



LIVRES CANADA BOOKS®

The Colombian Book Market

Webinar presented by Sandra Pulido Urrea
September 2020

Content

1. About Colombia
2. Cultural & Creative Industries
3. Reading Promotion
4. The Industry (key figures) and The Market
5. Internationalization
6. Regulatory Framework
7. Exchange: Canada in Colombia/Colombia in Canada

About Colombia

- Situated in the northwest of South America
- Bogotá is the capital and largest city
- Official language: Spanish
- Second language: English
- Population: 49 million people, is the third-most populous country in Latin America, after Brazil and Mexico.
- 20% of the population could not read or write at the beginning of the 20th century, but that number moved up to a 90% literacy rate by the end of the century after much effort.
- 2.9 reading index.

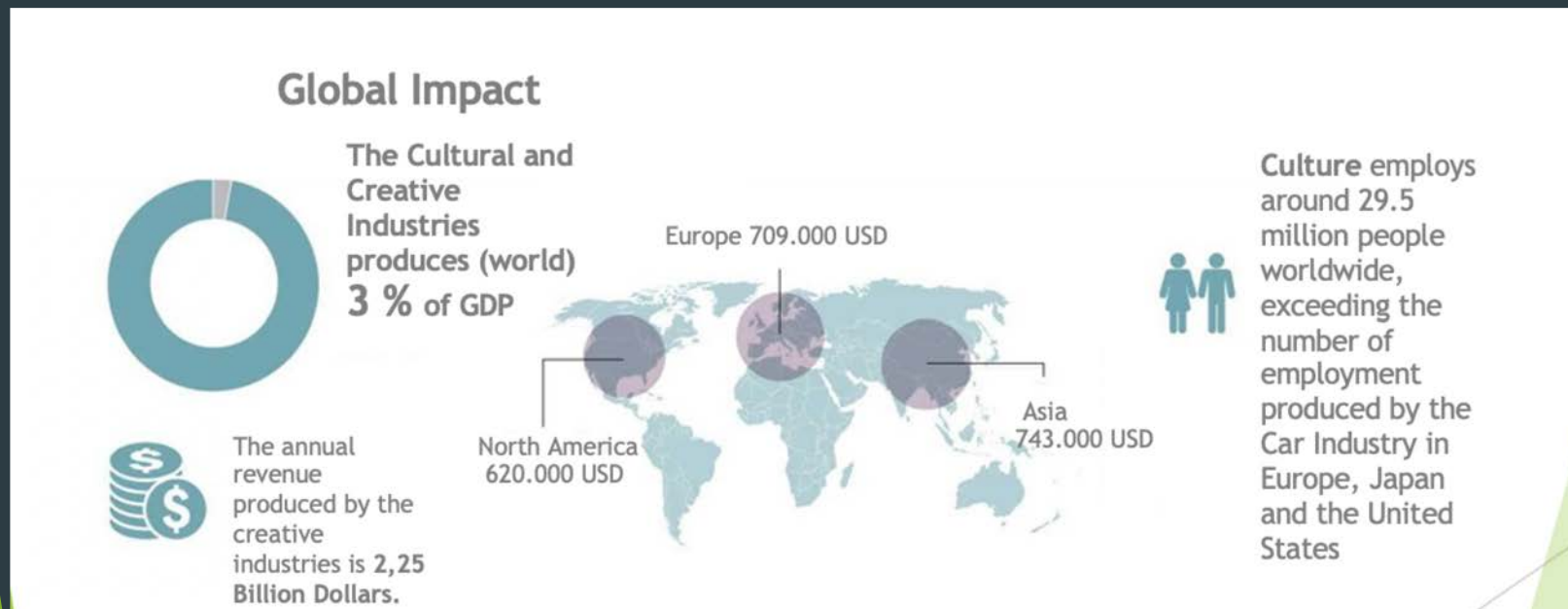


The background features a dark blue-grey field on the left, transitioning into a series of overlapping, semi-transparent green geometric shapes on the right. These shapes include triangles and polygons in various shades of green, from a muted forest green to a bright lime green, creating a dynamic, layered effect.

Cultural & Creative Industries

Cultural and Creative Industries in the world

Global Impact



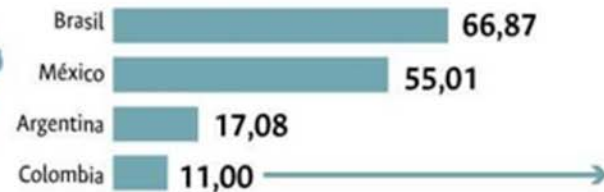
2018 data, Semana Magazine

Cultural and creative industries in the world

CCI produces in
Latin America and
The Caribbean:



Million Dollars



According to The
Global Innovation
Index Study,
Colombia is ranked
number 20 out of
121 countries in the
exportation of
cultural goods

2018 data, Semana Magazine

Colombia, a place of inspiration!

Some of the most creative artists, designers and filmmakers come from Colombia to the world with unique works and voices.



Aterciopelados:
Rock Band



Maripaz
Jaramillo:
Plastic Artist



Esteban Cortázar:
Fashion Designer



Doris
Salcedo:
Sculptor



Fernando
Gaitán:
TV Producer



Dago García:
Filmmaker



La 33:
Salsa Band

Bogotá, a Creative Capital!



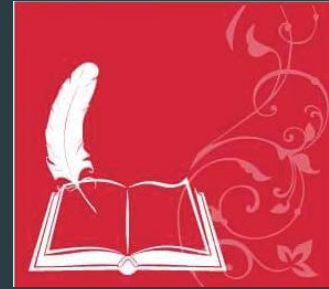
- 56 Theatres
- **The Ibero-American** Theatre Festival takes place every two years in Bogotá with 340.000 visitors in the theatres and around 1 895 000 street spectators.
- **BAM** Bogotá Audiovisual Market, positioned as a reference in the country and region for production and post-production of audiovisual content.
- **BOM** Bogotá Music Market, Colombia is the largest music exporter in Latin America.

Bogotá, a Creative Capital!



