of people that are invited and the successful set up. I have had a chance to meet so many new publishers from different countries that I haven't met before.



Claudia Kaiser-Vice President of The Frankfurt Book Fair (Germany)

I think it is a very good idea to invite so many publishers, big ones as well as small ones, to meet and to network with each other. Because there are publishers who otherwise would not be able to enter this international platform. Not many countries are able to do such an investment to publishing and that is wonderful.

Dieulermesson Petit Frere- Founder of Legs Edition (Haiti)

I represent a small publishing house from Haiti. It is called Legs Edition and we publish children books and literature. That was my first time in this program and in Istanbul as well. I am really satisfied with the program. It was a very unique opportunity for me and my publishing house to connect with international publishers and talk about collaborations.



Julie Finidori- Foreign Right Sales Representative of Albin Michel (France)

It was a very interesting experience for me. I have met a lot of new publishers. I especially tried to meet Turkish publishers because I feel like I haven't had much chance to meet them when I go to other fairs. And organization is really amazing for so many participants. I am very grateful to participate.

How 2018 Economic Crisis Swiped Publishing Sector: A Feedback and Future Projection

by Munir Üstün

Interviewed By ESRA CECELI



We went through a serious paper crisis in the publishing sector last year, what is the current situation on this matter?

We are a country that imports all the paper we use for books. In our country, publishing houses are fighting for survival due to the rise of exchange rates these days. Only high-grade paper pulp is produced in our country. Almost all this production is purchased by the state. After the privatization of Izmit and Turkey's first paper mill, SEKA, being shut down in 2005, the publishing sector remained dependent on imported book paper. In fact, the paper produced at that time was not very good quality. The paper quality could have been improved by taking advantage of technological advances. Still, how much of the paper produced in Turkey will meet the demands of publishers, we do not know the answer to this question. But domestic production should be encouraged, no matter what. In the case of paper, not only the exchange rate has increased, but also the price of paper has been consistently increasing in the last year. Paper, which was 750 Euros a ton at the beginning of the year, has now risen to 900 Euros. Our issue is not only paper, but the amount of the copyright payment advance for the works which we received from abroad remained the same, but when the exchange rate increases, we will have to pay 50% more. These amounts will give us a hard time.

Do you think it is possible for Turkey to produce all of its paper itself?

Of course. **I believe domestic paper production should be encouraged**, and important steps should be taken in this direction. Turkey only produces 1-2 percent of its paper needs. Unfortunately, this is all our

capacity. The external dependence on our need for paper should be reduced. Of course, the publisher's problem about costs of importation is not only caused by paper. There are also many costs of imported printing, from chemicals such as paints and varnish to molds. Paper can be difficult to produce. The quality of wood and cellulose is very important. What is important here is that R & D studies are carried out seriously and result-oriented initiatives are taken.

How has this crisis effected Turkish publishers?



Our publishers are patiently tolerating the increased costs. We reduced our production. We reduced our production. In September, 5 books were going

to be published in our publishing house (Profile Book), but we were able to send only 2 books to the printing press. We also know that even the publishers who used to publish more new books, have had to cut their production. It is certain that we will go through a very difficult period in terms of cultural diversity. This crisis environment upsets us very much. Some publishing houses have stopped their reprints.

What do you suggest as an immediate solution?

Everyone is taking measures in proportion to their own dimension. In such crises, first of all, the state should investigate the expenses made within itself and take radical measures. Then, it must respond to non-utopian requests that may be possible to fulfill. We also have had the issue of VAT receivable for many years. As a solution, publishers can be immediately granted an opportunity of low interest loan.

Thank you for your valuable feedback Mr. Üstün.

Turkish Literary Agencies' 2019 Performances

Akcalı Agency-Atilla Izgi Turgut

Due to the current conditions of the publishing industry, 2019 has not an exceptionally bright year for us. We have seen a significant decrease in copyright purchases and the number of advances/royalties conducted in foreign currencies. In fact, the current state of affairs is reminiscent to that of the early 2000s. However, we do expect to see a revival beginning in September with the Istanbul Book Fair.



In general, people have become increasingly interested in non-fiction writers in Turkey, and this is also the case for 2018. In fact, fiction book sales have fallen considerably and we are experiencing a cash shortage in the market because several major distributors have either declared insolvency or even bankruptcy. Moreover, uncertainty in the dollar indicates that the effects of the crisis will only continue. The crisis has also affected us greatly in terms of payments. Specifically, publishers themselves either have had difficulty making royalty payments when they have been unable to collect their own dues or have simply failed to make their payments on time.

Akdem Agency-Muhammed Ağırakça



In 2019, we made a series of contacts and sold approximately 200 works abroad in various book fairs in Nepal, Qatar, Abu Dhabi, Bosnia, South Korea, Georgia, Bologna, and Indonesia.

