



LIVRES CANADA BOOKS®

2020–2021 Annual Report

LIVRES CANADA BOOKS
2020–2021 Annual Report

© 2021 Livres Canada Books
All rights reserved

Livres Canada Books
1 Nicholas Street, Suite 504
Ottawa, Ontario K1N 7B7
Canada

Tel +1 613 562–2324
Fax +1 613 562–2329

info@livrescanadabooks.com
www.livrescanadabooks.com

 www.facebook.com/LivresCanadaBooks
 [@livresCAbooks](https://twitter.com/livresCAbooks)
 [@livrescanadabooks](https://www.instagram.com/livrescanadabooks)

Funded by the
Government
of Canada

Canada

Version française disponible

Cover image:
Mount Rundle, Banff, Canada
Photo by Neil Rosenstech (Unsplash)

Table of contents

Chair's Message	2	Supporting Canadian Publishers	12	Building Our Community	31
Executive Director's Introduction	4	Foreign Rights Marketing Assistance Program . . . 13		Website 31	
2020–2021 at a Glance	6	Mentoring – Funding Support. 13		Blog 32	
Mandate and Strategic Directions	8	Promoting Canadian Publishing	14	Social Media. 33	
Strategic Goals 8		Canada Stand 14		Newsletter. 35	
Strategic Objectives 9		Virtual Speed-Dating and Networking Meetings. 17			
Strategic Activities 9		Collective Marketing 18		Governance	36
Looking Toward the Future	10	Building Export Expertise	21	Board of Directors 37	
Pandemic Response 10		Mentoring – Coaching 21		Committees 37	
Business Plan 2021–2024 10		Special Project on Accessible <i>Digital Publishing and Export</i> 22		Secretariat 38	
Frankfurt 2021 11		Market Guides 23		Appendices	39
New Website and Discovery Platform 11		Webinars 26		Appendix I — Independent Auditor's Report 39	
Livres Canada Books Brand Update 11		Virtual Trade Missions 30		Appendix II — Funding by Recipient 55	
Accessibility 11					

Chair's Message

Over a year ago, everything was put on hold because of the pandemic. At the time, I drafted a Chair's Message that captured a tone of fatality and resilience. It has been a strange year filled with challenges that revealed all of our organization's strengths in supporting publishers and building initiatives that will become permanent. Indeed, since all fairs were cancelled and replaced by digital events, we all had to learn new ways of creating relationships, continuing our activities, and trying to relaunch export despite the global health situation.

This turn to the digital world guided most of our export initiatives during the last year. These experiences have revealed the good and bad sides of the virtual world as a meeting site. Clearly these tools will not replace in-person meetings and the richness of in person events. However, there is a positive side to these developments, which had to be set up at lightning speed. These digital experiments will stay in place and allow for the optimization of future export-related activities. Our most recent business plan attests to that with its turn towards digital development, especially regarding the improvement of our website with a focus on new functions that will better serve the needs of Canadian publishers.

Frankfurt 2021 is fast approaching, although the definite format of the event remains to be seen. Despite the disappointment around the cancellation of the 2020 edition, which was supposed to be historic for Canadian publishing, the postponement will nevertheless allow for progress. Livres Canada Books will be equipped with a new stand with a design that will last for many years and will offer a more convivial, modern experience for publishers and visitors.

I step down as Chair after four rich and surprising years. I must say that the organization is in good hands and on a great roll. Indeed, in addition to solidifying the pillars of FRMAP, of webinars, of mentorship, and of market guides in these last years, Livres Canada Books succeeded in developing new partnerships with all levels of government. By diversifying its sources of funding, the organization has endowed itself with great opportunities for future growth in its export possibilities for all Canadian publishers.

I would like to thank the various partners who have been present and attentive to our needs in the last year. In particular, the team at Canadian Heritage allowed us to adjust our orientation during the pandemic and to

modify our FRMAP program so that publishers could receive funding despite the absence of travel. These fruitful exchanges allowed for quick action and new pathways. We hope that these foundations will facilitate the support of programs that are now part of our new business plan: shipping books abroad, translating non-fiction works, and funding to support booth rentals during international export events.

Once again, I would like to thank the team at Livres Canada Books, and its Executive Director François Charette, for continuing to strengthen our organization and carry out our many activities at a very high level of excellence, despite the circumstances. I would also like to highlight the ongoing support of the Board members. Their active participation provides our organization with a strength that truly reflects all the diversity of our community.

As the end of the worldwide pandemic is in sight, and trips and key events that Canadian publishers hold dear will resume, I am confident about the future of Livres Canada Books since it is in the hands of an exceptional team. Our new Chair, Semareh Al-Hillal, brings a breath of fresh air that will inspire the continuing evolution of the organization. \



Frédéric Gauthier

Chair



Executive Director's Introduction

First of all, I would like to thank everyone in the book sector for displaying such adaptability and creativity in reinventing themselves. The challenges of the pandemic have been massive in all cultural industries, particularly the book industry. Marketing and promotion methods, as well as distribution channels are still transforming. Typical business models have given way to more flexible, creative models never seen before. I am proud of all levels of government for supporting us unconditionally. I extend a special thanks to the Canada Book Fund and Julie Fairweather's team for supporting us in our endeavour to adapt our programs and services over the past year.

Like millions of Canadians during this exceptional time, the staff at Livres Canada Books has been working remotely since March 2020. Staff members have stayed in constant contact with Canadian publishers, international associations, industry partners, Canadian Heritage (via the Canada Book Fund and International Trade), and Global Affairs Canada in order to ensure the continuity of its operations. Livres Canada Books will continue to adapt its programs and services to respond better to your changing needs. What a great team we have!

With 48 years of experience at the service of exporting publishers of Canadian books, Livres Canada Books has just refined a new strategic and flexible 2021–2024 Business Plan that aims to support emerging and experienced exporters of Canadian books in this period of uncertainty. The Board members and I have held consultations and forwarded surveys to members of the publishing community to gather valuable feedback on the ways in which we can further support export activities.

At the end of summer 2021, with the support of the Canada Book Fund's Emergency Fund, we will launch a new website with an interactive discovery platform that will enhance Canadian publishers' collective presence and visibility online. International buyers will thus have more opportunities to discover titles by Canadian authors and to establish direct relations with rights managers and Canadian publishers.

Livres Canada Books is pleased to continue our work supporting Canada as the Guest of Honour at Frankfurt. We are currently exploring all possibilities to ensure a Canadian presence in Frankfurt, whether it be virtual, in person, or a hybrid of the two.

It is important to emphasize that Livres Canada Books' accomplishments would not have been possible without our many partnerships. These include the Department of Canadian Heritage through the Canada Book Fund (CBF) as well as International Trade, Global Affairs Canada, the Canada Council for the Arts, the International Council for Canadian Studies (ICCS), Ontario Creates, the Société de développement des entreprises culturelles (SODEC), Creative BC, the Association nationale des éditeurs de livres (ANEL)/Québec Édition, the Association of Canadian Publishers (ACP), the Association of Canadian University Presses (ACUP), the Association of Book Publishers of British Columbia (ABPBC), the Book Publishers Association of Alberta (BPAA), the Canadian Publishers' Council (CPC), the Regroupement des éditeurs franco-canadiens (REFC), the Literary Press Group of Canada (LPG), Canada FBM2021, Friesens, the Union des écrivains et des écrivains Québécois (UNEQ), The Writers' Union of Canada (TWUC), Canadian embassies in Germany, Colombia, United Arab Emirates, France, Italy, Mexico, Norway, Poland, and Ukraine, the High Commission of Canada in the United Kingdom, the Consulate General of Canada in Dubai

and in Shanghai, and the Québec Government offices in Barcelona, London, and Rome. Their support has enabled us to develop our international marketing activities professionally in order to meet the needs of publishers.

My sincere thanks go to the Chair of Livres Canada Books, Frédéric Gauthier, and to the members of the Board of Directors for their sound management. These experienced publishers are invaluable advisors who contribute to ensuring good governance for supporting the export efforts of all Canadian publishers.

I am particularly grateful to the staff at Livres Canada Books. I thank them warmly for our productive year. \



François Charette
Executive Director



2020–2021 at a Glance

Supporting Canadian Publishers

- | | |
|---|---|
| Foreign Rights Marketing Assistance Program | • 169 funding recipients, special redistributions |
| Mentoring – Funding Support | • 2 funding recipients |

Promoting Canadian Publishing

- | | |
|-------------------------------|---|
| Canada Stand | • Frankfurt, Shanghai, and Sharjah |
| Virtual Speed-Dating Meetings | • Switzerland, Norway, Colombia, Australia, and the UK |
| Collective Marketing | • 2020 <i>Rights Canada</i> catalogue — 330 titles from 126 publishers
• 2021 <i>Canadian Studies Collection</i> — 137 titles from 41 publishers and 1 association
• Virtual Exhibits at the ALA Midwinter Meetings and the NeMLA Annual Convention |

Building Export Expertise

Market Guides	• 5 new guides and 2 translated guides
Virtual Trade Mission	• Spain — 9 publishers, corresponding webinar (19 participants), and list of contacts
Mentoring – Coaching	• France — 5 publishers and 53 webinar participants
Special Project on Accessible Digital Publishing and Export	• Webinar on accessible digital books and export (85 participants) and corresponding report on the European Accessibility Act
Professional Development Webinar	• <i>Print-on-Demand as an Export Tool</i> (one English and one French) — 101 participants
Export Market Webinars	• Colombia — 43 participants • The Middle East — 60 participants
Canada–Ukraine Special Project	• Networking webinar (40 participants) and corresponding brochure

Building Our Community

Website	• WCAG 2.0 Level AA standard compliance
Conferences	• Attendance at 5 virtual conferences
Blog	• 100 blog posts (in French and English)
Social Media	• Information sharing with a diverse and growing audience
Newsletter	• 11 issues with an increased number of subscribers

Looking Toward the Future

Pandemic Response	• Adapting our programs and services to meet publishers' evolving export needs
Business Plan 2021–2024	• Business Plan approved by the Board of Directors
Frankfurt 2021	• Administrative support and observer status on the Canada FBM2021 Board
Promoting Canadian Titles and Publishers	• New website and discovery platform
Livres Canada Books Brand Update	• Greater visibility, impact, and engagement
Accessibility	• AODA compliance by 2025

Mandate and Strategic Directions

The mandate of Livres Canada Books is to support Canadian-owned book publishers in their export sales activities, and in developing international partnerships, and to assist publishers in improving their overall results through a range of services. These services include financial support, promotion, research, training, a collective presence at major international book fairs, and a unique forum for collaboration between English- and French-language publishers in Canada.

Strategic Goals

- Canadian book publishers maintain and increase their export sales
- Canadian book publishers' research and development, promotions, and ongoing sales activities in international markets are sustained and expanded
- Canadian book publishers are informed about current and future opportunities for innovation
- Canadian book publishers benefit from new mentoring services
- Government policies and programs are better adapted to the needs of publishers

Strategic Objectives

- Canadian book publishers have access to financial resources and targeted services that enable them to compete effectively in the international marketplace
- Canadian book publishers receive world-class information on international book publishing markets
- Canadian book exporters have opportunities to network and exchange information with each other, and their export-related priorities and needs are communicated effectively, both nationally and internationally
- The diversity of Canadian book publishers—in language, genre, size, and years of export experience—is recognized
- Exchanges between publishers from across Canada are valued and strengthened
- Policy makers have a better understanding of the needs of book exporters

Strategic Activities

- Providing direct funding to Canadian exporters
- Facilitating participation in international book fairs and other events
- Creating collective promotional materials and online content
- Supporting the Frankfurt 2021 initiative
- Gathering intelligence on different markets and key export partners
- Providing professional development regarding export and digital publishing
- Creating opportunities for professional networking and information sharing
- Maintaining strong relationships with government partners
- Communicating and sharing information and best practices with publishers
- Developing and managing Livres Canada Books' resources \

Looking Toward the Future

Pandemic Response: Adapting to Canadian Publishers' Export Needs During Uncertain Times

Livres Canada Books has adapted its programs and activities over the past year while ensuring continuity of service and the safety of its staff members.

In addition to the FRMAP special redistributions, we continue to provide electronic payments to funding recipients, to support publishers participating in online rights platforms, and to organize and promote new forms of online rights sales and marketing. As well, we have supported networking with international publishers and associations to share information about our individual markets and best practices during this pandemic.

Business Plan 2021–2024

Livres Canada Books tabled its strategic and flexible 2021–2024 Business Plan, which aims to support emerging and experienced exporters of Canadian books during this period of uncertainty. Our new Business Plan targets our traditional export markets (Europe, the US, and the UK), as well as emerging markets in Latin America. Another strategic focus of the four-year plan is to help publishers access expertise on digital book (ebook and audiobook) distribution and discoverability in international markets. As always, the core focus of our business plan is supporting Canadian publishers' export efforts and providing them with value-added services that complement the work done by national book associations and related industry organizations.

Frankfurt 2021

Livres Canada Books continues to support the Frankfurt 2021 project on multiple fronts. In addition to our observer role on the Canada FBM2021 Board of Directors, we have been supporting Frankfurt 2021 through several projects, including a new Canada Stand design, developed with the financial support of Canadian Heritage.

Given several fair cancellations and ongoing concerns about international travel during the pandemic, Livres Canada Books has remained in constant contact with book fair organizers, Canadian Heritage, and Canada FBM2021 since the beginning of the crisis. Along with our industry partners, we are closely monitoring national and international public health developments and are following all precautions and recommendations issued by the Government of Canada.

New Website and Discovery Platform

Responding to a survey of publishers, work has begun on a new discovery platform to be integrated into a redesigned Livres Canada Books website. The aim is to provide Canadian publishers with a more robust collective online presence and visibility among international audiences. The platform will act as a fully featured online catalogue, allowing users to explore a large title listing (5,000+ ISBNs) via a variety of search and browse options. This new platform will provide more avenues for international buyers to discover Canadian-authored titles and to make direct connections with rights managers and Canadian publishers.

Livres Canada Books Brand Update

The Livres Canada Books brand has become well established and recognized among Canadian and international audiences since its introduction 10 years ago. Nevertheless, the unprecedented changes brought about by the pandemic and the pivot to almost entirely online methods for connection and promotion require greater visibility, impact, and engagement. In the coming months, we will be developing a strategy for a brand update that will not only emphasize a clean and elegant look and feel, but will also clearly identify our mission, values, audiences, and goals.

Accessibility

We continue to evolve our organization's activities to provide accessibility accommodations across our programs and services by 2025, as mandated by the *Accessibility for Ontarians with Disabilities Act (AODA)*. \

Supporting Canadian Publishers

Livres Canada Books plays a key role in developing and delivering programs and services to Canadian publishers and has pivoted many of its offerings in order to further support Canadian publishers during the pandemic.

Throughout the years, Livres Canada Books has maintained its commitment to the following principles:

- Allocating funding support based on cost sharing with participating publishers
- Respecting individual corporate objectives and international marketing strategies
- Managing funds in a manner that is fair, accessible, and effective and that respects sound stewardship and the highest levels of integrity, transparency, and accountability

Programs are continually updated, ensuring an efficient and flexible response to the export needs and priorities of Canadian publishers, thus enabling them to succeed in a constantly evolving export environment. Livres Canada Books prioritizes the collection and analysis of program data so that its activities remain relevant.