- **77 Museums:** from Pre-Columbian to Contemporary Art Collections
- **70 Galleries and Cultural centers:** offering painting, sculpture, photography, video art and performance exhibitions
- **ARTBO:** the country's most important annual Art Fair

Bogotá, a Creative Capital!

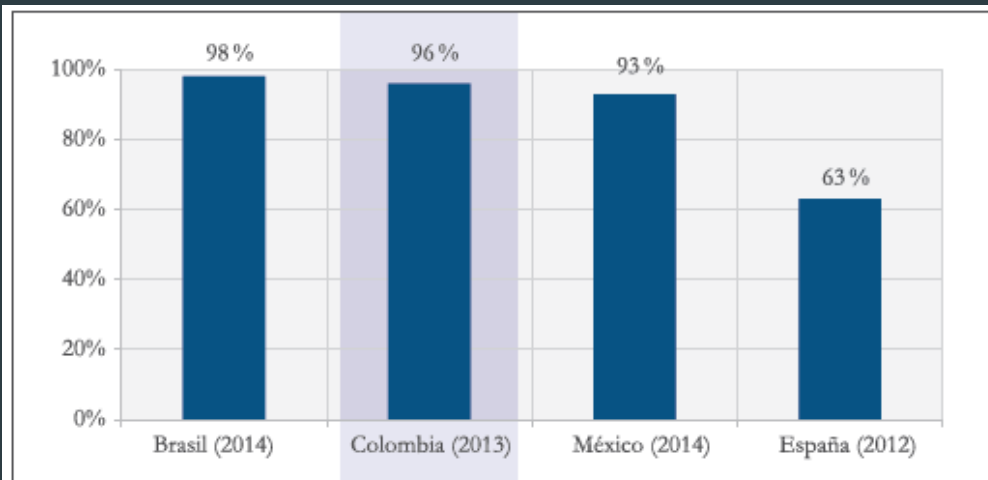


- Bogotá has a Network of 24 Public Libraries (*Bibliored*)
- Book Capital in 2007
- More than 1500 events during the year around literature, reading, book promotion, and other activities related to the topic.
- The Bogotá International Book Fair (FILBo) is the most important literary and publishing event of the year

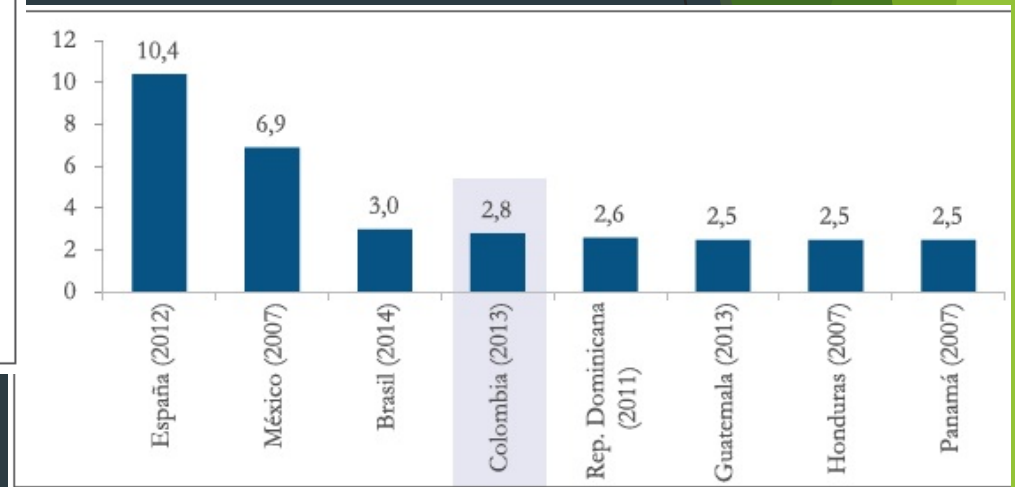
Reading Promotion

The background of the slide is composed of several overlapping, semi-transparent geometric shapes. On the left, there is a large, solid dark blue-grey area. On the right, there are several green shapes in various shades, ranging from a light lime green to a darker forest green. These shapes are layered and angled, creating a dynamic, abstract composition. The text 'Reading Promotion' is centered in the dark blue-grey area.

Libraries coverage



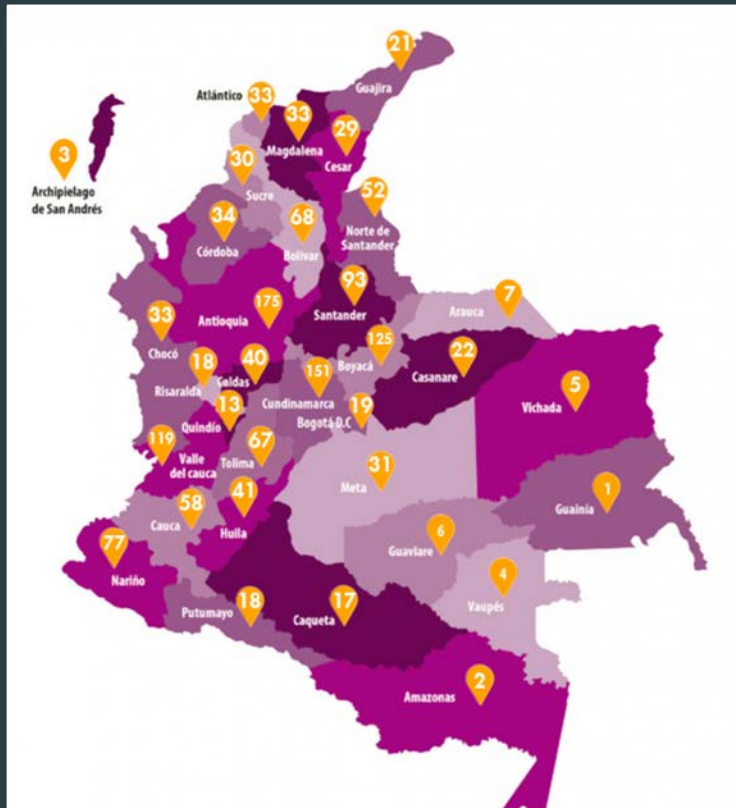
Coverage rate of libraries per municipality