Making Turkey's name heard in distant lands through books, the ambassadors of culture, has been an honor for us.

Because of their vivid illustrations, our children and youth publications attract a great deal of attention. Characters such as Nasrettin Hoca and Keloğlan from Turkish culture are particularly sought after by publishers. In the adult category, works on the history of the Ottoman Empire, Turkey, and the modern literature classics attract significant attention. Middle Eastern countries take the first place and are followed by Asia-Pacific countries, of which Indonesia takes the lead.

Adult literature and history books attract more attention in Turkey. Of course, the rise in exchange rates has negatively affected copyright costs for Turkish publishers. Yet, this same situation has caused our publishers to make more concerted efforts to offer qualified books to their readers.

“ People have become increasingly interested in non-fiction writers in Turkey, and this is also the case for 2018. ”



Turkish Literature Abroad (TURLA/YATEDAM)

Book Selection

Adult



Title: My Stories
Author: Necip Fazıl Kısakürek
Pages: 288

Even though subjects of the stories have a wide perspective in terms of meaning, they have similarities in the processing in this book with 53 stories. Abstract matters and spiritual depressions are hidden behind the curtain of daily events, reflecting his ideologies into his stories, Fazıl's elements in the stories like plot, character, fiction carry autobiographical features. When you especially study the theories based on the author, authors thoughts on life and course of events easily.



Title: Congolos
Author: Samet Doğan
Pages: 240

Known in Anatolian folk culture to appear during the coldest days of winter, the tainted spirit Congołos imitates the voices of people's loved ones in order to charm them. Masterfully comparing the countryside and the city, this novel transforms into a hilarious contemporary narrative using the very creatures that we have all become accustomed to hearing about in folklore. Congołos is an enchanting and sensational work that addresses and almost even unites two completely different worlds, such as life and death or fantasy and reality, in each of its successive chapters.



Title: The Ravens of the North: Vikings
Author: Selahattin Özkan
Pages: 232

Edgar Allan Poe was not the only one to contemplate over ravens in centuries past. The Vikings, with their ancient wisdom, identified themselves with this dark creature prominent in their belief system. In this book, you will find works based on the Vikings' beliefs, their legendary history, and facts about their exploits that are, on the one hand, full of wisdom and, on the other, thought to be pure fiction. This book is a compilation of knowledge that has itself been filtered through ancient Viking wisdom on various topics, like literature, mythology, history, and philosophy.

Children & YA



Title: The Prince of Spring
Author: Melike Günyüz
Illustrator: Vaghar Aghei
Age: 6+
Pages: 32
Sizes: 21x26cm

Just like everyone else, the Little Feather is curious about what sellers bring to the Land of Crows and thinks they can make dreams come true. He loves the beautiful products of dream sellers and buys a bottle of perfume. However, the bottle is neither full nor smell good. The Little Feather will find the bottle and make it sweet, but how?



Title: Give It a Chance
Author: Alp Gökalep
Illustrator: Aleksandra Fabia
Age: 4-8
Pages: 32
Sizes: 22x22cm

On a cloudy day, author whispers 'GIVE IT A CHANCE' to ears of the ones who lose in a game, get confused, get very very angry, get scared, don't want to go to school and expects a sibling to their family. The book presents entertaining and smart ideas by opening a new window to the children's world of emotions. It qualifies as a self-help book for children with its philosophical context.



Title: The Lonely Panda
Author & Illustrator: Çağrı Odabaşı
Age: 0-3
Pages: 32
Sizes: 24x24cm

Lonely Panda focuses on a character who longs to revive the lifestyle where people would play games that has been lost in today's world so engrossed in technology. Through the other characters in the book, Lonely Panda offers a modern critique of the effects that communication technologies have had on human relationships. The book also criticizes parents who do not make time to play games with their children. All Panda wants is to play a real game, but will this even be possible?

The Largest Cultural Activity Headed By Arab Immigrants In Istanbul

BY MUHAMMED AĞIRAKÇA
INTERNATIONAL ISTANBUL ARABIC
BOOK FAIR GENERAL COORDINATOR

The fifth International Istanbul Arabic Book Fair held between September 28 and October 6, 2019 was the largest Arabic book fair outside of the Arab world. More than 200 publishers from 15 countries participated in this fair, which had the additional honor of being the largest cultural event of the near 1-million Arab immigrant population of Istanbul. Publishers and writers of the Arab Diaspora joined Arabic-speaking artists, sculptors, musicians, and actors in Istanbul during this 9-day book fair.

More than 100 cultural activities in which foreign students studying in international schools and universities throughout Istanbul took great interest were organized at the fair. Tackling a myriad of issues, like instilling a culture of reading in children, war psychology, immigration issues, and art therapy, the fair was organized through the mutual partnership of the International Arab Publishers' Association, the Turkish Press and Publishers Copyright & Licensing



Society, the Press and Publishing Union in Istanbul, and the Eurasia Show and Art Center. Visited by an excess of 100,000 people, the fair was also instrumental in presenting Turkish Literature to the Arabic-speaking world.