In 2020–2021, 161 publishers and 9 national and provincial publisher associations were eligible for direct funding through two programs, the [Foreign Rights Marketing Assistance Program \(FRMAP\)](#) and the [Mentoring – Funding Support](#) program.

The table below summarizes the applications received and funds allocated in 2020–2021. A complete list of funding recipients, including a breakdown by program, can be found at the end of this report.

In 2020–2021, a total of \$824,628 was allocated.

Livres Canada Books plays a key role in developing and delivering programs and services to Canadian publishers

Applications Received and Funds Allocated in 2020–2021

Applications	Submitted	Eligible	Amount
Foreign Rights Marketing Assistance Program (FRMAP)	170	169	\$818,628
Mentoring – Funding Support	2	2	\$6,000

Foreign Rights Marketing Assistance Program

Livres Canada Books has administered the [Foreign Rights Marketing Assistance Program](#) (FRMAP) on behalf of Canadian Heritage since 1985. The objective of this program is to develop and sustain export sales by Canadian publishers and expand their export markets by providing funding for sales trips and participation in international trade events, such as book fairs and exhibitions. The program operates on a cost-sharing basis between Livres Canada Books and eligible publishers.

Special Redistribution

Travel restrictions and event cancellations related to the COVID-19 pandemic were the hallmark of 2020–2021. Accordingly, with the approval of the Canada Book Fund, Livres Canada Books redistributed a portion of the Foreign Rights Marketing Assistance Program (FRMAP) to eligible 2020–2021 recipients to cover eligible export expenses other than export sales trips and international trade events. Livres Canada Books and the Canada Book Fund hopes to continue stimulating export sales of Canadian publishing houses by supporting non-travel related export activities through this special redistribution.

In 2020–2021, of the 169 eligible publishers and national and provincial publishers' associations, 150 received funding for export-related expenses through FRMAP.

Mentoring – Funding Support

The [Mentoring – Funding Support](#) program was launched in 2007 to provide publishers with an opportunity to benefit from knowledge and expertise gained through their participation in the Livres Canada Books Mentoring – Coaching program. Funding support allows publishers to implement marketing strategies targeted at their selected export markets. The objective is to help small and emerging exporting publishers increase sales to these markets and become eligible for higher levels of funding through the Canada Book Fund.

Mentoring – Funding Support ensures the continuity of mentorship services while helping participating publishers develop their own networks of potential partners. Livres Canada Books has been working to provide support to a greater number of publishers who can benefit from a more targeted approach.

In 2020–2021, Mentoring – Funding Support provided \$3,000 each to two eligible publishers. \



Christy Doucet
Senior Programs Manager

Promoting Canadian Publishing

Canada Stand

Despite the pandemic disruptions to large industry gatherings, the network of major international book fairs and salons remains a driving force for the development of Canadian book exports. International book fairs are meeting places for the entire publishing industry, allowing Canadian publishers to connect with international contacts, build business relationships, network, and sell rights and finished books.

Due to pandemic-related cancellations of in-person events, Livres Canada Books organized a series of speed-dating meetings. This alternative enabled us to achieve the primary objective of the Canada Stand, namely selling and/or buying rights and finished books, minus the travel.

Pre-pandemic, the [Canada Stand](#) ranged in size from 36 square metres to nearly 335 square metres at some of the world's largest and most influential book fairs. Publishers choose from an all-inclusive package with fully equipped booths and support services, a pied-à-terre option to conduct meetings at the collective stand (but not display books), or a cost-effective pay-per-title service for exhibiting titles without attending in

person. Through the development of virtual book fairs and networking tools, publishers now have access to speed-dating meetings with different countries, online seminars, matchmaking tools, and rights exchange platforms.

Livres Canada Books also provides the administrative, logistical, and marketing support that ensures publishers can concentrate on business. Support includes correspondence with book fair organizers, ordering exhibitor passes, customizing furnishings and electrical installations, shipment and delivery of materials to publishers' stands, customs clearance, setup and tear-down, and inclusion in the show catalogue and in our own print and online directories of exhibitors on the Canada Stand.

In addition to organizing the Canada Stand, Livres Canada Books promotes the Canadian publishing industry at international book fairs and conferences by strengthening its network of worldwide contacts and fostering relationships between international publishers, national publishers' associations, and other trade partners. We also collect leads on behalf of publishers and network with other collective stands to track industry trends and uncover new opportunities for Canadian publishers.

Frankfurt Book Fair (October 14 to 18, 2020) — Virtual Guest of Honour

The [Frankfurt Book Fair](#) is the largest, most important international fair of the fall season. Participating in this highly anticipated event is a cornerstone in the export strategies of many Canadian publishers. Prior to the shift from an in-person to a virtual event, the Canada Stand would have occupied a space of 508 square metres and would have hosted 85 stand exhibitors and two pied-à-terre exhibitors.

The 2020 Frankfurt Book Fair, held virtually, welcomed 4,440 digital exhibitors from 103 countries, hosted 3,644 online events, and received 200,000 visitors on Buchmesse.de. Digital trade exhibitors presented their brands to the world through access to the Frankfurt Rights platform, the matchmaking tool, the Hof networking hub, and thousands of online events.

The Fair, together with Livres Canada Books and ANEL/Québec Édition, held two question and answer sessions with Frankfurt Book Fair President and CEO Juergen Boos on Friday, September 4 (in French) and on Tuesday, September 8 (in English). Livres Canada Books also organized two live virtual events in collaboration with the Association of Canadian University Presses (ACUP) and with ANEL/Québec Édition. The first event, “To the Future! What’s Next in Scholarly Publishing? The View from Canada” was a panel discussion on the future of scholarly publishing in local and global contexts with ACUP representatives on Thursday, October 15. The second event, “Have a Look at Canada: The Canadian Publishing Landscape,” held on Friday, October 16, was a spotlight on Canadian publishing, presenting the perspectives of adult, children’s, French-language, and Indigenous publishers.



Tristian Lee
Programs Officer

Sharjah International Book Fair (November 4 to 14, 2020)

Since 2007, the *Sharjah Bestseller & Awards* book exhibit has been organized by the Combined Book Exhibit (US), the UK Publishers Association, the Sharjah International Book Fair, and Jashanmal Booksellers and Distributors. This excellent initiative promotes books from the United States, the United Kingdom, and Canada, and is the Sharjah International Book Fair's only official showcase of English- and French-language books.

For the second consecutive year, the Combined Book Exhibit invited Canadian publishing houses to take part in this collection. This initiative provides an opportunity for Canadian publishers to promote up to 50 titles per publishing house (in both English and French). The titles are included in a catalogue distributed at the Fair with some sold by Jashanmal Booksellers and Distributors and the bookseller Culture & Co. In 2020, five Canadian publishers participated, displaying over 60 titles between them.

Shanghai International Children's Book Fair (November 13 to 15, 2020)

One of the very few international book fairs to take place physically in 2020 was the Shanghai International Children's Book Fair, which attracted 18,963 visitors. Canada's presence at the Fair was organized in partnership with the Consulate General of Canada in Shanghai.

During the busy three-day event, the Consulate managed a physical Canada Stand, displaying 156 books from 20 Canadian publishers, identifying business opportunities, and developing leads.

The stand generated an impressive 40 concrete leads for rights sales and vastly expanded Canada's network of Chinese publishers, agents, and rights managers. Participating Canadian publishers could access the book fair's online platform to conduct B2B meetings virtually, while their titles and catalogues were displayed physically, which provided prospective rights buyers with the opportunity to see and feel the content firsthand.

The 2021 Bologna and London book fairs were postponed to June and July 2021, respectively, and finally offered in virtual mode only. The Leipzig Book Fair was cancelled.



Sharjah International Book Fair



Shanghai International Children's Book Fair

Switzerland	Colombia	Norway	Australia	UK
Organized with the Swiss Publishers' Association	Several matchmaking sessions between Colombian and Canadian publishers were independently organized by Corferias and PROCOLOMBIA	Organized with Norwegian Literature Abroad (NORLA)	Organized with the Australian Publishers' Association	Organized with the UK Publishers' Association
<ul style="list-style-type: none"> • Two sessions (children's fiction and adult fiction) • 11 Swiss and Canadian publishers 		<ul style="list-style-type: none"> • Three sessions (non-fiction, children's, and adult fiction) • 16 Norwegian and Canadian publishers 	<ul style="list-style-type: none"> • One session (adult fiction and children's books) • 10 Australian publishers and 12 Canadian publishers 	<ul style="list-style-type: none"> • Three sessions (children's, adult fiction, and non-fiction) • 13 UK and Canadian publishers

Virtual Speed-Dating and Networking Meetings

Organized in collaboration with publishing and cultural organizations around the world, Livres Canada Books helped to launch a series of virtual speed-dating meetings as an effective way to restore networking possibilities via digital platforms. These events provided Canadian publishers with opportunities to generate new connections in lieu of those made at in-person book fairs.

The speed-dating meetings focused on three categories: children's books, non-fiction, and adult fiction. Each session included publisher introductions in a group context, followed by one-to-one meetings in breakout rooms. The goal was to introduce publishers to one another in hopes that they would continue to exchange information and develop business relationships after the meeting, thus creating opportunities to buy and sell rights and finished books.





Tabitha Hartropp
Communications Officer

Collective Marketing

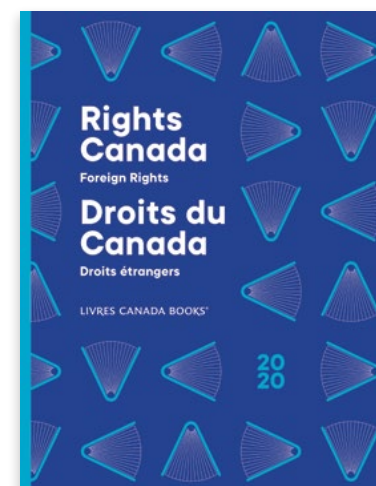
Two major catalogues, *Rights Canada* and the *Canadian Studies Collection*, are produced each year to promote Canadian publishers, authors, and books internationally. These highly anticipated publications are available online and in print at international book fairs. In addition, all titles submitted to these publications are included in our [web database](#), a comprehensive online resource for information about Canadian publishers. The titles in the catalogues are also announced through our social media accounts and scrolling banners promoted the different titles on our website as well.

The cancellations of in-person fairs heralded a number of other changes to the promotion and distribution of our collective catalogues. Through our partnerships with other organizations and our continued efforts to locate potential online marketing and distribution opportunities, we were able to promote our catalogues widely in new forms and on new platforms.

The 2020 *Rights Canada* catalogue featured 330 titles from 126 publishers

Rights Canada

In preparation for the Guest of Honour role at the Frankfurt Book Fair, the 2020 *Rights Canada* catalogue design was updated to reflect a more modern and dynamic look. Our partnership with the online licensing and rights platform IPR License was transformed through the process of pivoting the 2020 Frankfurt Book Fair online. Our portal on IPR License became a collective rights portal on the new [Frankfurt Rights](#) platform, which enabled us to further promote titles in the catalogue.



Inclusion in the catalogue remains free of charge with space allocated on a first-come, first-served basis. Published in advance of the Frankfurt Book Fair, the 2020 *Rights Canada* catalogue featured 330 titles from 126 publishers. The catalogue also featured seven advertisements from Canadian partner organizations.

In addition to being promoted and distributed to international publishing contacts, the catalogue was advertised in special book fair editions of *Publishers Weekly* and *Publishing Perspectives*. The catalogue is also available for download from the Livres Canada Books website. The digital catalogue includes live links to titles on the participating publishers' websites and to publisher email addresses. Physical and digital copies were distributed to Canadian embassies and consulates through the Cultural Diplomacy offices of Global Affairs Canada as well as during our virtual trade mission to Spain.

Canadian Studies Collection

The 2021 *Canadian Studies Collection* highlighted 137 titles from 41 publishers—a record number of submissions. The catalogue also featured six advertisements from publishers and partner organizations. Subject areas covered include Indigenous studies, arts and culture, biography and memoir, economics, environment and geography, history, political science, literature and literary criticism, and the social sciences.

The 2021 *Canadian Studies Collection* highlighted 137 titles from 41 publishers—a record number of submissions

The print version is distributed to Canadian Studies association meetings, events, and conferences around the world. With help from the International Council for Canadian Studies (ICCS), the *Collection* is also distributed digitally to networks of Canadianists and Canadian Studies scholars. The *Collection*, also advertised in two editions of *Publishers Weekly*, is available for [download](#) from the Livres Canada Books website.



As a result of the pandemic, many fairs and conferences where print copies of the *Collection* are usually distributed were cancelled. Nevertheless, physical (along with digital copies) of both catalogues were distributed to Canadian embassies and consulates through the Cultural Diplomacy offices of Global Affairs Canada.



Hillary Leblanc
Communications Officer

In an effort to promote the *Collection*, we secured virtual booths at two major conferences—the American Library Association’s Midwinter Virtual Meetings and Exhibits (January 22–26, 2021) and the Northeastern Modern Language Association’s Virtual Annual Convention (March 10–14, 2021).

We continue to locate potential online marketing and distribution opportunities, reaching out to fairs and conferences to inquire about the possibility of promoting the Collection on their websites or in their newsletters. \

Bringing Canadian Words to the World
LIVRES CANADA BOOKS®

View our collective catalogues

LIVRES CANADA BOOKS®

Company Details

Contact Info (2 representatives)

Livres Canada Books supports Canadian-owned book publishers in their export sales activities, in developing international partnerships, and assists publishers in improving their overall results through a range of services, including financial support, collective marketing, promotion, research, training, and a collective presence at major international book fairs.

Website Request Information

The 52nd Annual Convention of the Northeast Modern Language Association
Mar 10 - 14, 2021

Livres Canada Books

112 Visited 24 Likes

View Leads/Contacts Edit Booth

getchevery@livrescanadabooks.com https://livrescanadabooks.com/ Gabrielle Elchevery

Livres Canada Books is a not-for-profit organization designed to support Canadian-owned book publishers in their export sales activities, in developing international partnerships, and to assist publishers in improving their overall results through a range of services, including financial support, promotion, research, training, and a collective presence at major international book fairs, and by providing a unique forum for collaboration between English- and French-language publishers in Canada.

Chat

Michael Tonnegross
Hello, Gabrielle. Thank you for sharing your exhibit...

Mar 10, 2021 10:26 AM

Lucienne Sciarato (she/her)
Thanks for the catalogue!

Mar 10, 2021 11:30 AM

Maureen Daniels
Great selection!

Mar 10, 2021 1:28 PM

Zoe Smith
Thanks for being here!

Mar 10, 2021 1:28 PM

Marissa Schoedel
Oh, I'll be checking out your French selection for sure!

Mar 10, 2021 1:28 PM

Harshita Vaidyanathan
Really excited to explore your catalogue!

ALA MIDWINTER MEETING & EXHIBITS VIRTUAL
JANUARY 22-26, 2021

Home

Daily Schedule

Live Stream Schedule

On-Demand Sessions

Coffee Talks

Featured Speakers

Future of Libraries

News You Can Use

LEARNX Preview

Governance

Discussion Groups

Committee Meetings

FAQs

Midwinter Virtual Video

Participant Services

Bringing Canadian Words to the World
LIVRES CANADA BOOKS®

View our collective catalogues

LIVRES CANADA BOOKS®

Company Details

Contact Info (3 representatives)

Livres Canada Books supports Canadian-owned book publishers in their export sales activities, in developing international partnerships, and assists publishers in improving their overall results through a range of services, including financial support, collective marketing, promotion, research, training, and a collective presence at major international book fairs.