Libraries coverage per 100,000 inhabitants

Source: *El Libro y la lectura en Colombia*, Cámara Colombiana del Libro 2017

1450 public libraries in the country



National Reading and Writing development program



District Reading and Writing development program

Book fair network



1. Medellin Book Fair
2. Cali Book Fair
3. Bucaramanga Book Fair
4. Pasto Book Fair
5. Manizales Book Fair
6. Cúcuta Book Fair
7. Quibdo Book Fair
8. Itagui Book Fair
9. Barranquilla Book Fair
10. Ipiales Book Fair
11. Montería Book Fair
12. Pereira Book Fair
13. San Andres Book Fair
14. Santa Marta Book Fair
15. Popayan Book Fair

Children's Book Festival



Bookshop
meetings



Research
forum



Events

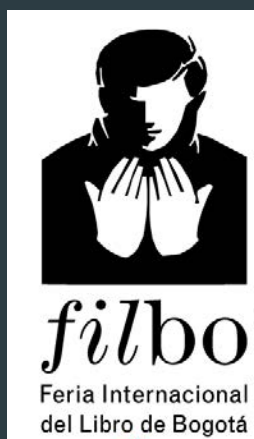


Independent publishing festival

Results from 2019

- Discussions between authors / book presentations: 17
- Collection presentation: 3
- Poetry Readings: 2
- Parent workshops: 2
- Writing workshops: 1
- Informative meetings for the sector: 4
- Book Fair - "Garage Sale": 1
- Concert: 1





\$9 million usd retail sales
900.000 books sold



605.000 visitors in 13 days
178 international guests and 400 national guests.



1.993 events

Salón Internacional de
Negocios 

114 tables for **400**
participants from **24 countries**

 **filbo**
ciudad
100 events

10 events in Medellín,
Cali, Barranquilla, Cúcuta,
Popayán y Cartagena.



April 21 to May 5 2020
133 events, 200 authors.

Impacts



2.327.723

People reached
(Not unique)



631.287

Video reproduction



140.296

Reactions
Likes, comments

The Industry

The background of the slide is composed of several overlapping, semi-transparent geometric shapes. On the left, there is a large, solid dark blue-grey area. On the right, there are several overlapping triangular and quadrilateral shapes in various shades of green, ranging from a deep forest green to a bright, almost lime green. These shapes create a dynamic, layered effect that suggests movement and depth.

Colombian Book Chamber

- Founded in 1951
 - Defends the interests of more than 100 publishing houses, distributors and bookstores.
 - Also brings together the University Publishers Association of Colombia (ASEUC), and the Independent Book Stores Association (ACLI).
-
- Supports different kinds of book promotion and reading activities, such as regional book fairs held in various parts of the country.
 - Main organizer of the **Bogotá International Book Fair (FILBo)**.



The publishing landscape

- About 400 commercial publishing houses (small, medium and big ones)
- About 150 university publishing houses
- Largest publishing houses:

Penguin
Random
House



Grupo Planetz

PANAMERICANA®

Norma



sm

GRUPO EDITORIAL
educar



loqueleo



BABEL

Children's and Young Adult Books

Around 59 publishers of children's books.

- **Different profiles:** transnational model, those with a children's line, independent publishers, digital publishers, specialized in a subject, small publishers.
- **Reader plan:** Bookstores channel, distributors channel, digital bookstores, direct sales.
- **Professionalization of the sector:** editors, authors, illustrators, designers, translators.

Academic publishers

1. ASEUC, 67 members - National organizations: REUN, REUP, ABEU, ASEUC, ALTEXTTO, SEDUCA, EDUPUC, EUPERU, REUDE. They are members of EULAC (Latin-American network).
2. Flow of knowledge and cultural exchange.
3. Advantages for co-editions and publishing rights.
4. Bilateral purchases.
5. Forums on academic publishing and the challenges of training and educating university press editors.
6. Some digital and print channels: Amazon Kindle-Shop, Amazon United States, Amazon Spain, El corte inglés, Kobo, Barns and Nobel, Ciando + White-Label-Shop, Cianto library, EBL-EBOOK Library, Ebrary, Ebsco, Schweitzer Fachinformationen.
7. Libraries: ODILO, Dawsonera, 24Symbols, Cianto library, EBL-EBOOK Library, Ebrary, Ebsco, Schweitzer Fachinformationen, JSTOR.

Independent publishers

1. Approximately 100 publishers in the last survey.
2. New catalogue to be released with 100 titles.
3. Festival in November.

The bookshop landscape

- About 300 book shops - one book shop for every 160,000 inhabitants
- About 100 are independent book shops
- About 150 religious
- About 20 university book shops

Largest chains:

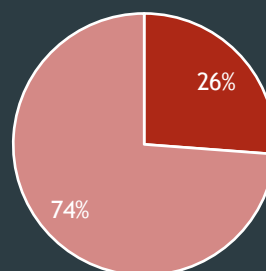


Publishing Production

ISBN Registers

| ISBN Agency | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | Variation % 2018-2019 |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------------------|
| ISBN Registers | 12.175 | 13.185 | 14.450 | 14.395 | 16.168 | 16.030 | 17.723 | 17.939 | 18.508 | 20.868 | 19.934 | -4.5% |