NECİP FAZİL KISAKÜREK
complete works



Necip Fazıl Bulvarı Keyap F1 Bl. 44/88 34775 Y.Dudullu Ümraniye
İstanbul - Turkey
Tel: (+90) 216 546 10 25 - 26
www.buyukdoguyayinlari.com.tr

Mega Basım-Quality Printing in Turkey

The Turkish printing industry has always been agile in keeping up with what is going on in the world. Combining state-of-the-art technology with expert knowledge and dedication, the industry has always been ready to serve a worldwide clientele. The industry offers services to various museums around the world, collectors, and publishers of coffee table books, such as Taschen. Using state-of-the-art LED UV printing machines, we are able to produce high-quality prints on all types of uncoated papers. In terms of book binding, high-quality books are produced in high quantities. As a leading player of the industry, MEGA BASIM, a print service provider for books, magazines, and marketing collaterals, brings almost all prepress, printing, and finishing skills under one roof. Many languages are fluently spoken here, with the most important of them all being the technical language of color management and printing.

Any known industry standard or custom color space is welcome at MEGA BASIM. Clients' image data will be processed to appear at its best on the type of paper chosen for the particular project. Since almost all types of post processing are performed in-house, products' quality is closely monitored at every step of the way.

With its extensive experience, MEGA BASIM begins to support its clients as soon as they meet for the first time. All digital data related issues are handled with utmost care to ensure that the final product is made exactly as specified. If they wish, clients may seek expert guidance in choosing which type of paper to use for their project. Clients are able to see for themselves how different types of paper portray particular sets of images representative of their project.

No printing process is complete without the final touch of the bindery department. Mass production of standard types of binding or a one-off complex binding are both handled with the utmost of care.

MEGA BASIM is also able to perform Laser-Engraving on the edges of some books, something that has only recently been introduced in the industry.

Finally, the end product should always make its way home. Having exported works for many years, MEGA BASIM is able to deliver printed, bound, and packed products to any destination in the world. Allow MEGA BASIM to fulfill your printing needs once, and we almost guarantee that we will see you a second time.

mega
print



Melike Günyüz

Over
1 million
copies in Turkey



14 Translated into
languages

English, Arabian, Persian, Gagauz, Serbian, Albanian, French,
German, Korean, Bosnian, Nepali, Bulgarian, Mongolian, Chinese

Longsellers From The Best Notable Turkish Author All Over The World!

► Crocodile Colin Series



Deep in the heart of a forest, lies the Silver Lake where the water sparkles like diamonds and silver. And the most important values for the dwellers are friendship, trust and collaboration.

► Adventures of the Curious Crows



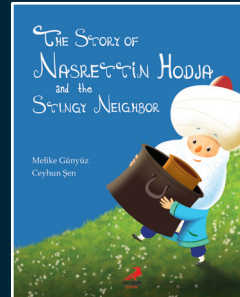
With special illustration technique, children will enjoy both reading the stories with values and drawing activities with fingerprints.

► Prince of Spring



"What Little Feather saw was beyond even his wildest dreams. Colorful birds had brought dazzling properties. I began to watch them in awe. Oh, such beautiful colors they have!"

► The Story of Nasreddin Hodja and the Stingy Neighbor



Funny and witty character famous for his grandiloquences in Turkish folk culture.

► Keloğlan In the Land of the Silent Keloğlan In the Land of the Stunned



"My son, this is the only legacy I can ever leave for you. Only to you does this belong. Spend it however you please. But take care that you gain something as you spend."

See you at Hall 5.0/C147
at Frankfurt Book Fair

Erdem Publishing Group, Istanbul, Turkey
e-mail: rights@erdempublishing.com.tr
<http://www.erdempublishing.com>

1

Receiving of applications
1st August - 31st October
2019

2

Evaluation of applications
November
2019

3

Announcement of participants
December
2019

4

Program Date
3 - 4 - 5 March
2020



5TH ISTANBUL FELLOWSHIP

3-4-5 MARCH 2020
ISTANBUL

How to
apply?



What do we provide?

Bronze Support Package

Lunch and dinner provided
throughout the program

Airport pick up and drop off
service

Participation in seminars and
business meetings

Translation support during
meetings

Silver Support Package

4 nights' accommodation

Breakfast, lunch, and dinner
provided throughout the program

Airport pick up and drop off
service

Participation in seminars and
business meetings

Translation support during
meetings

Golden Support Package

Plane ticket (Round Trip /
Economy Class)

4 nights' accommodation

Breakfast, lunch, and dinner
provided throughout the program

Airport pick up and drop off
service

Participation in seminars and
business meetings

Translation support during
meetings