We are delighted to showcase great Canadian fiction, non-fiction, scholarly books, children's books and young adult fiction in English and French. We encourage you to consult the listings here to find the stories and relationships

Website Request Information

The 52nd Annual Convention of the Northeast Modern Language Association
Mar 10 - 14, 2021

Livres Canada Books

activities, in developing international partnerships, and to assist publishers in improving their overall results through a range of services, including financial support, promotion, research, training, and a collective presence at major international book fairs, and by providing a unique forum for collaboration between English- and French-language publishers in Canada.

Handouts

Rights Canada Catalogue

Canadian Studies Collection

Photos

Chat

Michael Tonnegross
Hello, Gabrielle. Thank you for sharing your exhibit...

Mar 10, 2021 10:26 AM

Lucienne Sciarato (she/her)
Thanks for the catalogue!

Mar 10, 2021 11:30 AM

Maureen Daniels
Great selection!

Mar 10, 2021 1:28 PM

Zoe Smith
Thanks for being here!

Mar 10, 2021 1:28 PM

Marissa Schoedel
Oh, I'll be checking out your French selection for sure!

Mar 10, 2021 1:28 PM

Harshita Vaidyanathan
Really excited to explore your catalogue!

Building Export Expertise

Mentoring – Coaching

Aimed at the specific needs of emerging exporting publishers, the Livres Canada Books [Mentoring – Coaching](#) program helps eligible publishers become familiar with export sales strategies, meet with stakeholders in target markets, and properly evaluate the effort needed to penetrate these markets.

The program is open to publishers who require additional support—beyond financial assistance—geared to their specific circumstances. The 2020–2021 program, focused on France, was offered to both Francophone and Anglophone participants. Five publishers benefitted from the direct mentorship with the consultants and 53 people registered for the market overview webinar.

The objective of the Mentoring Program – France was to provide export expertise to a group of eligible publishers to help familiarize them with export activities in France (examination and evaluation of their export potential, promotional activities, distribution and diffusion mechanisms, co-editions, and rights sales).

The 2020–2021 program activities included a webinar that provided an overview of French publishing, including the sale of rights, distribution, and diffusion in the French market, and one-on-one online video sessions between individual publishers and the consultants, Mathias Echenay and Phi-Anh Nguyen, to determine the eligible publisher's potential in the French market, and to develop their export strategy.

The Mentoring Program formula continues to show positive results. Participants appreciate the clear, concrete advice and the sessions tailored to address their particular needs and concerns.

Webinar on Exporting to France

Participating mentoring publishers, among others, attended a [webinar](#) in January 2021 presented by Mathias Echenay and Phi-Anh Nguyen of Axiales. The webinar provided an overview of the French book market and new perspectives on how Canadian publishers can maximize their export potential.

Expert Profiles

France

Mathias Echenay began his career as a sales representative for Seuil. After working with Flammarion and Interforum, he was then Executive Director of CDE and CEO of FED (Gallimard / Madrigall group). Today, with his business as a publisher at La Volte, a house he founded in 2004, he is also a consultant at Axiales serving publishers and broadcasters on commercial matters.

Phi-Anh Nguyen is a recognized specialist in copyright and secondary rights: translation, derivatives, and audiovisual. Nguyen has been a publishing professional for over twenty years, working at Dorling Kindersley, Gallimard Jeunesse, and Hachette Jeunesse, as well as being an independent agent and consultant since 2008. He is also a professional trainer and consultant for publishing houses wishing to develop the transfer of translation rights and co-publishing, and a developer of software dedicated to the publishing sector (copyright, translation rights).

Axiales is a consulting company that brings together experienced professionals who have exercised operational responsibilities in various areas of the sector: publishing, marketing, promotion, distribution, bookstores, etc. Axiales consultants have been leaders and managers in both private and public structures, large or small, independent or integrated.

Special Project on Accessible Digital Publishing and Export

The importance of accessible digital publishing and an enhanced presence in European markets for Canadian publishers cannot be overstated. As part of the Canada Book Fund's special initiative to support the production and distribution of accessible digital books, Livres Canada Books provided expertise on accessible digital publishing and export to Canadian publishers, particularly on the European Accessibility Act (EAA) and how to prepare to implement the requirements of this new legislation as it relates to ebooks.



Cristina Mussinelli, Elisa Molinari, and Gregorio Pellegrino of Fondazione LIA prepared the report on *The European Accessibility Act and Its Impact on the Publishing Industry: A Guide for Canadian Publishers* (2021) for Livres Canada Books.

The report was translated into French by Josée Latulippe. A webinar on the same topic was presented a few months prior to the report's publication (see page 26).

Expert Profiles

Cristina Mussinelli, Elisa Molinari and Gregorio Pellegrino work at [Fondazione LIA](#), an Italian non-profit organization that promotes the culture of accessibility in the publishing field. Its goal is to allow print-impaired readers to choose how, when, and above all *what* to read, thus fostering social integration and active participation in the world of culture, school, and work. To achieve this objective, Fondazione LIA carries out research and development activities in the field of digital accessibility, organizes awareness-raising events, offers training courses and consulting activities, and is part of an international network of organizations focusing on the accessibility of content. Since its foundation in 2014 by the Italian Publishers Association, Fondazione LIA has collaborated with the Italian Blind and Visually Impaired Union (UICI), which became an institutional member in November 2017.

Market Guides

Our collection of more than 35 market guides aimed at Canadian publishers is written by industry experts to provide the best, most up-to-date information on export markets. Providing intelligence about specific foreign markets and significant market segments—such as children’s books, academic and scholarly books, retail, wholesale, and libraries—the guides continue to be go-to references for Canadian publishers in formulating and refining their export strategies.

In 2020–2021, over 280 market guides and market guide excerpts in both official languages were downloaded for free from our website.

Offered for sale on the Livres Canada Books website and through Cantook, DeMarque’s ebook distribution platform, the guides are also available free of charge to eligible recipients of the FRMAP and Mentoring programs. In 2020–2021, over 280 market guides and market guide excerpts in both official languages were downloaded for free from our website.

In 2020–2021, Livres Canada Books published three new guides and partnered with the Trade Service Commission at the Embassy of Canada to Ukraine and the Embassy of Canada to France on their respective markets to produce two additional guides in English and French:

- *English-Language Book Markets in Africa: A Guide for Canadian Publishers* (2020), by Emma House and Simon Littlewood
- *Selling Canadian Books in Poland* (2021), by Ewa Tenderenda-Ożóg
- *The Russian Book Market* (2021), by Olga Ro
- *Selling Canadian Books in Ukraine* (2021) by Iryna Baturevych and Iryna Bielkina (English and French). Translated by Josée Latulippe.
- *Le marché du livre en France* (2021) by Mathias Echenay and Phi-Anh Nguyen (English and French). Translated by Leslie Savath.



Gabrielle Etcheverry
Manager, Communications

Expert Profiles

Emma House and Simon Littlewood

*English-Language Book Markets in Africa:
A Guide for Canadian Publishers*

Emma House is an international publishing consultant, having worked in the industry for over 20 years. She is the former Deputy CEO of the UK Publishers Association where she worked for 11 years. Prior to this, she worked for The London Book Fair at various posts including Event Manager, Head of International Development, and Key Account Manager. She has broad knowledge of the publishing industry globally and a strong network of contacts across publishers, agents, distributors, and booksellers. Co-founder of the Facebook group Publishers Without Borders, designed to bring the international community together during the COVID-19 period, her most recent activities include launching the Publishers Association's export toolkit and managing the London Book Fair's international hosted buyers' program. She is also an advisor for the organization "Civic" on a Future Libraries project for the UK Public Library sector, the Canadian literacy platform "Simbi," and the Sharjah Book Authority.

Simon Littlewood—adviser, consultant, and coach to a range of international book industry companies and government organizations—has held positions in trade, academic, professional, educational, and illustrated publishing in the UK for over 30 years. A founding director of Pan Macmillan South Africa, he later took senior roles at Phaidon Press and Headline Book Publishing before becoming International Director of The Random House Group (now part of Penguin Random House) in 1997, a post he held until 2014. Simon has been closely involved in publishing education for many years, giving seminars on a range of courses, and sitting on the Industry Advisory Board of the Oxford International Centre for Publishing Studies. Since 2014, he has represented the UK Publishers Association on the Executive of the Federation of European Publishers in Brussels, and from 2014 to 2019 he fulfilled the same role at the International Publishers Association in Geneva.

Ewa Tenderenda-Ożóg

*Selling Canadian Books in Poland:
A Guide for Canadian Publishers*

Ewa Tenderenda-Ożóg is a journalist and market analyst associated with the book industry since January 2000. She is president of the research company Biblioteka Analiz. Publisher of the periodicals *Magazyn Literacki KSIĄŻKI* (Literary Magazine BOOKS), the biweekly *Biblioteka Analiz* and *Wyspa Kwartalnik Literacki* (Wyspa Literary Quarterly), she is also the initiating editor at Biblioteka Słów publishing house. Tenderenda-Ożóg also writes articles and reviews and is the editor of the website Rynek-ksiazki.pl. She has been a member of the management team of the Nationwide Database of Bookstores since 2015 and organizes training sessions on aspects of working in the book world. She is co-author of the *Report on the Book* commissioned by the Ministry of Culture and National Heritage and is co-author of *The Polish Book Market*, an annual report commissioned by the Book Institute. Tenderenda-Ożóg is a member of the Magellan Prize jury for the best travel guides and cartographic publications. She received the honorary badge of Merit for Polish Culture and is a member of the Council of the Polish Chamber of Books.

Olga Ro

*The Russian Book Market:
A Guide for Canadian Publishers*

Olga Ro has been in the publishing industry since 1995, working as an editor, publisher, and literary agent. She joined *Book Industry Magazine* (BIM) in 2008 where she covers international publishing and digital development.

Book Industry Magazine is the leading resource for book industry professionals in Russia. BIM provides its readers with state-of-the-art analysis and case studies, which emphasize the best editorial, management, and manufacturing practices, publisher/bookseller/library interaction, and new publishing technologies. Published 10 times a year, *Book Industry Magazine* has a highly targeted audience of book and multimedia professionals, their key suppliers, literary agents, distributors, and librarians.

Iryna Baturevych and Iryna Bielkina

*Selling Canadian Books in Ukraine:
A Guide for Canadian Publishers*

Iryna Baturevych is deputy director and head of the strategic planning and analytics department of the Ukrainian Book Institute (UBI), co-founder of the Chytomo media project (NGO), and an observer of publishing markets. Co-organizer of the 2018 Ukrainian Reading and Publishing Data study, she is the coordinator of all of UBI's research projects. Previously a lecturer at the Institute of Journalism of the Taras Shevchenko National University (Kyiv), Iryna has 10 years of experience in publishing and media.

Iryna Bielkina is an analyst at the Ukrainian Book Institute, educated in international economics and marketing in Ukraine, Denmark, and Italy. She previously worked in NGOs in Israel and Brazil.

The Ukrainian Book Institute is a government entity affiliated to the Ministry of Culture and Information Policy of Ukraine. Its mission is to provide help with the development of state policy in the book sector, promote reading in Ukraine, support book publishing, encourage translation activity, and popularize Ukrainian literature abroad

Mathias Echenay and Phi-Anh Nguyen, Axiales

Le marché du livre en France

Mathias Echenay began his career as a sales representative for Seuil. After working with Flammarion and Interforum, he was then Executive Director of CDE and CEO of FED (Gallimard / Madrigall group). Today, with his business as a publisher at La Volte, a house he founded in 2004, he is also a consultant at Axiales serving publishers and broadcasters on commercial matters.

Phi-Anh Nguyen is a recognized specialist in copyright and secondary rights: translation, derivatives, and audiovisual. Nguyen has been a publishing professional for over twenty years, working at Dorling Kindersley, Gallimard Jeunesse, and Hachette Jeunesse, as well as being an independent agent and consultant since 2008. He is also a professional trainer and consultant for publishing houses wishing to develop the transfer of translation rights and co-publishing, and a developer of software dedicated to the publishing sector (copyright, translation rights).

Axiales is a consulting company that brings together experienced professionals who have exercised operational responsibilities in various areas of the sector: publishing, marketing, promotion, distribution, bookstores, etc. Axiales consultants have been leaders and managers in both private and public structures, large or small, independent or integrated.

Webinars

To reach a greater number of publishers by eliminating travel costs, Livres Canada Books has been offering professional development and export market [webinars](#) since 2011. This online training is delivered by industry experts who address topics of interest to both veteran and emerging exporters. Our export market webinars help publishers prepare for international book fairs while our professional development webinars provide expertise on trends and innovations in digital publishing.

When webinars can only be offered in English, a French version of the PowerPoint is sent to every Francophone participant prior to the presentation in order to facilitate understanding. Each webinar includes an interactive question and answer session with the presenters. Evaluations this year were once again overwhelmingly positive.

This fiscal year, a total of 401 publishers and other industry stakeholders registered for our webinars, including those on the French market under the mentoring program and the trade mission to Spain. All webinars were provided free of charge. Video recordings of the webinars can be viewed on our YouTube channel. They are also available free of charge on the Livres Canada Books [website](#), along with downloadable versions of the presentations in both English and French.

Video recordings of the webinars can be viewed on our YouTube channel. They are also available free of charge on the Livres Canada Books website, along with downloadable versions of the presentations in both English and French.

Accessible Digital Books and Export Webinar

Innovations in digital publishing, distribution, and sales at an international level—and the accompanying opportunities and challenges—are part of an exporting publisher's everyday reality. Providing regular, updated [context](#) for these changes allows Canadian publishers to be at the forefront of developments as they happen. We are proud to be a leading source of advice and material on exporting and selling digital books in international markets.

In December 2020, accessible publishing experts Cristina Mussinelli, Elisa Molinari, and Gregorio Pellegrino of Fondazione LIA presented a webinar entitled [Accessible Digital Books and Export](#) on the European Accessibility Act (EAA) and its implications for Canadian publishers in tandem with our bilingual report on the same topic. The EAA establishes accessibility requirements across all EU member countries for numerous products and services, including ebooks and ebook reading systems. With Canada as the Guest of Honour country at the Frankfurt Book Fair in 2021,

Canadian publishers are poised to deepen their presence in book markets throughout the European Union. Learning about these accessibility requirements and their implications for the industry ahead of the EAA implementation in 2025 was a major benefit.

Professional Development Webinars

In December 2020, Livres Canada Books hosted two digital publishing webinars (one [English](#) and one [French](#)). Industry experts, Mark Leslie Lefebvre and Stéphane Labbé, PhD, presented their respective webinars on *Print-On-Demand as an Export Tool*.

This practical, hands-on webinar provided publishers with knowledge aimed at helping them increase global presence and sales using this unique export technology.

Export Market Webinars

Each year, Livres Canada Books provides export market webinars aimed at Canadian book publishers interested in learning more about particular international markets. The markets selected each year follow the London Book Fair's Market Focus and the Frankfurt Book Fair's Guest of Honour. With Canada as the 2020 Guest of Honour at the Frankfurt Book Fair, we selected Colombia as the first of our two export market webinars.