ISBN Registers percentage share - format
Year 2018



Digital ☐ Print

Source: ISBN Agency, Colombian Book Chamber, Data and statistics 2018

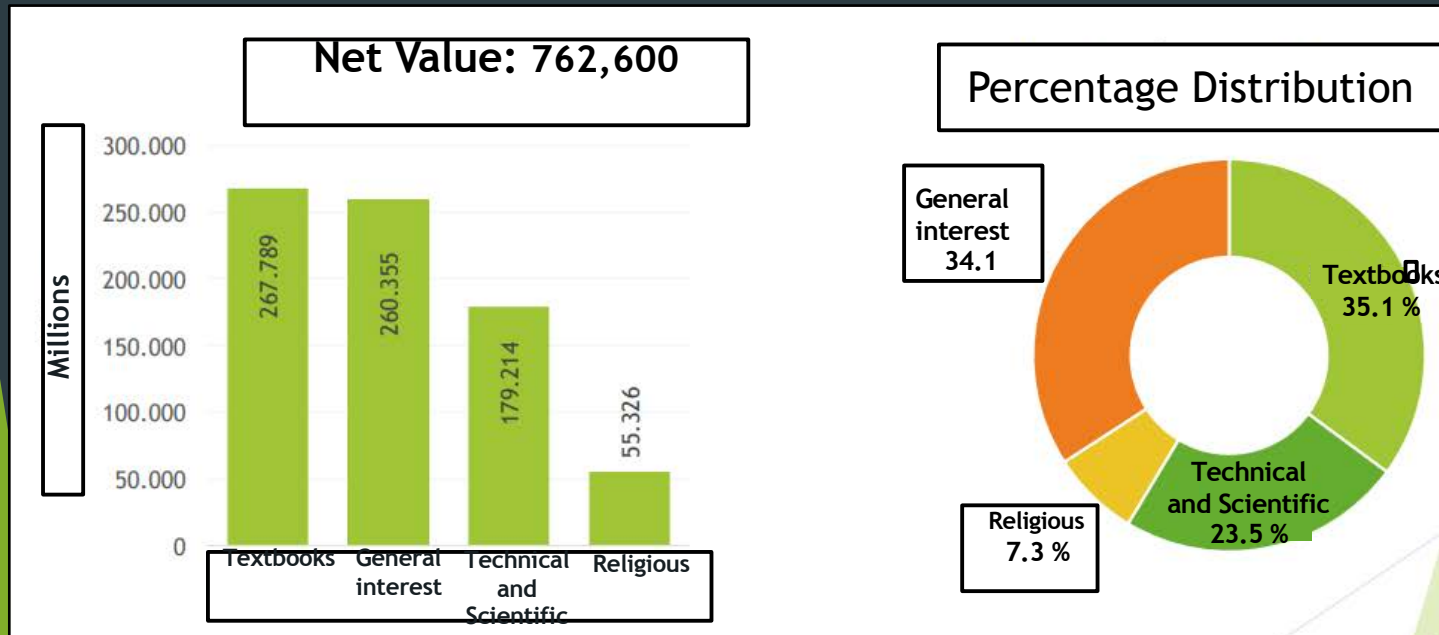
Book Sales

The background of the slide is composed of several overlapping, semi-transparent geometric shapes. On the left, there is a large, solid dark blue shape. On the right, there are several green shapes in various shades, ranging from a light lime green to a darker forest green. These shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be layered on top of others. The overall effect is a modern, abstract design.

Total sales in Colombia

per subsector (percentage distribution)

In 2018, book sales in Colombia reached the amount of **763,000 million Colombian pesos**, with a growth of 2.5% compared to 2017. Around 5% is ebook sales.



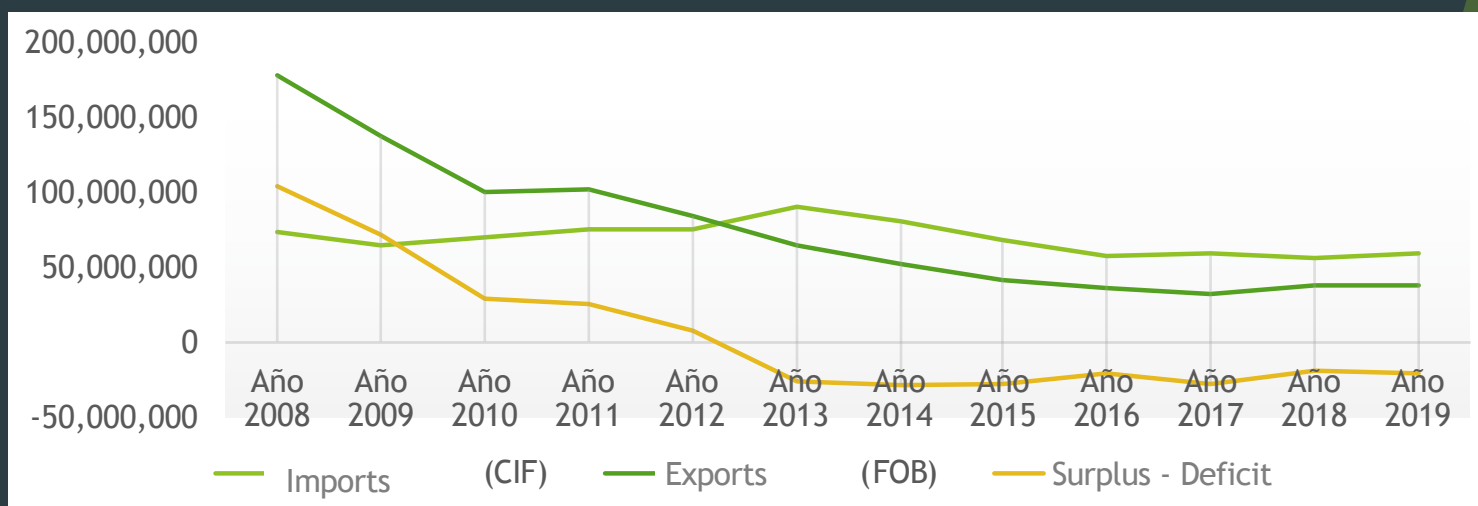
Digital and audiobook sales are less than 3%, not even measured in data

Foreign trade

Commercial balance (2009 to 2019)

Numbers in U.S. dollars

| Commercial Balance USD | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | Variation % 2018-2019 |
|------------------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------------|-------------------|-----------------------|
| Export (FOB) | 137.272.824 | 100.179.767 | 102.302.994 | 84.048.190 | 64.132.896 | 52.461.056 | 41.390.370 | 36.769.598 | 32.373.820 | 37.896.979 | 38.411.714 | 5% |
| Import (CIF) | 64.925.819 | 70.113.929 | 76.172.955 | 75.602.318 | 90.575.069 | 80.887.067 | 69.121.836 | 57.127.772 | 59.432.072 | 56.364.392 | 58.907.962 | 1% |
| Surplus Deficit | 72.347.005 | 30.065.838 | 26.130.039 | 8.445.871 | -26.442.174 | -28.426.011 | -27.731.466 | -20.358.174 | -27.058.252 | -18.467.413 | 20.496.248 | |