Colombia

In September 2020, Livres Canada Books held a highly informative webinar presented by Sandra Pulido Urrea, Director of the Bogotá International Book Fair. The Colombian publishing industry represents one of Latin America's most exciting emerging book markets. Home to established and emerging literary presses, as well as a rich network of national and local book fairs, libraries, and bookstores, Colombia boasts a dynamic publishing industry. With strong export relationships in other Latin American book markets, Colombian publishers are poised to build bridges with other international markets.

The Middle East

In March 2021, Livres Canada Books held a second export market webinar providing an overview of the book market in the Middle East hosted by Emma House, Bill Kennedy, and Seth Russo. A region with an exciting book market and a growing literacy rate, the Middle East provides various inroads for Canadian publishers to create meaningful cross-cultural networks while growing their book exports. With numerous opportunities in rights sales and exports in trade and academic publishing, as well as increasingly significant bookfairs and fellowships, the region's publishing industry holds great promise for international trade and co-operation.

Special Project: Canada–Ukraine Networking Webinar and Brochure

In partnership with Livres Canada Books and the Ukrainian Book Institute, the Embassy of Canada to Ukraine engaged over 40 publishers from Canada and Ukraine to join the webinar "Canada and Ukraine: Your Next Book Market Across the Ocean" in September 2020. The webinar was dedicated to foreign market intelligence, providing publishers with relevant and useful market facts, translation program opportunities, marketing events to consider, and more. Following the webinar, a brochure on the Ukrainian book market, including tailored rights information was developed and distributed to the participating publishers and made available for free download from the Livres Canada Books [website](#).

Expert Profiles

Accessible Digital Books and Export

Cristina Mussinelli, Elisa Molinari and Gregorio Pellegrino work at [Fondazione LIA](#), an Italian non-profit organization that promotes the culture of accessibility in the publishing field. Its goal is to allow print-impaired readers to choose how, when, and above all *what* to read, thus fostering social integration and active participation in the world of culture, school, and work. To achieve this objective, Fondazione LIA carries out research and development activities in the field of digital accessibility, organizes awareness-raising events, offers training courses and consulting activities, and is part of an international network of organizations focusing on the accessibility of content. Since its foundation in 2014 by the Italian Publishers Association, Fondazione LIA has collaborated with the Italian Blind and Visually Impaired Union (UICI), which became an institutional member in November 2017.

Print-on-Demand as an Export Tool

Mark Leslie Lefebvre is a writer, editor, bookseller, and digital publishing evangelist. He has worked in the book industry since 1992, the same year his first short story was published. Mark has consistently leveraged emerging technologies within the publishing space, including an accessible online platform for publishers of all sizes to get their book catalogues listed in Chapters/Indigo's master database. He has also implemented an Espresso Book Machine to bring Print-on-Demand technology into the bookstore at McMaster University and founded the hugely successful indie publishing platform Kobo Writing Life for Toronto's Rakuten Kobo, Inc. Mark's industry experience includes being president of the Canadian Booksellers Association, a board member of BookNet Canada, Director of Author Relations and Self-Publishing for Rakuten Kobo, Director of Business Development for Draft2Digital, and a professional advisor for Sheridan College's Creative Writing and Publishing Honours Program. He has spoken about opportunities within digital publishing throughout North America and Europe.

Stéphane Labbé, PhD, is a strategic advisor and researcher focusing on culture and communications. Since 2013, he has helmed a company that specializes in consulting, research, and publishing. As such, he works with Canadian and European publishing companies, as well as ministries and professional associations in Canada. He has headed a number of publishing companies and conducted research into the culture and communications sector. Stéphane teaches in the DESS (Graduate Diploma in Advanced Special Studies) program in publishing and digital publishing at the Université de Sherbrooke and at the École de bibliothéconomie et des sciences de l'information (School of Library and Information Sciences) at the Université de Montréal.

Exporting to Colombia

Sandra Pulido Urrea studied Editorial and Multimedia Production and Social Communications at the Pontificia Universidad Javeriana. She began working in the publishing industry at Grupo Editorial Norma as Licensing Editor. Next, she was part of the professional team at 3J Editores, initially as Product Manager and later as Editorial Director with business responsibilities. She has also lived in Mexico where she was Director of the Financial Education Expo, responsible for the academic and cultural program. She returned to Colombia in 2016 where she became Fairs Manager of the Colombian Book Chamber and Director of the Bogotá International Book Fair.

Exporting to the Middle East

Emma House Emma House is an international publishing consultant, having worked in the industry for over 20 years. She is the former Deputy CEO of the Publishers Association where she worked for 11 years. Prior to this, she worked for The London Book Fair at various posts including Event Manager, Head of International Development, and Key Account Manager. She has broad knowledge of the publishing industry globally and a strong network of contacts across publishers, agents, distributors, and booksellers. Co-founder of the Facebook group Publishers Without Borders, designed to bring the international community together during the COVID-19 period, her most recent activities include launching the Publishers Association's export toolkit and managing the London Book Fair's international hosted buyers' program. She is also an advisor for the organization "Civic" on a Future Libraries project for the UK Public Library sector, the Canadian literacy platform "Simbi," and the Sharjah Book Authority.

Bill Kennedy is Director of Avicenna Partnership Ltd, a UK-based company that acts as a sales agent and rights broker, working on behalf of UK, US, and European publishers of academic, professional, reference, and scholarly products exclusively in the Middle East and North Africa (MENA) region. Kennedy has held a number of posts with international publishers, book distribution companies, and consultancy roles before creating Avicenna in January 2003. His connection to the MENA region dates back to 1979 when he began travelling extensively throughout the region. He recently set up a crowdfunding

initiative ("Our friends in Beirut": <https://www.gofundme.com/f/our-friends-in-beirut>) to help people in the publishing and book distribution communities recover from the devastation of the 2020 Beirut explosion.

Seth Russo is a graduate of the State University of New York (SUNY). He has held several executive positions in the International Divisions of the Bantam Doubleday Dell Publishing Group, Scholastic, and most recently Simon & Schuster. He is an adjunct professor at the NYU School of Publishing and is a former chair of the American Association of Publishers International Committee. He has served as a panelist in numerous publishing related forums. Currently, he is a consultant to the Sharjah Book Authority and divides his time between France and New York.

Virtual Trade Missions

Held entirely online from November 23 to 27, 2020, Livres Canada Books led a successful virtual trade mission to explore the Spanish book market in collaboration with the Federación de Asociaciones Nacionales de Distribuidores de Ediciones (FANDE) and the International Publishing Distribution Association. A nine-member delegation, representing both French- and English-language publishers and the Canadian book industry as a whole, met with key members of the industry, including relevant Spanish publishers, distributors, associations, and government officials. The delegation held over 50 meetings. The mission also conducted a virtual visit to the [Marcial Pons](#) bookstore in order to gain an understanding of the different facets of the Spanish publishing market.

Special thanks go to José Manuel Anta, Managing Director of FANDE and Managing Director of the International Publishing Distribution Association, as well as to Antonio María Ávila, Executive Director of the Federación de Gremios de Editores de España, for their collaboration in building a network between Spanish and Canadian publishers. Additional thanks go to María Jesús Bronchal Torres, Political and Cultural Affairs Officer at the Bureau du Québec in Barcelona, for her collaboration.

Following the mission, a detailed contact list was compiled for Canadian publishers to build business relationships in this market. Members of the delegation also held an [online discussion](#) of the market intelligence gathered for publishers who could not join the delegation. The contact list is available, in English and French, as a [free download](#) on the Livres Canada Books website.

Through all our trade missions since 2005, Livres Canada Books has been exploring new and emerging markets that hold potential for Canadian publishers. Information gathered during the missions helps publishers diversify their exports by improving their knowledge of these markets and how to access them. Publishers have reported deals with new partners as a direct result of these missions. A complete list of trade missions is below. \

Past Missions

2005, 2008 and 2010	2011 and 2012	2013 and 2014	2015 and 2016	2017, 2018 and 2019
Japan, India and Brazil	Scandinavia and Russia	South Korea and Turkey	Israel and Colombia	China, Germany and Sharjah

Building Our Community

Livres Canada Books is intent on making sure that Canadian publishers are always informed about and involved in our activities. We reach out to currently participating publishers and beyond in several ways, including via our website, blog, social media, and newsletter.

Website

An essential component of our communication efforts, the Livres Canada Books [website](#) allows Canadian publishers to download [market guides](#), register for [webinars and fairs](#), and learn more about [services and programs](#). It functions not only as a hub of information, but also as a point of contact between the international community, Canadian publishers, and other partners. Over the 2020–2021 fiscal year, the Livres Canada Books website had 20,458 unique visitors from around the globe, including the US, France, India, the UK, Germany, Italy, Mexico, Russia, and Brazil.

Building on last year's efforts to improve accessibility across the organization's programs and services, we reviewed our website accessibility features to ensure compliance with the WCAG 2.0 Level AA standard.

This year Livres Canada Books also began work on a new discovery platform that will provide a more robust collective online presence and visibility for Canadian publishers among international audiences, as well as more avenues for international buyers to discover Canadian-authored titles and make direct connections with Canadian rights managers and publishing representatives. This platform will be integrated into a redesigned Livres Canada Books website and will act as a fully featured online catalogue, allowing users to explore a large title listing (5,000+ ISBNs) via a variety of search and browse options.

Blog

Our [blog](#) is another key source of information about Canadian publishing, export and international markets, industry news, international publishing events, and professional development opportunities.

Posts include the following:

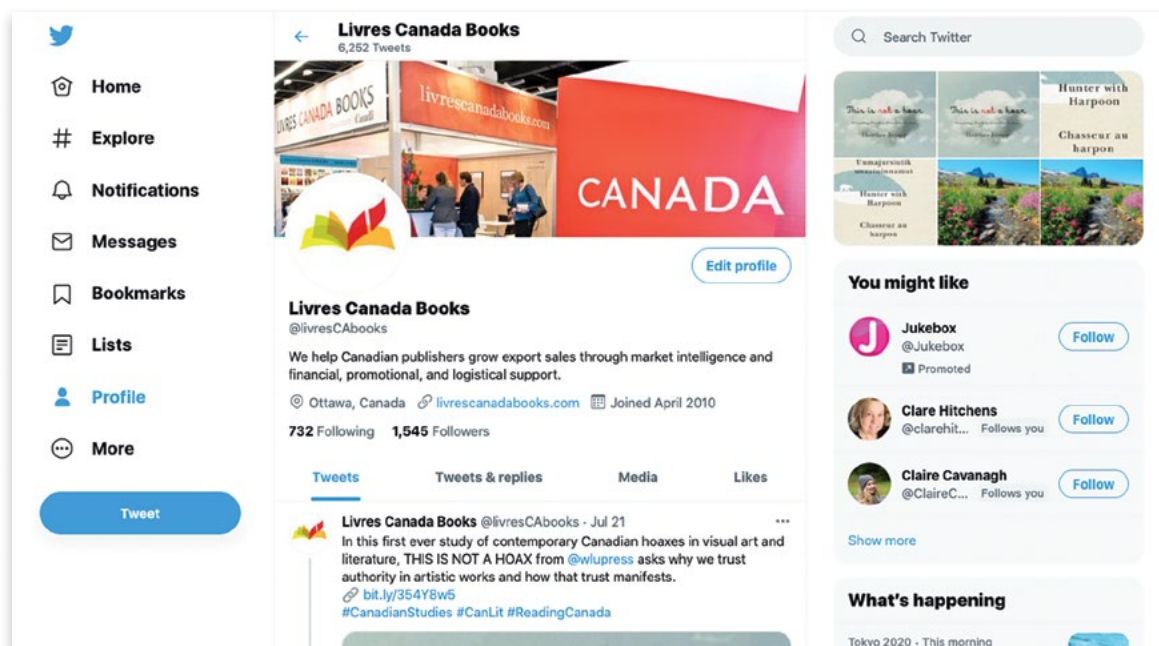
- Event and fair summaries
- Publisher profiles
- Industry news
- Market profiles
- Market guide excerpts



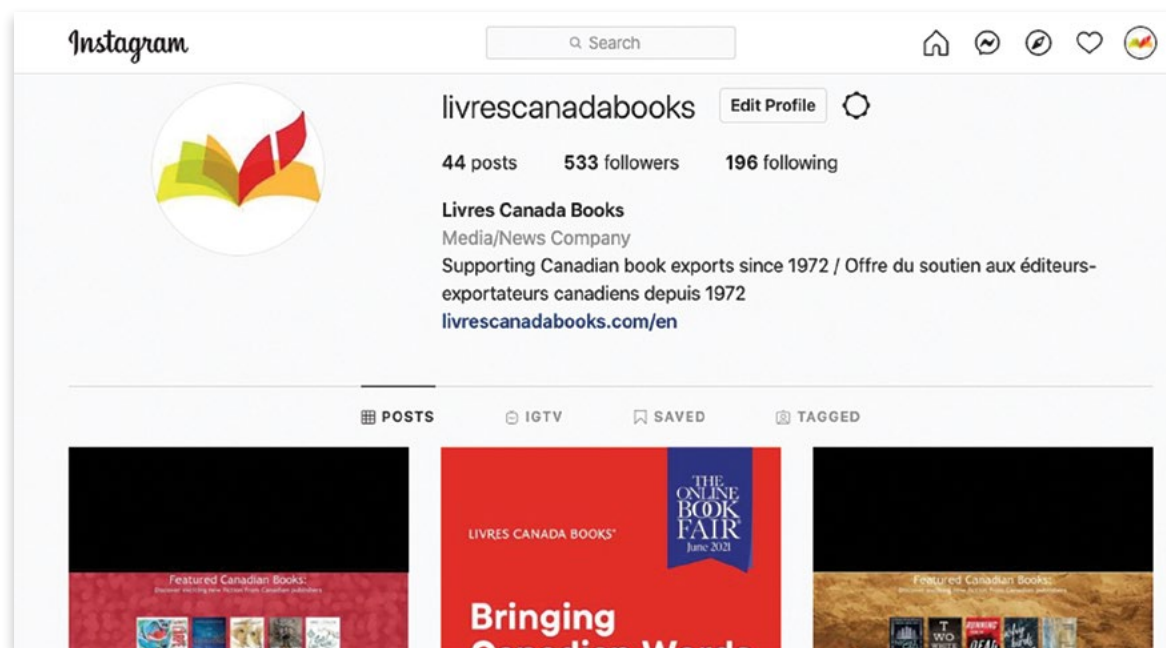
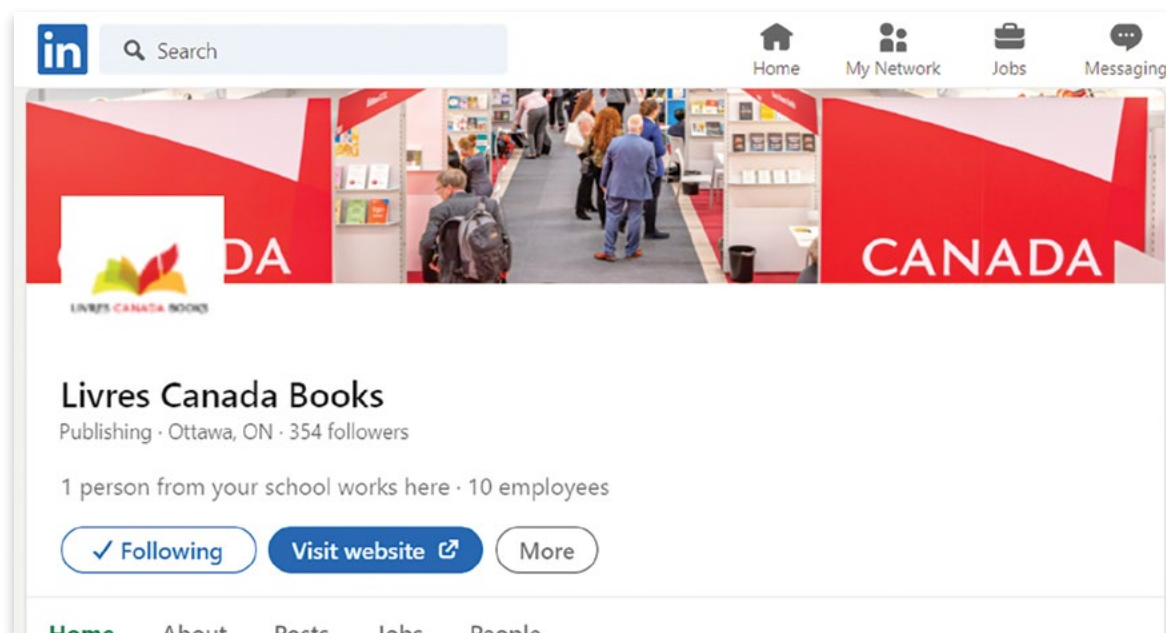
Social Media

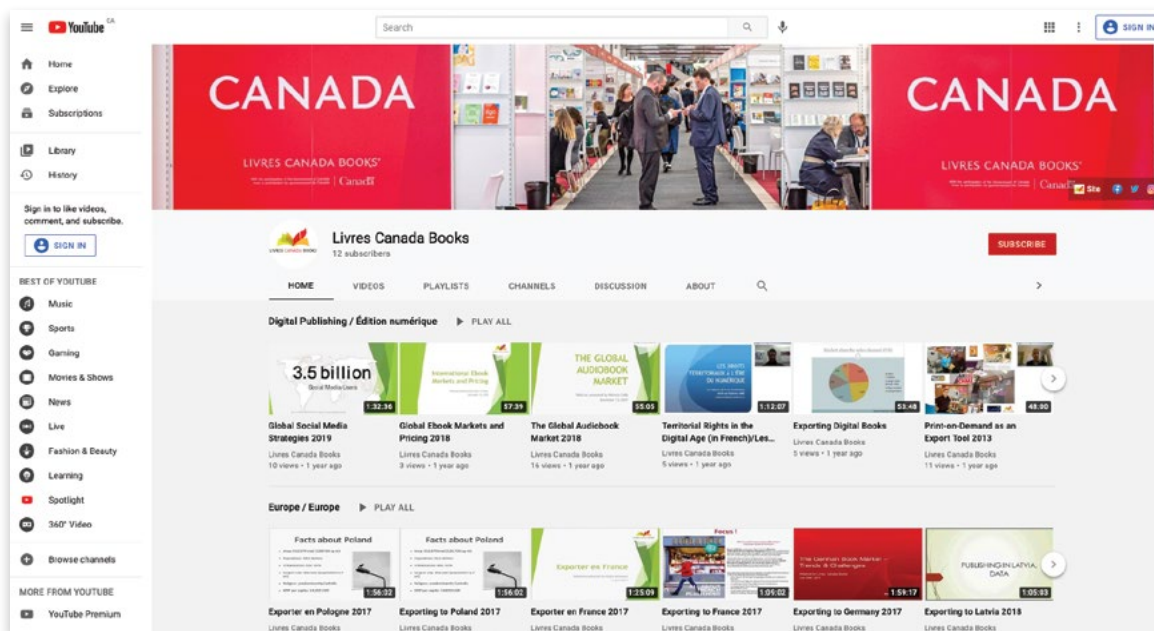
Livres Canada Books strives to create and share content that promotes our programs and products, establishes our expertise on export, and fosters community building and engagement. We regularly post on [Twitter](#), [Facebook](#), [Instagram](#), and [LinkedIn](#) in order to provide information on digital and international publishing news, inform publishers of our programs and services, and, of course, promote Canadian publishers and their titles. We also promote Canadian publishing on social media before, during, and after international publishing events to reach a network of followers interested in Canadian books, authors, and publishers.

In 2020–2021, we revamped our [Instagram](#) account, which now has over 500 followers. We look forward to promoting on this platform, as well as sharing videos and images of fairs and events with our network. To further the reach of our online resources, in 2020 we launched a [YouTube channel](#) to replace our Vimeo channel. The channel serves as both an archive of Livres Canada Books' video content and as an easily searchable resource for publishing professionals, with videos curated into playlists and links to additional resources on the Livres Canada Books website, such as accompanying PDFs.



Our audience—largely made up of Canadian publishing professionals, including agents, editors, rights managers, and authors—has been growing steadily. Our Facebook page has 1,605 likes and 1,710 followers, primarily from Canada and the United States, as well as France, Germany, and Brazil. Our Twitter account has 1,485 followers.





Newsletter

Our monthly online [newsletter](#) keeps publishers up to date on news, export markets, fairs and events, promotional opportunities, programs and deadlines, and export success stories. Livres Canada Books News is an essential part of our communication efforts, currently reaching 1,314 subscribers (942 English, 372 French). \



Governance

Livres Canada Books is governed by a Board of Directors, chosen for their ability to contribute experience and expertise in conducting the policy and affairs of the organization. The Board is composed of seasoned business professionals (owners, executives, or senior staff) from organizations and enterprises representing all sectors of the Canadian publishing industry. Equally divided between English- and French-language publishers, members of the Board are affiliated with the [Association of Canadian Publishers](#) (ACP), the [Association nationale des éditeurs de livres](#) (ANEL), the [Association of Canadian University Presses](#) (ACUP), and the [Canadian Publishers' Council](#) (CPC). Two professional advisors, who are not publishers but are familiar with the Canadian publishing industry, also sit on the Board.

The term of appointment to the Board is three years, with the possibility of renewal for an additional three years. Members of the Board serve without remuneration. Expenses incurred by directors in the performance of their duties are reimbursed. Bylaws require members to declare any interest that may conflict with their responsibilities as Board members.

The Board has five committees to which it delegates certain responsibilities:

- Executive and Finance
- Export Expertise
- Nominating and Governance
- Business Plan
- Frankfurt 2021

The Board also delegates certain authorities to the Chair and Executive Director.

Board of Directors

Officers

Chair	Frédéric Gauthier	Publisher, Éditions de la Pastèque	ANEL
Chair-in-waiting	Semareh Al-Hillal	President, House of Anansi Press/Groundwood Books	ACP
Vice-chair	Carole Boutin	Rights and Contracts Director, Groupe Librex	ANEL
Secretary-Treasurer	Noah Genner	CEO, BookNet Canada	Professional Advisor
Executive Director	François Charette		
Directors	Sophane Beaudin-Quintin	Business Director, Éditions Michel Quintin	ANEL
	Philip Cercone	Executive Director, McGill-Queen's University Press	ACP
	Prune Lieutier	Digital Content Producer for Youth, La puce à l'oreille	Professional Advisor
	Patrick Poirier	General Manager, Les Presses de l'Université de Montréal	ACUP
	Lisa Quinn	Director, Wilfrid Laurier University Press	ACUP
	Mariève Talbot	President, Groupe d'édition la courte échelle	ANEL
	Margie Wolfe	President and Publisher, Second Story Press	ACP
	Andrew Wooldridge	Publisher, Orca Book Publishers	ACP
Observer	Gillian Fizet	Executive Director, Canada FBM2021	

Committees

Executive and Finance Committee

The Executive and Finance Committee is responsible for providing guidance and decisions regarding all aspects of strategic direction and financial matters, including internal controls, independent audit, and financial analysis.

Chair
Frédéric Gauthier
Members
Semareh Al-Hillal
Carole Boutin
Noah Genner

Export Expertise Committee

The Export Expertise Committee helps the Board fulfill its oversight function by monitoring trends and issues in the export of Canadian books to foreign markets.

Chair
Andrew Wooldridge
Members
Carole Boutin
Prune Lieutier

Nominating and Governance Committee

The Nominating and Governance Committee recommends nominees for election to the Board at each annual general meeting or to fill vacancies on the Board, and counsels the Board with respect to corporate governance practices.

Chair
Semareh Al-Hillal
Members
Patrick Poirier
Lisa Quinn

Business Plan Committee

This committee was struck to create a new business plan for 2021–2024 that will effectively meet the needs of Canadian publisher-exporters in the constantly changing book industry.

Chair

Frédéric Gauthier

Members

Semarah Al-Hillal

Philip Cercone

Noah Genner

Frankfurt 2021 Committee

This committee will serve as the communications link between Livres Canada Books and CANADA FBM2021

Chair

Sophane Beaudin-Quintin

Members

Mariève Talbot

Margie Wolfe

Andrew Wooldridge

Secretariat

Secretariat

François Charette

Executive Director

Francine Bélec Fox

Manager, Finance and Operations (consultant)

Christy Doucet

Senior Manager, Programs

Tristian Lee

Programs Officer

Gabrielle Etcheverry

Manager, Communications

Hillary LeBlanc

Communications Officer

Viviane Bergevin

Administrative Assistant

Many thanks also go to Tabitha Hartropp, who held a position at Livres Canada Books in 2020–2021 and contributed toward various projects.

Appendix I — Independent Auditor's Report

LIVRES CANADA BOOKS

FINANCIAL STATEMENTS

MARCH 31, 2021

LIVRES CANADA BOOKS

ÉTATS FINANCIERS

31 MARS 2021

LIVRES CANADA BOOKS

TABLE OF CONTENTS

MARCH 31, 2021

LIVRES CANADA BOOKS

TABLE DES MATIÈRES

31 MARS 2021

	Page	
Independent Auditors' Report	1 - 6	Rapport des auditeurs indépendants
Statement of Financial Position	7	Bilan
Statement of Operations	8 - 9	État des résultats d'exploitation
Statement of Changes in Net Assets	10	État de l'évolution des actifs nets
Statement of Cash Flows	11	État des flux de trésorerie
Notes to Financial Statements	12 - 25	Notes complémentaires
Schedule - Summary of Canada Book Fund Expenditures by Project	26 - 27	Annexe - Sommaire des dépenses du Fonds du livre du Canada par projet

Independent Auditor's Report



INDEPENDENT AUDITORS' REPORT

To the Members of Livres Canada Books:

Qualified Opinion

We have audited the financial statements of Livres Canada Books (the "Organization"), which comprise the statement of financial position as at March 31, 2021, and the statements of operations, changes in net assets, and cash flows for the year then ended, and a summary of significant accounting policies.

In our opinion, except for the possible effect of the matter described in the Basis for Qualified Opinion paragraph, the accompanying financial statements present fairly, in all material aspects, the financial position of the Organization as at March 31, 2021, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPO).

Basis for Qualified Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

As discussed in Note 1 to the financial statements, the capitalization policy of the Organization with respect to the property and equipment is to expense items in the year purchased. In this respect, the financial statements are not in accordance with ASNFPO.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with ASNFPO, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing these financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to a going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.



INDEPENDENT AUDITORS' REPORT (continued)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



INDEPENDENT AUDITORS' REPORT (continued)

Auditor's Responsibilities for the Audit of the Financial Statements (continued)

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during the audit.

Chartered Professional Accountants
Licensed Public Accountants

Ottawa, Canada
June 29, 2021



RAPPORT DES AUDITEURS INDÉPENDANTS

Aux membres de Livres Canada Books:

Opinion avec réserve

Nous avons effectué l'audit des états financiers ci-joints de Livres Canada Books (l'« Organisation »), qui comprennent le bilan au 31 mars 2021, et les états des résultats, de l'évolution des actifs nets et des flux de trésorerie pour l'exercice clos à cette date, ainsi qu'un résumé des principales méthodes comptables.

À notre avis, à l'exception des effets de la matière décrite dans le paragraphe *Fondement de l'opinion avec réserve*, les états financiers donnent, dans tous leurs aspects significatifs, une image fidèle de la situation financière de l'Organisation au 31 mars 2021, et de ses résultats d'exploitation, et de l'évolution de ses actifs nets ainsi que de ses flux de trésorerie pour l'exercice clos à cette date, conformément aux normes comptables canadiennes pour les organismes sans but lucratif (« NCOSBL »).

Fondement de l'opinion avec réserve

Nous avons effectué notre audit conformément aux normes d'audit généralement reconnues du Canada. Les responsabilités qui nous incombent en vertu de ces normes sont plus amplement décrites dans la section « *Responsabilité des auditeurs à l'égard de l'audit des états financiers* » du présent rapport. Nous sommes indépendants de l'entité conformément aux règles de déontologie qui s'appliquent à l'audit des états financiers au Canada, et nous nous sommes acquittés des autres responsabilités qui nous incombent selon ces règles. Nous estimons que les éléments probants que nous avons obtenus sont suffisants et appropriés pour fonder notre opinion d'audit.

Tel qu'identifié à la note 1 afférente aux états financiers, l'Organisation comptabilise l'acquisition d'immobilisations directement à la dépense. Par conséquent, les états financiers ne sont pas conformes aux NCOSBL.

Responsabilité de la direction et des responsables de la gouvernance à l'égard des états financiers

La direction est responsable de la préparation et de la présentation fidèle de ces états financiers conformément aux normes d'audit généralement reconnues du Canada, ainsi que du contrôle interne qu'elle considère comme nécessaire pour permettre la préparation d'états financiers exempts d'anomalies significatives, que celles-ci résultent de fraudes ou d'erreurs.

Lors de la préparation des états financiers, c'est à la direction qu'il incombe d'évaluer la capacité de l'entité à poursuivre son exploitation et d'appliquer le principe comptable de continuité d'exploitation, sauf si la direction a l'intention de liquider l'entité ou de cesser son activité ou si aucune autre solution réaliste ne s'offre à elle.

Il incombe aux responsables de la gouvernance de surveiller le processus d'information financière de l'entité.

Independent Auditor's Report



RAPPORT DES AUDITEURS INDÉPENDANTS (suite)

Responsabilité des auditeurs à l'égard des états financiers

Nos objectifs sont d'obtenir l'assurance raisonnable que les états financiers pris dans leur ensemble sont exempts d'anomalies significatives, que celles-ci résultent de fraudes ou d'erreurs, et de délivrer un rapport de l'auditeur contenant notre opinion. L'assurance raisonnable correspond à un niveau élevé d'assurance, qui ne garantit toutefois pas qu'un audit réalisé conformément aux normes d'audit généralement reconnues du Canada permettra toujours de détecter toute anomalie significative qui pourrait exister. Les anomalies peuvent résulter de fraudes ou d'erreurs et elles sont considérées comme significatives lorsqu'il est raisonnable de s'attendre à ce que, individuellement ou collectivement, elles puissent influencer sur les décisions économiques que les utilisateurs des états financiers prennent en se fondant sur ceux-ci. Dans le cadre d'un audit réalisé conformément aux normes d'audit généralement reconnues du Canada, nous exerçons notre jugement professionnel et faisons preuve d'esprit critique tout au long de cet audit. En outre:

- nous identifions et évaluons les risques que les états financiers comportent des anomalies significatives, que celles-ci résultent de fraudes ou d'erreurs, concevons et mettons en œuvre des procédures d'audit en réponse à ces risques, et réunissons des éléments probants suffisants et appropriés pour fonder notre opinion. Le risque de non-détection d'une anomalie significative résultant d'une fraude est plus élevé que celui d'une anomalie significative résultant d'une erreur, car la fraude peut impliquer la collusion, la falsification, les omissions volontaires, les fausses déclarations ou le contournement du contrôle interne;
- nous acquérons une compréhension des éléments du contrôle interne pertinents pour l'audit afin de concevoir des procédures d'audit appropriées aux circonstances, et non dans le but d'exprimer une opinion sur l'efficacité du contrôle interne de l'entité;
- nous apprécions le caractère approprié des méthodes comptables retenues et le caractère raisonnable des estimations comptables faites par la direction, de même que des informations y afférentes fournies par cette dernière;
- nous tirons une conclusion quant au caractère approprié de l'utilisation par la direction du principe comptable de continuité d'exploitation et, selon les éléments probants obtenus, quant à l'existence ou non d'une incertitude significative liée à des événements ou situations susceptibles de jeter un doute important sur la capacité de l'entité à poursuivre son exploitation. Si nous concluons à l'existence d'une incertitude significative, nous sommes tenus d'attirer l'attention des lecteurs de notre rapport sur les informations fournies dans les états financiers au sujet de cette incertitude ou, si ces informations ne sont pas adéquates, d'exprimer une opinion modifiée. Nos conclusions s'appuient sur les éléments probants obtenus jusqu'à la date de notre rapport. Des événements ou situations futurs pourraient par ailleurs amener l'entité à cesser son exploitation;
- nous évaluons la présentation d'ensemble, la structure et le contenu des états financiers, y compris les informations fournies dans les notes, et apprécions si les états financiers représentent les opérations et événements sous-jacents d'une manière propre à donner une image fidèle.