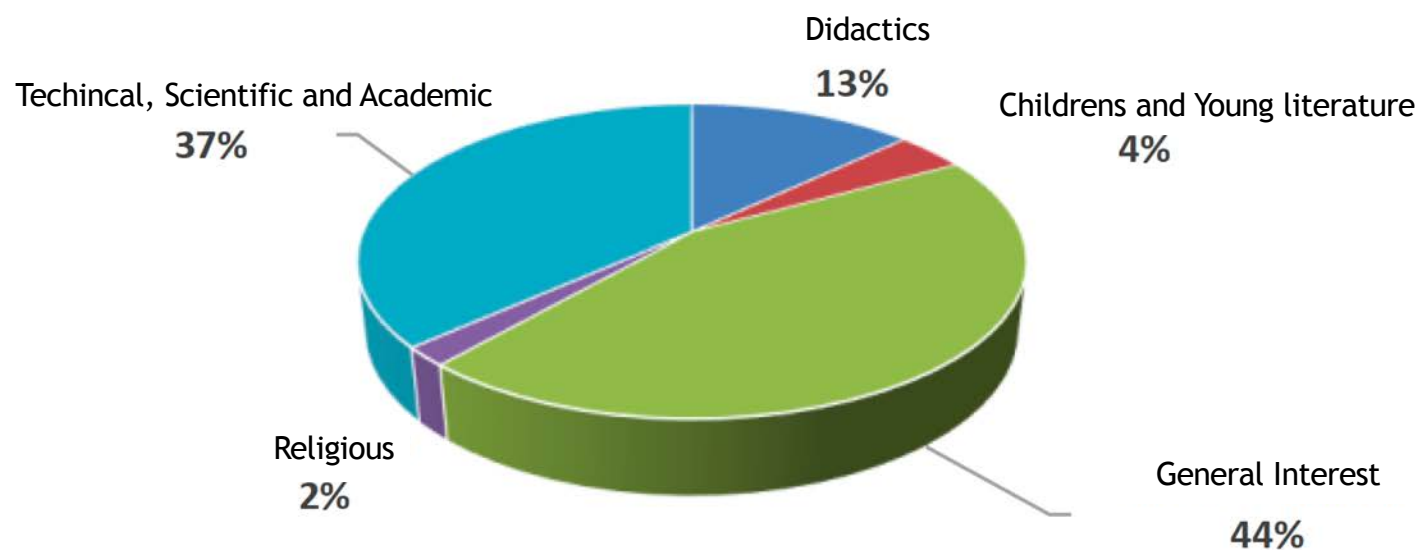
ISBN requested by agent - August 2020



ISBN requested marketable - not marketable - August 2020



ISBN requested by sector - August 2020



Main countries Export/Import

Numbers in U.S. dollars

| Countries Export | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------|------------|------------|------------|------------|------------|-----------|-----------|--------------|-----------|---------------------|
| 1 PERÚ | 5.344.239 | 5.481.462 | 6.152.096 | 5.511.373 | 4.255.134 | 5.389.955 | 6.710.520 | 4.738.022,93 | 4.577.391 | 9.290.128,54 |
| 2 ECUADOR | 10.706.402 | 11.450.415 | 8.616.040 | 10.130.667 | 7.434.855 | 6.843.320 | 4.743.572 | 5.077.188,85 | 6.724.589 | 5.567.884,44 |
| 3 MEXICO | 14.857.234 | 16.021.654 | 14.139.269 | 11.883.794 | 10.112.818 | 5.922.532 | 5.149.616 | 4.860.411,92 | 6.237.723 | 4.002.105,02 |
| 4 UNITED STATES | 22.173.302 | 17.907.558 | 14.553.435 | 7.183.434 | 5.303.295 | 4.988.713 | 4.915.176 | 4.755.077,58 | 4.859.277 | 5.089.130,51 |
| 5 PANAMA | 8.960.000 | 6.519.162 | 5.570.357 | 7.078.349 | 6.327.232 | 4.264.231 | 3.658.325 | 3.418.252,18 | 3.519.411 | 3.498.832,15 |

| Countries Import | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|----------------------|
| 1 SPAIN | 18.533.002 | 19.228.199 | 18.849.741 | 18.947.395 | 21.883.829 | 15.045.474 | 12.731.986 | 16.197.034 | 14.214.323,38 | 18.198.706,49 |
| 2 UNITED STATES | 14.713.684 | 15.724.251 | 14.130.898 | 16.384.638 | 12.693.423 | 11.390.629 | 11.461.245 | 10.534.011 | 9.493.436 | 11.115.339,36 |
| 3 CHINA | 5.192.778 | 7.129.697 | 10.729.313 | 11.226.554 | 12.270.342 | 9.053.013 | 4.584.693 | 5.461.553 | 8.623.367 | 7.372.842,92 |
| 4 MEXICO | 8.710.741 | 8.907.896 | 9.883.089 | 8.329.966 | 8.390.175 | 6.436.601 | 5.662.117 | 5.457.630 | 8.204.550 | 5.871.185,84 |
| 5 UNITED KINGDOM | 1.751.396 | 2.538.098 | 3.471.521 | 4.533.983 | 6.019.573 | 5.806.043 | 4.912.431 | 4.871.679 | 3.363.911 | 3.872.851,10 |

Internationalization



Bogota's International Bookfair



filbo

Feria Internacional
del Libro de Bogotá



Plan Distrital de
Lectura y Escritura

Alcaldía de Bogotá



The **Bogotá International Book Fair (FILBo)** is the most important cultural and publishing event in Colombia and one of the top three in the region.

The most important project for the internationalization of the industry.

It is a fair where children, young adults, adults, families, entrepreneurs and opinion leaders participate, and an excellent place to meet with authors, editors, journalists, translators and other figures in the publishing field.

A place where you can find, negotiate, sell and buy books, as well as Spanish rights in a strategic geographic location for business during the first half of the year.

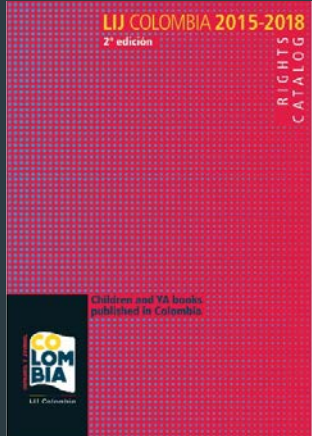


Fellowship Program

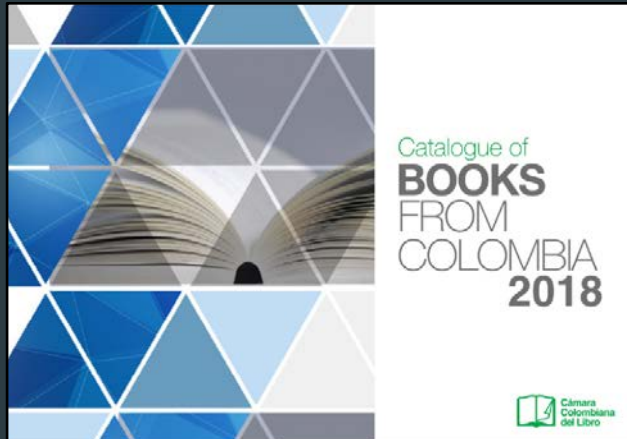
For the past three years, this program has sought to connect Fellows (**literary agents, editors, scouts, translators**) with Colombian publishers and booksellers in order to exchange experiences and **create business opportunities**.

Catalogues and grants

For international book fairs with rights available for sale



Children's
and Young
Adult
Literature



Colombian Book
Chamber Affiliates

Get to know the profile of some
publishers of Colombia here:

https://camlibro.com.co/reading_colombia/en/



Translation grants for
contemporary Colombian
authors

Colombia stands

International book fairs



Bologna Children's Book Fair
2019



Frankfurt Book Fair 2019

Colombia stands

International book fairs



Guadalajara Book Fair 2019



Colombia guest of honor Lima Book Fair
2016

Colombia stands

International book fairs



Colombia guest of honour at Panamá Book Fair 2017



Pacific alliance guest of honour of FILIJ 2018

International recognitions



Man Booker International Prize nomination: Juan Gabriel Vásquez (2019).



Winner of the Independent Foreign Fiction Prize: Evelio Rosero (2009).



FILUNI Best Iberoamerican University Editor *Rubén Bonifaz Nuño*: Juan Felipe Córdoba (2019).



Award Mérito editorial FIL Guadalajara: María Osorio (2018).



New Horizons Awards at the Bologna Children's Book Fair: Tragaluz Editores (2015), Rey Naranjo Editores (2014) and Babel Libros (2017). BOP Prize at the Bologna Children's Book Fair: Babel Libro (2017)



Hector Abad longlisted for the prestigious International Dublin Literary Award (2020)

Competitive advantages of the Colombian industry

- Quality and relevance of content (authors, editors, illustrators, translators, etc.)
- Pacific Alliance, Mercosur, Andean Region
- Translation scholarship program: *Reading Colombia*
- Competitive prices
- Modernization of the publishing sector

Regulatory framework

What does Colombia have?

1. Book Law
2. Working on a fixed book price project
3. No free trade agreement between Canada and Colombia for books or related materials

The Book Law in Colombia

Grants privileges to the publishing industry and to books. Promotes reading and institutional support to the Bogotá International Book Fair.

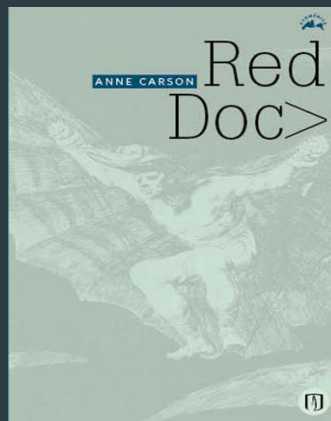
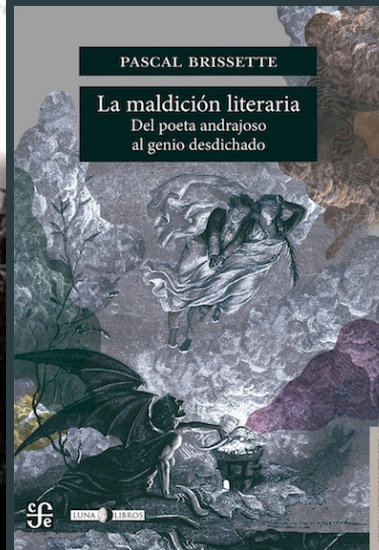
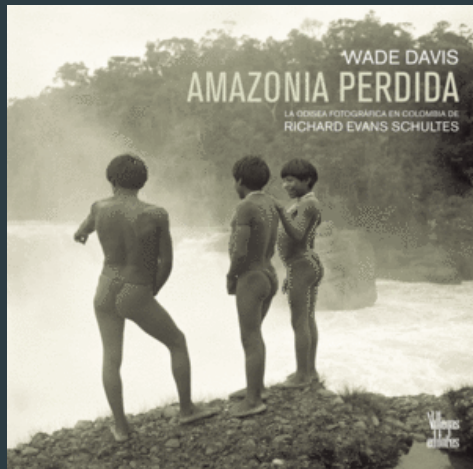
1. IVA exemption (on paper books, ebooks, digital and audiobooks).
2. Lower import or export duties.
3. Lower tax rate for annual income tax.