RAPPORT DES AUDITEURS INDÉPENDANTS (suite)

Responsabilité des auditeurs à l'égard des états financiers (suite)

Nous communiquons aux responsables de la gouvernance notamment l'étendue et le calendrier prévus des travaux d'audit et nos constatations importantes, y compris toute déficience importante du contrôle interne que nous aurions relevée au cours de notre audit.

Comptables professionnels agréés
Experts-comptables autorisés

Ottawa (Canada)
29 juin 2021

LIVRES CANADA BOOKS

STATEMENT OF FINANCIAL POSITION

AS AT MARCH 31, 2021

	2021	2020	
ASSETS			ACTIF
CURRENT ASSETS			ACTIF À COURT TERME
Cash	\$ 702,772	\$ 722,082	Encaisse
Accounts receivable	59,114	189,238	Comptes à recevoir
			Contributions
Government grants receivable	-	365,000	gouvernementales à recevoir
Prepaid expenditures (Note 3)	64,579	64,025	Dépenses payées d'avance (note 3)
	\$ 826,465	\$ 1,340,345	
LIABILITIES AND NET ASSETS			PASSIF ET ACTIFS NETS
CURRENT LIABILITIES			PASSIF À COURT TERME
Accounts payable and accrued liabilities	\$ 142,400	\$ 696,170	Comptes fournisseurs et frais courus
Harmonized Sales Tax payable	740	27,058	Taxe de vente harmonisée à payer
Deferred revenue (Note 3)	67,750	42,750	Revenus perçus d'avance (note 3)
	210,890	765,978	
DEFERRED CONTRIBUTIONS (Note 5)	41,208	-	APPORTS REPORTÉS (note 5)
	252,098	765,978	
NET ASSETS			ACTIFS NETS
Unrestricted	249,367	249,367	Non affectés
Internally restricted for contingencies	325,000	325,000	Affectés à l'interne à des fins de prévoyance
	574,367	574,367	
	\$ 826,465	\$ 1,340,345	

Economic dependence (Note 1)
 Commitments (Note 4)
 Financial instruments (Note 6)
 COVID-19 (Note 7)
 Government assistance (Note 8)

LIVRES CANADA BOOKS

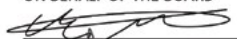

BILAN

AU 31 MARS 2021



	2021	2020	
ASSETS			ACTIF
CURRENT ASSETS			ACTIF À COURT TERME
Cash	\$ 702,772	\$ 722,082	Encaisse
Accounts receivable	59,114	189,238	Comptes à recevoir
			Contributions
Government grants receivable	-	365,000	gouvernementales à recevoir
Prepaid expenditures (Note 3)	64,579	64,025	Dépenses payées d'avance (note 3)
	\$ 826,465	\$ 1,340,345	
LIABILITIES AND NET ASSETS			PASSIF ET ACTIFS NETS
CURRENT LIABILITIES			PASSIF À COURT TERME
Accounts payable and accrued liabilities	\$ 142,400	\$ 696,170	Comptes fournisseurs et frais courus
Harmonized Sales Tax payable	740	27,058	Taxe de vente harmonisée à payer
Deferred revenue (Note 3)	67,750	42,750	Revenus perçus d'avance (note 3)
	210,890	765,978	
DEFERRED CONTRIBUTIONS (Note 5)	41,208	-	APPORTS REPORTÉS (note 5)
	252,098	765,978	
NET ASSETS			ACTIFS NETS
Unrestricted	249,367	249,367	Non affectés
Internally restricted for contingencies	325,000	325,000	Affectés à l'interne à des fins de prévoyance
	574,367	574,367	
	\$ 826,465	\$ 1,340,345	

Dépendance économique (note 1)
 Engagements (note 4)
 Instruments financiers (note 6)
 COVID-19 (note 7)
 Aide financière gouvernementale (note 8)

ON BEHALF OF THE BOARD

 Director
 Director

AU NOM DU CONSEIL

 Directeur(trice)
 Directeur(trice)

7

LIVRES CANADA BOOKS

STATEMENT OF OPERATIONS

(page 1 of 2)

YEAR ENDED MARCH 31, 2021

	2021	2020	
REVENUE			REVENUS
Department of Canadian Heritage ("PCH") contribution (Notes 2 and 5)	\$ 1,378,193	\$ 2,305,620	Contribution du ministère du Patrimoine canadien («PCH») (notes 2 et 5)
PCH - Accessibility	36,015	-	PCH - accessibilité
Emergency funding (Note 8)	309,324	-	Fonds d'urgence (note 8)
Publishers - Canada stand	-	342,130	Éditeurs -Stand du Canada
- Marketing	8,935	13,820	-marketing
- Webinars	-	2,000	-webinaires
Professional recovery fee	339,760	388,117	Frais de recouvrement professionnel
Other (Note 8)	36,684	46,557	Autres (note 8)
TOTAL REVENUE	2,108,911	3,098,244	TOTAL DES REVENUS
EXPENDITURES			DÉPENSES
Operating:			Dépenses d'exploitation :
Rent	60,667	61,319	Loyer
Board	14,442	42,666	Conseil d'administration
Employee related costs	6,941	3,382	Autres coûts liés aux employés
Salaries and benefits	740,589	779,497	Salaires et avantages sociaux
Professional fees	90,252	88,811	Honoraires professionnels
Office and general	49,105	56,415	Frais de bureau et généraux
ANEL project	-	10,000	Projet de l'ANEL
Networking reception	-	18,374	Réception de réseautage
Special projects	4,125	10,000	Projets spéciaux
Property and equipment (Note 1)	10,282	13,437	Immobilisations (note 1)
Total operating expenditures	976,403	1,083,901	Total des dépenses d'exploitation
Programs:			Programmes :
Foreign Rights Marketing Assistance Program			Aide à la commercialisation des droits à l'étranger
FRMAP contributions			Contributions PACDÉ
PCH	818,628	869,716	PCH
Creative BC	-	13,385	Creative BC
Logistics and support	16,000	16,000	Logistique et support
Total programs	834,628	899,101	Total des programmes

Continued on page 9

Suite à la page 9

8

Independent Auditor's Report

LIVRES CANADA BOOKS

STATEMENT OF OPERATIONS (page 2 of 2)

YEAR ENDED MARCH 31, 2021

	2021	2020	
<i>Continued from page 8</i>			<i>Suite de la page 8</i>
EXPENDITURES (continued)			DÉPENSES (suite)
Projects:			Projets :
Canada stand	29,689	973,569	Stand du Canada
Publications	38,865	44,982	Publications
Mentoring	11,447	11,793	Mentorat
			Webinaires sur les marchés
Export market webinars	6,104	4,592	d'exportation
Webinars	4,114	5,321	Webinaires
Market guides	51,672	35,393	Guides de marchés
Trade mission	3,448	16,648	Mission commerciale
Report on book industry	2,985	11,818	Rapport sur l'industrie du livre
Website	123,659	13,453	Site Web
Accessibility	25,897	-	Accessibilité
Total projects	297,880	1,117,569	Total des projets
TOTAL EXPENDITURES	2,108,911	3,100,571	TOTAL DES DÉPENSES
EXCESS OF EXPENDITURES OVER REVENUE	\$ -	\$ (2,327)	EXCÉDENT DES DÉPENSES SUR LES REVENUS

LIVRES CANADA BOOKS

ÉTAT DES RÉSULTATS D'EXPLOITATION (page 2 de 2)

EXERCICE TERMINÉ LE 31 MARS 2021

LIVRES CANADA BOOKS

STATEMENT OF CHANGES IN NET ASSETS

YEAR ENDED MARCH 31, 2021

	2021	2020	
UNRESTRICTED			NON AFFECTÉS
BALANCE AT BEGINNING OF YEAR	\$ 249,367	\$ 251,694	SOLDE AU DÉBUT DE L'EXERCICE
Excess of expenditures over revenue	-	(2,327)	Excédent des dépenses sur les revenus
BALANCE AT END OF YEAR	\$ 249,367	\$ 249,367	SOLDE À LA FIN DE L'EXERCICE
INTERNALLY RESTRICTED FOR CONTINGENCIES			AFFECTÉS À L'INTERNE À DES FINS DE PRÉVOYANCE
BALANCE AT BEGINNING OF YEAR	\$ 325,000	\$ 325,000	SOLDE AU DÉBUT DE L'EXERCICE
Internal restriction from unrestricted net assets	-	-	Affectation de l'actif net non affecté
BALANCE AT END OF YEAR	\$ 325,000	\$ 325,000	SOLDE À LA FIN DE L'EXERCICE

LIVRES CANADA BOOKS

STATEMENT OF CASH FLOWS

YEAR ENDED MARCH 31, 2021

LIVRES CANADA BOOKS

ÉTAT DES FLUX DE TRÉSORERIE

EXERCICE TERMINÉ LE 31 MARS 2021

	2021	2020	
CASH FLOWS FROM OPERATING ACTIVITIES			FONDS PROVENANT DES (UTILISÉS DANS LE CADRE DES) ACTIVITÉS D'EXPLOITATION
Excess of expenditures over revenue	\$ -	\$ (2,327)	Excédent des dépenses sur les revenus
Changes in non-cash operating working capital:			Variation des postes de fonds de roulement ne constituant pas des liquidités :
Accounts receivable	130,124	(70,126)	Comptes à recevoir
Government grants receivable	365,000	(324,118)	Contributions gouvernementales à recevoir
Prepaid expenditures	(554)	11,159	Dépenses payées d'avance
Accounts payable and accrued liabilities	(553,770)	336,124	Comptes fournisseurs et frais courus
Harmonized Sales Tax payable	(26,318)	9,076	Taxe de vente harmonisée à payer
Deferred revenue	25,000	(13,242)	Revenus perçus d'avance
Deferred contributions	41,208	-	Apports reportés
DECREASE IN CASH	(19,310)	(53,454)	DIMINUTION DE L'ENCAISSE
Cash at beginning of year	722,082	775,536	Encaisse au début de l'exercice
CASH AT END OF YEAR	\$ 702,772	\$ 722,082	ENCAISSE À LA FIN DE L'EXERCICE

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

GENERAL

The Organization was incorporated under the Canada Corporations Act on November 15, 1972 as a non-profit corporation without share capital to foster and facilitate the continued growth of export sales by Canadian publishers. Livres Canada Books also updated its statutes in accordance with the Canada Not-for-Profit Corporations Act, SC 2009.

In 1985, the Organization agreed to administer the International Marketing Assistance component of the Department of Canadian Heritage's ("PCH") Canada Book Fund ("CBF"). Funding is allocated by PCH for the delivery of financial assistance and value-added services to Canadian book publishers. The Foreign Rights Marketing Assistance Program ("FRMAP") is a program to which Canadian publishers can apply for funding of their international marketing activities. Value-added services include: coordination of the Canada Stand at International book fairs; promotion of Canadian titles through the Organization's collective catalogues, preparation and distribution of market guides to the industry, conducting trade missions, mentorships, and export market webinars, preparation of technology reports and their related webinars; and, managing a website.

Revenue received from publishers participating in the Organization's initiatives provide additional resources for the Organization to deliver enhanced support to the industry.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

NATURE ET BUT DE L'ORGANISATION

L'Organisation a été constituée en société en vertu de la Loi sur les corporations canadiennes le 15 novembre 1972, à titre de société sans but lucratif et sans capital-actions, dans le but d'encourager et de faciliter la croissance constante des ventes à l'exportation des éditeurs canadiens. Livres Canada Books a aussi mis à jour ses statuts conformément à la loi canadienne sur les organisations à but non lucratif, L.C. 2009.

En 1985, Livres Canada Books a accepté d'assumer la gestion du Programme d'aide à la commercialisation internationale du Fonds du livre du Canada («FLC») du ministère du Patrimoine canadien («PCH»). Le PCH accorde un financement pour la distribution d'aide financière et offre des services à valeur ajoutée aux éditeurs canadiens. L'aide financière aux éditeurs servant à des fins de commercialisation internationale est accordée par le biais du Programme d'aide à la commercialisation des droits à l'étranger (« PACDÉ »). Les services à valeur ajoutée sont les suivants : coordination du stand du Canada aux foires internationales du livre, promotion de titres canadiens par le biais des catalogues collectifs de l'Organisation, préparation et distribution de guides de marchés pour l'industrie, mise sur pied de missions commerciales, des mentorats, et des webinaires sur les marchés d'exportation, préparation de rapports sur les technologies et les webinaires afférents, ainsi que la gestion d'un site Web.

Les revenus des éditeurs participant à des initiatives menées par l'Organisation génèrent des ressources supplémentaires pour l'Organisation, afin qu'elle puisse rehausser son appui à l'industrie.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNFO") and include the following significant accounting policies:

Economic Dependence

PCH allocates a contribution to the Organization on an annual basis for the delivery of CBF funding assistance to individual publishing companies and to assist the Organization in providing value-added services to the industry. Should PCH terminate or not renew its contribution to the Organization, the Organization would need to re-examine its priorities, risk of financial viability, and to identify new resource generation in order to pursue its delivery of value-added services currently provided to the industry. The current agreements representing the funding portion for the Organization's projects and general operations expired March 31, 2021, and the funding portion for the publisher funding activities expire March 31, 2022.

Property and Equipment

The Organization expenses property and equipment in the year of acquisition.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES

Les présents états financiers ont été dressés selon les normes comptables canadiennes pour les organismes sans but lucratif («NCOSBL») et tiennent compte des principales méthodes comptables suivantes :

Dépendance économique

Le PCH accorde un apport financier annuel à l'Organisation pour lui permettre d'assumer la distribution d'aide financière provenant du FLC à des maisons d'édition et d'offrir des services à valeur ajoutée à l'industrie. Dans l'éventualité où le PCH annulait l'apport financier de l'Organisation, elle devrait réévaluer ses priorités de même que les risques concernant sa survie financière et identifier de nouvelles sources de revenus afin de lui permettre d'assurer la continuité du niveau actuel de prestation de services à valeur ajoutée. Les conventions actuellement en vigueur viennent à échéance le 31 mars 2021 concernant la portion du financement liée aux projets et aux opérations générales de l'Organisation, et le 31 mars 2022 pour la portion du financement liée au soutien financier accordé aux éditeurs.