Canada in Colombia

Canadian authors available in Colombia's market

Only five by Colombian publishers directly.



| Name | Notable works | Publishing house | Released |
|------------------|--|----------------------|----------|
| Margaret Atwood | <i>El cuento de la criada</i> | Salamandra | 2017 |
| | <i>Nueve cuentos malvados</i> | Salamandra | 2019 |
| | <i>La Semilla de la Bruja</i> | Lumen | 2020 |
| Kim Thúy | <i>Vi: una mujer minúscula</i> | Periférica | 2018 |
| | <i>MÃN</i> | Periférica | 2016 |
| Alice Munro | <i>La Vista desde Castle Rock</i> | RBA Editores | 2009 |
| | <i>¿Quién te crees que eres?</i> | Lumen | 2019 |
| | <i>El amor de una mujer generosa</i> | Debolsillo | 2019 |
| Michael Ondaatje | <i>Viaje de Mina, El</i> | Alfaguara | 2012 |
| | <i>El paciente inglés</i> | Punto de Lectura | 2008 |
| Wade Davis | <i>El Río</i> | Crítica | 2017 |
| | <i>Los Guardianes de la sabiduría ancestral</i> | Sílaba Editores | 2015 |
| | <i>Amazonia perdida</i> | Villegas Editores | 2015 |
| Pascal brissette | <i>La maldición literaria: Del poeta andrajoso al genio dichoso</i> | FCE | 2018 |
| Jocelyne Saucier | <i>Yllovieron pájaros</i> | Minúscula | 2018 |
| Yann Martel | <i>La vida de Pi</i> | Destino | 2001 |
| | <i>Beatriz y virgilio</i> | Destino | 2010 |
| Mordecai Richler | <i>La versión de Barney</i> | Sexto Piso | 2011 |
| | <i>Jacobo dos-dos y Colmillo encapuchado</i> | Almadraba Editorial | 2010 |
| Leonard Cohen | <i>La llama</i> | Salamandra | 2018 |
| | <i>Libro del anhelo, El</i> | Lumen | 2006 |
| Robertson Davies | <i>Un hombre astuto</i> | Libros del Asteroide | 2016 |
| | <i>Asesinato y ánimas en pena</i> | Libros del Asteroide | 2015 |
| Mavis Gallant | <i>Agua verde, Cielo verde</i> | Impedimenta | 2018 |
| Anne Carson | <i>La belleza del marido</i> | Lumen | 2019 |
| Douglas Coupland | <i>JPOD</i> | QUINTETO - EL ALEPH | 2010 |
| | <i>El Ladrón de chicles</i> | QUINTETO - EL ALEPH | 2009 |
| Louise Penny | <i>El juego de la luz</i> | Salamandra | 2017 |
| | <i>El largo camino a casa</i> | Salamandra | 2020 |
| | <i>Enterrad a los muertos</i> | Salamandra | 2015 |
| Lawrence Hill | <i>El libro mayor de los negros</i> | Almadia Ediciones | 2018 |
| Rawi Hage | <i>El juego de Niro</i> | Duomo Ediciones | 2009 |
| Geoff Ryman | <i>País Irredento</i> | Impresos Colombia | Na |
| Patrick deWitt | <i>El submayordomo Minor</i> | Anagrama | 2015 |
| | <i>Abluciones</i> | Libros del Silencio | 2010 |
| Joanna Goodman | <i>El hogar de niñas indeseadas</i> | Umbriel | 2018 |
| Sylvia McNicoll | <i>La Venganza contra las Moscas</i> | Norma | 2019 |
| Anne Carson | <i>Red Doc</i> | Ediciones Uniandes | 2020 |
| Pascal Brissette | <i>La maldición literaria: Del poeta andrajoso al genio desdichado</i> | Luna libros | 2019 |

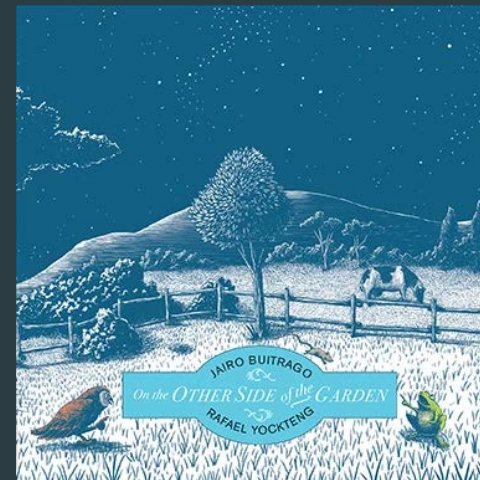
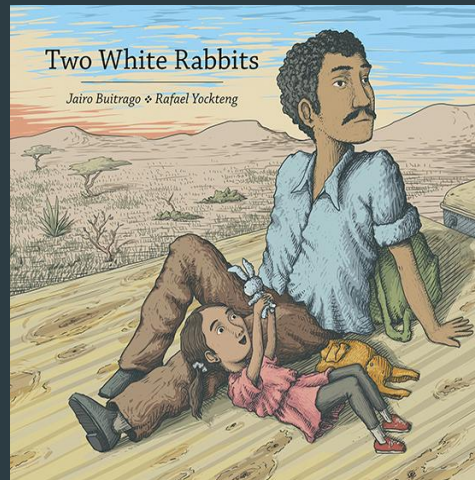
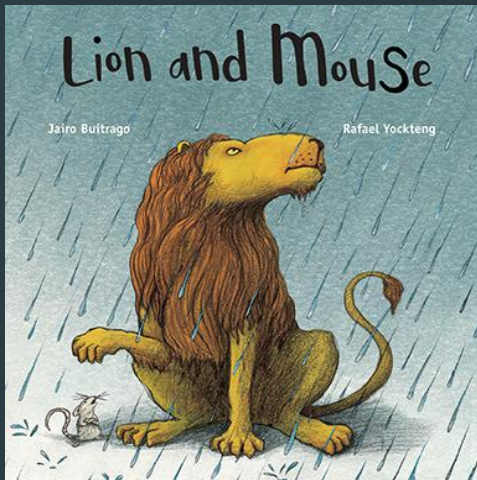
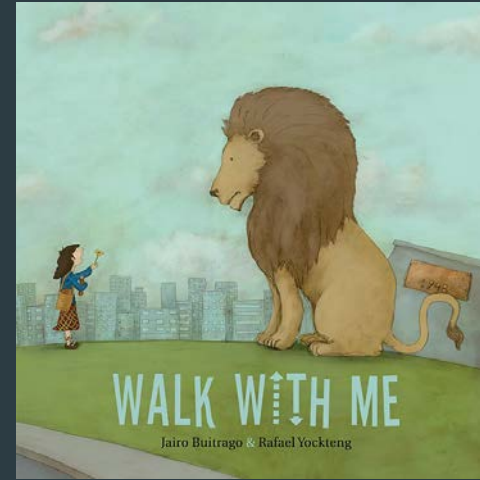
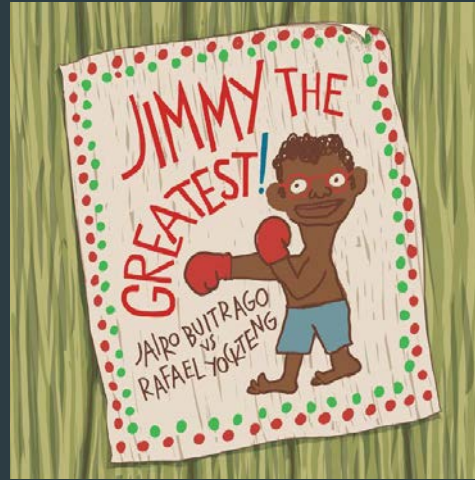
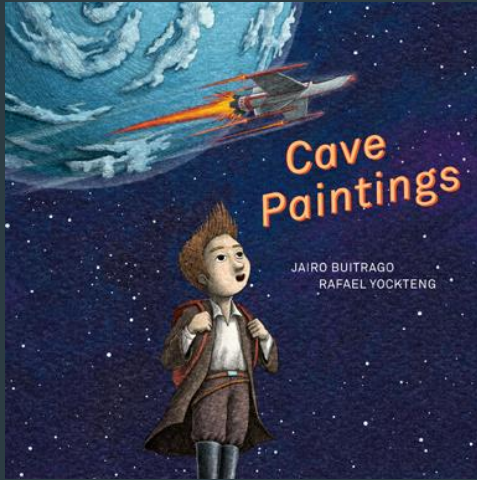


Colombia in Canada

Colombian authors available in Canada

| Name | Title | Publishing house | Released |
|--|---|-------------------------------|----------|
| Gabriel García Márquez | <i>One Hundred Years Of Solitude</i> | HarperCollins Publishers | 2006 |
| | <i>Living to Tell the Tale</i> | Knopf Doubleday Publishing Gr | 2004 |
| | <i>Leaf Storm</i> | HarperCollins | 2005 |
| Manuela Espinal Solano | <i>Quisiera que oyeran la canción que escucho cuando escribo esto</i> | Mosaic Press | 2018 |
| Marcela Villegas | <i>Camposanto</i> | Lugar Común | 2019 |
| Juan Carlos Garay | <i>La nostalgia del melómano</i> | Lugar Común | 2019 |
| Luis Molina Lora (colombiano) y Julio Torres Recinos (salvadoreño) | <i>Cloudburst: An Anthology of Hispanic Canadian Short Stories</i> | Lugar Común | 2013 |
| Javier Zamudio | <i>Hemingway en Santa Marta</i> | Lugar Común | 2015 |
| Jairo Buitrago y Rafael Yockteng | <i>Cave Paintings</i> | House of Anansi | 2020 |
| Jairo Buitrago y Rafael Yockteng | <i>Jimmy the Greatest</i> | House of Anansi | 2012 |
| Jairo Buitrago y Rafael Yockteng | <i>Lion and Mouse</i> | House of Anansi | 2019 |
| Jairo Buitrago y Rafael Yockteng | <i>Walk with Me</i> | House of Anansi | 2017 |
| Jairo Buitrago y Rafael Yockteng | <i>Two White Rabbits</i> | House of Anansi | 2015 |
| Jairo Buitrago y Rafael Yockteng | <i>On the Other Side of the Garden</i> | House of Anansi | 2018 |

Colombian authors available in Canada



Publishers that applied for grants

| | |
|--------------------------|---|
| Instituto Caro y Cuervo | Anthology of québécois poetry translated byr Fernando Arbelaez |
| El Ancora Editores | <i>One River:Discoveries in Amazon Rain Forest</i> by W. Davis, trans. N. Suescun |
| Grupo Editorial Norma | For the Spanish translation by Carlos José Restrepo of Alberto Manguel's book <i>Reading Pictures</i> . |
| Silaba Editores | Spanish translation by Juan Fernando Merino of Wade Davis' book, <i>The Wayfinders</i> |
| Esquina Tomada Ediciones | <i>La mauvaise mère</i> by Marguerite Andersen (Translator: Felipe González) |

*Information from the Canada Council for the Arts

Opportunities

1. Virtual matchmaking (after this presentation) or in other Book Fairs to start getting closer to the Colombian industry.
2. Visit FILBo, apply for the fellowship program.
3. Participation as a Country like exhibitor and then as GOH in FILBo.
4. Built a relation with the editors and sell directly to indies.
5. Built a relation with bookshops to sell books in English directly.
6. Explore opportunities coediting in Spanish in Canada, English/French in Colombia
7. Promote the visit of Canadian authors in Colombia.

Conclusions

1. Canadian authors or content arrives primarily from Spain. There is no direct relation between the industries to promote rights exchanges.
2. There are not enough books in English or French in the Colombian market and Canadian publishers could fill that gap, especially with French publications.
3. Canadian vision and publications could add value to Colombian society.

Q&A

Please type your questions in the Q&A panel

Contact information

Sandra Pulido Urrea

► spulido@camlibro.com.co

Canadian Trade Commissioner Service in Colombia

► Angela Olarte, Trade Commissioner

angela.olarte@international.gc.ca

► Nicolás Cárdenas, Public Affairs Officer

nicolas.cardenas@international.gc.ca



LIVRES CANADA BOOKS®

Thank you

Please fill out an [evaluation](#)

Funded by the Government of Canada

| Canada 