Immobilisations

L'Organisation comptabilise l'acquisition d'immobilisations dans les dépenses de l'exercice en cours.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial Instruments

Measurement of financial instruments
The Organization initially measures its financial assets and liabilities at fair value. It subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, accounts receivable and government grants receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations. The accounts receivable balance is net of an allowance for doubtful accounts of \$3,000 (2020 - \$3,000).

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Instruments financiers

Évaluation des instruments financiers
Initialement, l'Organisation évalue ses actifs et passifs financiers à leur juste valeur. Elle évalue ultérieurement tous ses actifs et passifs financiers au coût amorti.

Les actifs financiers évalués au coût amorti comprennent l'encaisse, les comptes à recevoir et les contributions gouvernementales à recevoir.

Les passifs financiers évalués au coût amorti comprennent les comptes fournisseurs et frais courus.

Dépréciation

Les actifs financiers évalués au coût amorti sont soumis à un test de dépréciation s'il existe des indications possibles de dépréciation. Le montant de la dépréciation est comptabilisé dans l'état des résultats d'exploitation. Lorsque l'ampleur de la dépréciation d'un actif précédemment déprécié est réduit et que la réduction peut être rattachée à un événement postérieur à la comptabilisation de la moins-value, la moins-value déjà comptabilisée fait l'objet d'une reprise dans l'état des résultats de l'exercice où la reprise a eu lieu. Le solde des comptes à recevoir comprend une provision pour créances douteuses de 3 000 \$ (2020 - 3 000 \$).

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial Instruments (continued)*Transaction costs*

Transaction costs are comprised primarily of legal, accounting, underwriters' fees and other costs directly attributable to the acquisition, issuance or disposal of a financial asset or financial liability. Transaction costs related to other liabilities are netted against the carrying value of the asset or liability and are then recognized over the expected life of the instrument using the effective interest method.

Effective interest method

The effective interest method is used to recognize interest income or expense which includes transaction costs or fees, premiums or discounts earned or incurred for financial instruments.

Use of Estimates

The preparation of financial statements in accordance with ASNFPO requires the Organization to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenditures during the reporting periods.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Instruments financiers (suite)*Coûts de transaction*

Les coûts de transaction comprennent les frais légaux, comptables, assurances et autres coûts directement attribuables à l'achat, l'émission ou la disposition d'actifs financiers ou passifs financiers. Les coûts de transaction liés aux autres passifs sont comptabilisés en augmentation de la valeur comptable de l'actif ou en diminution du passif et sont ensuite constatés sur la durée de vie prévue de l'instrument selon la méthode du taux d'intérêt effectif.

Méthode du taux d'intérêt effectif

La méthode du taux d'intérêt effectif est utilisée pour constater le produit ou la charge d'intérêt, ce qui inclut les coûts de transaction ainsi que les frais, les primes et les escomptes gagnés ou engagés relativement aux instruments financiers.

Utilisation d'estimations

La préparation des états financiers conformément aux NCOSBL exige que l'Organisation ait recours à des estimations et des hypothèses qui ont une incidence sur les montants présentés au titre des actifs et des passifs, les éventualités et les montants des revenus et dépenses divulgués dans l'exercice.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Use of Estimates (continued)

Actual results could differ from these estimates. The significant estimates in the financial statements include the allowance for uncollectable accounts receivable and certain accrued liabilities.

Revenue Recognition

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenditures are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Utilisation d'estimations (suite)

Les résultats réels pourraient s'avérer être différents de ces estimations. Les estimations notables présentes dans ces états financiers comprennent la provision pour les créances irrécouvrables et certains frais courus.

Constatation des revenus

L'Organisation applique la méthode du report pour comptabiliser les apports. Les apports affectés sont constatés à titre de produits de l'exercice au cours duquel les charges connexes sont engagées. Les apports non affectés sont constatés à titre de produits lorsqu'ils sont reçus ou à recevoir, dans la mesure où le montant à recevoir peut faire l'objet d'une estimation raisonnable et que son encaissement est raisonnablement assuré. Les apports reçus à titre de dotations sont constatés à titre d'augmentations directes de l'actif net.

Independent Auditor's Report

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Revenue Recognition (continued)

Revenue and expenditures related to attendance at fairs and events are recorded in the period during which the event is held. Revenue received and expenditures paid prior to the start of those events are reported as deferred revenue and prepaid expenditures, respectively. If a fair is held over a period that overlaps two fiscal periods, revenue and expenditures are recognized as if the entire event was held in the period in which the event began.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand with a Canadian chartered bank.

Foreign Currency Transactions

The Organization uses the temporal method to translate its foreign currency transactions.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Constatation des revenus (suite)

Les revenus générés et dépenses encourues dans le cadre de la participation de l'Organisation à des foires et événements sont comptabilisés dans la période au cours de laquelle l'événement a lieu. Les revenus encaissés et dépenses payées avant la tenue de l'événement sont comptabilisés à titre de revenus perçus d'avance et dépenses payées d'avance, respectivement. Si la durée d'un événement chevauche deux exercices financiers, les revenus et dépenses sont constatés en totalité dans la période où l'événement a débuté.

Trésorerie et équivalents de trésorerie

La totalité des liquidités et équivalents de trésorerie qui comprennent l'encaisse est détenue auprès d'une banque à charte canadienne.

Conversion de devises étrangères

L'Organisation applique la méthode temporelle pour convertir ses opérations en devises étrangères.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Foreign Currency Transactions (continued)

Monetary assets and liabilities are translated at the rate of exchange in effect at year end. Other assets and liabilities are translated at their historic rates. Items appearing in the statement of operations are translated at average year rates. Exchange gains and losses are included in the statement of operations.

Government Assistance

Government assistance related to COVID-19 relief received or receivable for the current year expenditures are included in income as eligible expenditures are incurred and there is reasonable assurance that the assistance will be realized.

Allocation of Expenditures

For the purposes of the Schedule that accompanies these financial statements, the Organization allocates all expenditures to the applicable projects using the following functions: direct costs, logistic, travel, salaries and administration.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Conversion de devises étrangères (suite)

Les éléments monétaires sont convertis au taux de change en vigueur à la fin de l'exercice. Les autres éléments sont convertis au taux de change historique. Les éléments figurant à l'état des résultats d'exploitation sont convertis au taux de change moyen au cours de l'exercice. Les gains et pertes de change sont présentés dans l'état des résultats d'exploitation.

Aide financière gouvernementale

Les montants d'aide financière du gouvernement liées à la crise de la COVID-19 qui se rapportent aux dépenses de l'année courante, qu'ils soient encaissés ou à recevoir, sont constatés dans les revenus dans l'état des résultats d'exploitation, au même titre que les dépenses liées à cette aide et qu'il y a une assurance raisonnable dans les revenus que l'assistance sera réalisée.

Ventilation des charges

Aux fins de l'Annexe jointe aux présents états financiers, l'Organisation ventile toutes charges aux projets affectés selon les fonctions suivantes: coûts directs du projet, logistiques, déplacements, salaires, et administration.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Allocation of Expenditures (continued)

Salaries and benefits are allocated to specific projects as other project expenditures on the basis of the estimated time spent on the projects, as defined by the Organization and position profiles. Management estimates the cost of administration for each project to be 15% of direct costs and salaries with the exception of FRMAP, where administration expenditures are predetermined by the contribution agreement to be \$105,000.

All other expenditures are allocated to projects based on the nature of the costs which are directly attributable to the projects to which they relate.

2. MEMORANDUM OF AGREEMENT

Under the terms of the Memorandum of Agreement between the PCH and the Organization, if, upon fulfillment of the terms and conditions of the agreement, the Organization has been paid an amount that, in the opinion of the Minister, exceeds the value of the activity performed, the Organization shall refund the excess upon demand by the Minister.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

1. SOMMAIRE DES PRINCIPALES CONVENTIONS COMPTABLES (suite)

Ventilation des charges (suite)

Les salaires et avantages sociaux sont ventilés par projet spécifique comme autres projets, basé sur le temps estimatif consacré aux activités, tel que défini par l'Organisation et les descriptions de postes. La direction estime les dépenses administratives pour chacun des projets à un montant équivalent à 15 % de la somme des coûts directs et des salaires, à l'exception du PACDÉ où les dépenses administratives sont pré-déterminées dans la convention à 105 000 \$.

Toutes les autres dépenses sont ventilées aux projets selon la nature des coûts qui sont directement attribuables aux projets auxquels ils se rapportent.

2. CONVENTION

En vertu des conditions de la Convention établie entre le PCH et l'Organisation, cette dernière est tenue de rembourser au Ministre, suite à la demande du Ministre, le cas échéant, tout excédent des fonds reçus sur la valeur des activités menées par l'Organisation, après avoir rempli les exigences de cette entente.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

3. PREPAID EXPENDITURES AND DEFERRED REVENUE

These represent funds paid out or received prior to the year end, which pertain to fiscal year 2022 activities and programs.

4. COMMITMENTS

The Organization has a lease commitment for office premises which expires November 30, 2021, as well as various equipment under operating leases. Future minimum payments under these leases to expiry amount to \$39,385, and are as follows:

		Premises/ Espaces de bureau		Equipment/ Équipement	
2022	\$	39,215	\$	170	2022

5. DEFERRED CONTRIBUTIONS

General

The Organization receives contributions for expenditures which are restricted to specific programs. Deferred contributions represent restricted contributions received in excess of expenditures incurred.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

3. DÉPENSES PAYÉES D'AVANCE ET REVENUS PERÇUS D'AVANCE

Ces montants représentent des sommes reçues ou versées avant la clôture de l'exercice pour des programmes et activités de l'exercice 2022.

4. ENGAGEMENTS

L'Organisation s'est engagée en vertu d'un bail locatif pour ses espaces de bureau venant à échéance le 30 novembre 2021, de même que dans des contrats de location-exploitation de diverses pièces d'équipement. Les versements exigibles futurs jusqu'à échéance totalisent 39 385 \$ et sont les suivants :

5. APPORTS REPORTÉS

Général

L'Organisation reçoit des apports pour certaines dépenses qui sont affectées à des programmes spécifiques. Les apports reportés représentent l'excédent des apports reçus sur les dépenses encourues.

Independent Auditor's Report

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

5. DEFERRED CONTRIBUTIONS (continued)

General (continued)

The changes in the deferred contributions balance for the period are as follows:

	2021	2020	
Balance at beginning of year	\$ -	\$ -	Solde au début de l'exercice
Restricted contributions received	1,455,416	2,305,620	Apports affectés reçus
Amount recognized as revenue	(1,414,208)	(2,305,620)	Montants constatés comme revenus
Balance at end of year	\$ 41,208	\$ -	Solde à la fin de l'exercice

6. FINANCIAL INSTRUMENTS

Risks

The Organization is exposed to various risks through its financial instruments, without being exposed to liquidity risk and concentrations of credit. The following analysis provides a measure of the Organization's risk exposure at the statement of financial position date:

Credit Risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation.

5. APPORTS REPORTÉS (suite)

Généraux (suite)

Les variations survenues dans le solde des apports reportés pour l'exercice sont les suivantes :

6. INSTRUMENTS FINANCIERS

Risques

L'Organisation est exposée à certains risques associés à ses instruments financiers, sans toutefois être exposée aux risques de liquidités et concentrations de crédit. L'analyse qui suit évalue le degré auquel l'Organisation est exposée à certains risques, à la date de clôture du bilan :

Risque de crédit

Le risque de crédit existe lorsqu'il y a un risque qu'une partie provoque une perte financière à une autre partie en n'assumant pas ses obligations.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

6. FINANCIAL INSTRUMENTS (continued)

Risks (continued)

Credit Risk (continued)

The government grants receivable, when applicable, consist of a 5% holdback on contributions from the PCH, pending approval of a final report to be submitted by the Organization. As such, a credit risk exists if PCH were to deny the report submitted which would result in significant financial losses for the Organization.

The Organization provides credit, in particular to publishers, in the normal course of its operations. For accounts receivable, the Organization sets up a provision for bad debts based on the estimated realizable value on an account by account basis.

Interest Rate Risk

Interest rate risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market rates.

The operating credit line facility bears interest at a variable interest rate and, accordingly, the Organization is exposed to fluctuating interest rates.

6. INSTRUMENTS FINANCIERS (suite)

Risques (suite)

Risque de crédit (suite)

Les contributions gouvernementales à recevoir, le cas échéant, comprennent une retenue de 5 % des contributions du PCH, sujet à l'approbation d'un rapport final devant être déposé par l'Organisation. Par le fait même, il y a un risque de crédit advenant le refus de ce rapport ce qui entraînerait une perte financière significative pour l'Organisation.

L'Organisation accorde du crédit, surtout à des éditeurs, dans le cours normal des affaires. Elle détermine une provision pour créances douteuses en contrepartie des débiteurs en fonction d'une analyse de l'encaissement estimé, effectuée sur une base de compte par compte.

Risque de taux d'intérêts

Le risque de taux d'intérêts fait référence aux conséquences négatives des fluctuations des taux d'intérêts sur les flux de trésorerie.

La marge de crédit dont dispose l'Organisation porte un taux d'intérêts variable. Par conséquent, l'Organisation est exposée à un risque de taux d'intérêts découlant des possibilités de fluctuation des taux d'intérêts et de la volatilité des marchés.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

6. FINANCIAL INSTRUMENTS (continued)

Risks (continued)Currency Risk

Currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates.

The Organization holds activities in foreign countries and as such is exposed to the fluctuations of foreign and Canadian currencies.

Liquidity Risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities. The Organization is exposed to this risk mainly in respect of its accounts payable and accrued liabilities. The Organization manages its liquidity risk by monitoring its requirements through use of budgets and cash forecasts.

Credit Facility

The Organization has an operating credit line facility of \$250,000 which bears interest at a chartered bank prime rate plus 0.25% per annum. The credit line remained unused as at March 31, 2021, and is secured by a general security agreement.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

6. INSTRUMENTS FINANCIERS (suite)

Risques (suite)Risque de taux de change

Le risque de taux de change fait référence aux conséquences négatives des fluctuations des taux de change sur les flux de trésorerie.

L'Organisation est engagée dans des activités à l'étranger et par le fait même est exposée aux fluctuations de certaines devises étrangères.

Risque de liquidité

Le risque de liquidité correspond au risque lié à la capacité de l'Organisation de réunir les fonds nécessaires afin de faire face à une obligation financière figurant ou non au bilan. L'Organisation est exposée à ce risque notamment à l'égard de ses comptes fournisseurs et frais courus. L'Organisation gère son risque de liquidité en surveillant ses besoins grâce à l'utilisation de budgets et de prévisions de trésorerie.

Disponibilités de crédit

L'Organisation dispose d'une marge de crédit au montant de 250 000 \$ auprès d'une banque à charte. L'intérêt sur cette marge de crédit est calculé au taux préférentiel de l'institution financière majoré de 0,25 %. La marge de crédit n'est pas utilisée au 31 mars 2021, et est garantie par une convention de sûreté générale.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

6. FINANCIAL INSTRUMENTS (continued)

Credit Facility (continued)

The Organization has access to unsecured credit of \$20,000 on credit cards, bearing interest at 19.99% per annum. The prepaid amount as at March 31, 2021 amounted to \$46 (2020 - owing \$3,024). The receivable balance is shown as part of accounts receivable and the prior year amount owing was shown in accounts payable and accrued liabilities.

7. COVID-19

In January 2020, the World Health Organization declared the COVID-19 coronavirus pandemic a public health emergency of international concern. The development of the COVID-19 pandemic progressed rapidly in 2020, and government actions to reduce transmission of the virus have had an economic impact. As a result, procedures have been put in place by management to mitigate the effects of the pandemic and ensure the health and safety of board members, publisher-exporters and its employees.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

6. INSTRUMENTS FINANCIERS (suite)

Disponibilités de crédit (suite)

L'Organisation dispose également de cartes de crédit avec une limite de 20 000 \$ et portant intérêts à 19,99 % par année. Le solde prépayé au 31 mars 2021 est de 46 \$ et est présenté sous la rubrique des comptes débiteurs. Le solde à payer au 31 mars 2020 était de 3 024 \$ et était présenté sous la rubrique des comptes fournisseurs et frais courus.

7. COVID-19

En janvier 2020, l'Organisation mondiale de la santé a déclaré que la pandémie du coronavirus COVID-19 constituait une urgence de santé publique de portée internationale. Le développement de la pandémie de COVID-19 a progressé rapidement en 2020 et les actions des gouvernements pour réduire la transmission du virus ont eu un impact économique. Par conséquent, des procédures ont été mises en place par la direction afin d'atténuer les effets de la pandémie et assurer la santé et la sécurité des membres du conseil, des éditeurs-exportateurs et de ses employés.

LIVRES CANADA BOOKS

NOTES TO FINANCIAL STATEMENTS

YEAR ENDED MARCH 31, 2021

8. GOVERNMENT ASSISTANCE

To assist in mitigating the impact of the pandemic, the Organization has participated in the following government assistance programs:

Temporary Wage Subsidy ("TWS") program:

This program provides a subsidy to cover 10% of the Organization's eligible employee wages provided through a reduction of mandatory deductions at source, up to a cumulative maximum of \$1,375 per employee and \$25,000 in aggregate. Through the program the Organization received a total subsidy in the amount of \$11,000. The amount is reported as other revenue in the statement of operations.

Emergency fund

Livres Canada Books has received \$ 309,324 in emergency funding to help address operational losses caused by the pandemic. This amount represents 25% of the amount of funding for 2019-2020 projects received from the CBF (excluding amounts received or receivable under the accessibility program) which was \$ 1,237,295.

LIVRES CANADA BOOKS

NOTES COMPLÉMENTAIRES

EXERCICE TERMINÉ LE 31 MARS 2021

**8. AIDE FINANCIÈRE
GOUVERNEMENTALE**

Afin de minimiser les impacts de la pandémie, l'Organisation a participé à certains programmes d'aide gouvernementale, incluant les programmes suivants :

La Subvention salariale temporaire de 10 % pour les employeurs

Ce programme accorde une subvention équivalente à 10 % des salaires admissibles, versée par la voie d'une réduction des déductions à la source autrement obligatoires, jusqu'à concurrence d'un montant cumulatif maximal de 1 375 \$ par employé et d'un total de 25 000 \$. Au cours de l'année, l'Organisation a reçu 11 000 \$ en vertu de ce programme. Ces montants sont présentés dans les autres revenus dans l'état des résultats d'exploitation.

Fonds d'urgence

Livres Canada Books a reçu un montant de 309 324 \$ en fonds d'urgence pour pallier aux pertes d'opérations causées par la pandémie. Ce montant représente 25 % du montant de financement des projets de 2019-2020 reçu du FLC (excluant les montants reçus ou à recevoir dans le cadre du programme d'accessibilité) qui était de 1 237 295 \$.

LIVRES CANADA BOOKS

SCHEDULE - SUMMARY OF CANADA
BOOK FUND EXPENDITURES BY PROJECT

(page 1 of 2)

YEAR ENDED MARCH 31, 2021

2021						
	Direct project costs/ Coûts directs du projet	Logistic/ Logistique	Travel/ Déplacements	Salaries/ Salaires	Administration/ Administration	Total/ Total
MARKETING						
Canada stand	\$ 29,689	\$ -	\$ -	\$ 112,461	\$ 21,322	\$ 163,472
Publications	38,865	-	-	45,225	12,614	96,704
TOTAL MARKETING	68,554	-	-	157,686	33,936	260,176
PROFESSIONAL DEVELOPMENT						
Mentoring	11,447	-	-	14,684	3,920	30,051
Export market webinars	6,104	-	-	17,636	3,560	27,300
Webinars	4,114	-	-	16,851	3,144	24,109
Market guides	51,672	-	-	28,649	12,047	92,368
Trade mission	3,448	-	-	24,046	4,125	31,619
Accessibility	25,897	-	-	4,000	4,484	34,381
TOTAL PROFESSIONAL DEVELOPMENT	102,682	-	-	105,866	31,280	239,828
TECHNOLOGY						
Report on book industry	2,985	-	-	21,915	3,735	28,635
Website	123,657	-	-	22,013	21,851	167,521
TOTAL TECHNOLOGY	\$ 126,642	\$ -	\$ -	\$ 43,928	\$ 25,586	\$ 196,156

Continued on page 27

LIVRES CANADA BOOKS

ANNEXE - SOMMAIRE DES DÉPENSES
PAR PROJET DU FONDS DU LIVRES DU
CANADA

(page 1 de 2)

EXERCICE TERMINÉ LE 31 MARS 2021

Suite à la page 27

LIVRES CANADA BOOKS

SCHEDULE - SUMMARY OF CANADA
BOOK FUND EXPENDITURES BY PROJECT

(page 2 of 2)

YEAR ENDED MARCH 31, 2021

LIVRES CANADA BOOKS

ANNEXE - SOMMAIRE DES DÉPENSES
PAR PROJET DU FONDS DU LIVRE DU
CANADA

(page 2 de 2)

EXERCICE TERMINÉ LE 31 MARS 2021

2021						
	Direct project costs/ Coûts directs du projet	Logistic/ Logistique	Travel/ Déplacements	Salaries/ Salaires	Administration/ Administration	Total/ Total
<i>Continued from page 26</i>						
OTHER COSTS						
Livres Canada Books (recovery)	\$ -	\$ -	\$ -	\$ 747,530	\$ (379,532)	\$ 367,998
Special Project - Canada FBM2020	-	-	-	-	4,125	4,125
Capital expenditures	-	-	-	-	10,283	10,283
TOTAL OTHER COSTS (RECOVERY)	-	-	-	747,530	(365,124)	382,406
THIRD PARTY DIRECT FUNDING						
Foreign Rights Marketing Assistance Program ("FRMAP")	818,628	16,000	-	90,717	105,000	1,030,345
TOTAL EXPENDITURES	\$ 1,116,506	\$ 16,000	\$ -	\$ 1,145,727	\$ (169,322)	\$ 2,108,911

Suite de la page 26

AUTRES COÛTS

Livres Canada Books
(Recouvrement)
Projet spécial - Canada FBM2020
Dépenses en immobilisation

TOTAL (RECOUVREMENT) DES
AUTRES COÛTSFONDS PROVENANT D'UN TIERS
BAILLEUR DE FONDS

Aide à la commercialisation des
droits à l'étranger («PACDÉ»)

TOTAL DES DÉPENSES

Appendix II – Funding by Recipient

For the year ended March 31, 2021

Recipient	FRMAP	Mentoring Funding Support
400 coups, Éditions les	\$12,055.84	
AIM Language Learning	\$6,253.78	
Alire, Éditions	\$3,261.50	
Alto, Éditions	\$7,359.21	
André Fontaine, Éditions	\$4,159.70	
Annick Press	\$11,309.61	
Anvil Press	\$1,087.83	
Apprentissage Illimité	\$11,672.00	
Arbeiter Ring Publishing	\$1,087.83	
Arsenal Pulp Press	\$9,513.01	
Artichaut, Éditions L'	\$2,430.98	
Association nationale des éditeurs de livres (ANEL)	\$2,080.34	
Baraka Books	\$1,087.83	
Bayeux Arts	\$1,087.83	
Béliveau Éditeur	\$3,366.08	
Between the Lines	\$6,540.19	
Biblioasis	\$6,438.52	
Blue Bike Books	\$2,604.61	
Book*hug Press	\$5,324.28	
BookLand Press	\$6,852.50	
Boomerang éditeur jeunesse	\$7,409.64	
Boréal Express, Le	\$5,431.27	
Boulder Publications	\$2,366.65	
Bouton d'or Acadie	\$7,119.07	
Breakwater Books	\$3,430.95	

Funding by recipient — for the year ended March 31, 2021

Recipient	FRMAP	Mentoring
		Funding Support
Brick Books	\$1,087.83	
Broadview Press	\$16,763.01	
Broquet	\$5,093.09	
Brush Education	\$1,919.59	
Caitlin Press	\$3,234.09	
Caractère, Les Éditions	\$3,139.61	
Cardinal, Les Éditions	\$543.91	
CCI Learning Solutions	\$11,015.40	
Chouette, Éditions	\$15,991.20	
Coach House Books	\$10,434.25	
Company's Coming Publishing	\$3,939.94	
Courte échelle, Groupe d'édition la	\$6,544.97	
Crabtree Publishing	\$7,513.83	
Curriculum Plus Publishing	\$2,370.65	
David, Éditions	\$1,112.53	\$3,000.00
Demeter Press	\$1,882.56	
Douglas & McIntyre	\$1,087.83	
Drawn & Quarterly	\$12,267.33	
Dundurn Press	\$10,760.42	
Écosociété, Éditions	\$6,512.38	
Écrits des Forges, Les	\$1,309.44	
ECW Press	\$18,885.91	
Envolée, Éditions de l'	\$1,087.83	
Eschia Books	\$2,676.97	
Fernwood Publishing	\$6,418.00	
Firefly Books	\$4,887.97	
Folklore Publishing	\$4,063.58	

Funding by recipient — for the year ended March 31, 2021

Recipient	FRMAP	Mentoring
		Funding Support
Formac Publishing	\$3,209.08	
Freehand Books	\$1,087.83	
Goélette, Éditions	\$4,004.07	
Governors of Athabasca University Press	\$2,767.14	
Governors of the University of Calgary Press	\$4,564.43	
Great Plains Publications	\$2,315.41	
Greystone Books	\$13,941.37	
Groundwood Books	\$12,283.73	
Guernica Editions	\$1,519.04	
Guides de voyage Ulysse	\$1,563.34	
Guy Saint-Jean Éditeur	\$7,817.82	
Harbour Publishing	\$5,403.86	
Héliotrope, Éditions	\$4,349.68	
House of Anansi Press	\$7,562.38	
Hurtubise, Éditions	\$13,399.11	
Inanna Publications & Education	\$7,028.15	
Inhabit Media	\$1,087.83	
International Self-Counsel Press	\$1,087.83	
Instant même, Les éditions de l'	\$1,087.83	
Isatis, Éditions de l'	\$3,197.46	
James Lorimer & Co.	\$8,445.91	
J.C.L., Éditions	\$2,833.12	
J. Gordon Shillingford Publishing	\$1,087.83	
Kids Can Press	\$15,316.77	
KO Éditions	\$2,274.80	
Leméac Éditeur	\$2,313.34	
Librex, Groupe	\$8,458.48	

Funding by recipient — for the year ended March 31, 2021

Recipient	FRMAP	Mentoring
		Funding Support
Linda Leith Publishing	\$8,780.48	
Lingo Learning	\$3,721.09	
Lone Pine Media Productions	\$2,174.88	
Lux Éditeur	\$3,481.86	
Malins, Les Éditions les	\$3,066.96	
MacIntyre Purcell Publishing	\$1,326.57	
Marcel Didier	\$1,087.83	
McGill-Queen's University Press	\$16,884.39	
Médiaspaul, Éditions	\$1,706.67	
Mémoire d'encrier	\$7,899.50	
Michel Quintin, Éditions	\$9,940.62	
Modus Vivendi, Publications	\$8,155.96	
Montagne Verte, Éditions de la	\$2,153.94	
Mortagne, Éditions de	\$10,248.87	
Mosaic Press	\$4,966.59	
Multimondes, Les éditions	\$1,087.83	
New Society Publishers	\$9,095.56	
Newest Press	\$1,087.83	
Nota bene, Groupe	\$1,755.06	
Novalis, Les Éditions	\$965.20	
Novelty Book Company, The	\$11,479.75	
Orca Book Publishers	\$13,060.03	
Owlkids Books	\$13,512.46	
Pajama Press	\$8,199.64	
PAPP International	\$18,191.91	
Partners Publishing	\$1,087.83	
Passage, Éditions du	\$1,223.93	\$3,000.00

Funding by recipient — for the year ended March 31, 2021

Recipient	FRMAP	Mentoring
		Funding Support
Pastèque, Éditions de la	\$9,459.24	
Pembroke Publishers	\$10,140.90	
Peuplade, Éditions La	\$8,928.06	
Phidal, Les Éditions	\$1,087.83	
Plaines, Éditions des	\$2,701.36	
Planète rebelle, Les Éditions	\$6,263.29	
Playwrights Canada Press	\$1,246.99	
Portage & Main Press	\$3,594.28	
Presses Aventure	\$1,624.50	
Presse, Les Éditions La	\$1,203.62	
Prise de parole, Éditions	\$1,047.00	
Productions Asiedirect	\$6,363.64	
Quartanier, Le	\$9,173.39	
Québec Amérique, Éditions	\$14,396.95	
Rainbow Horizons Publishing	\$1,226.97	
Regroupement des éditeurs franco-canadiens	\$1,087.83	
Remue-ménage, Éditions du	\$5,336.68	
Réunis, Les Éditeurs	\$4,311.82	
Reynald Goulet, Éditions	\$1,087.83	
Robert Rose	\$8,886.45	
Running the Goat Press	\$1,087.83	
Second Story Press	\$12,475.24	
Sémaphore, Éditions	\$510.19	
Shoebox Media	\$10,332.04	
Sogides, Groupe	\$5,202.66	
Sylvain Harvey, Éditions	\$905.49	
Talon Books	\$5,207.13	

Funding by recipient — for the year ended March 31, 2021

Recipient	FRMAP	Mentoring
		Funding Support
TC Média Livres	\$6,385.03	
Tradewind Books	\$1,087.83	
Université de Montréal, Presses de l'	\$4,598.41	
Université d'Ottawa, Les Presses de l' / University of Ottawa Press	\$1,922.04	
Université du Québec, Les Presses de l'	\$5,413.06	
Université Laval, Presses de l'	\$543.91	
University of Alberta Press	\$11,028.59	
University of British Columbia Press	\$5,675.55	
University of Manitoba Press	\$9,362.36	
University of Regina Press	\$5,079.25	
University of Toronto Press	\$13,987.12	
Ville-Marie Littérature, Groupe	\$5,731.97	
Weigl Educational Publishers	\$4,088.85	
Wilfrid Laurier University Press	\$6,003.50	
Wolsak & Wynn Publishers	\$906.27	
XYZ, Les Éditions	\$1,087.83	
Z'ailées, Les Éditions	\$611.65	



LIVRES CANADA BOOKS®

www.livrescanadabooks.com