

45 YEARS OF EXPORT



LIVRES CANADA BOOKS®

2016 - 2017

ANNUAL REPORT



## TABLE OF CONTENTS

### 04 | CHAIR'S MESSAGE

### 05 | EXECUTIVE DIRECTOR'S INTRODUCTION

### 07 | SUPPORTING CANADIAN PUBLISHERS' EXPORTS FOR 45 YEARS

09 Strategic Directions

### 10 | SUPPORTING CANADIAN PUBLISHERS

11 Foreign Rights Marketing Assistance Program

11 Mentoring - Funding Support

### 12 | PROMOTING CANADIAN PUBLISHING

12 The Canada Stand

17 Collective Marketing

### 19 | BUILDING EXPORT EXPERTISE

19 Mentoring - Coaching

20 Market Guides

22 Digital Publishing

23 Webinars

26 Scouting Missions

27 Havana International Book Fair

28 A cross cultural literature and publishing dialogue

### 29 | INFORMING AND INVOLVING PUBLISHERS: BUILDING OUR COMMUNITY

29 Website

29 Blog

30 Social Media

30 Newsletter

### 31 | LOOKING TOWARD THE FUTURE

31 Business Plan 2017-2019

31 Frankfurt 2020

### 32 | GOVERNANCE

33 Board of Directors

34 Committees

35 Secretariat

### 36 | INDEPENDENT AUDITORS' REPORT

36 Report on the Financial Statements

37 Statement of Financial Position

38 Statement of Operations

40 Statement of Changes in Net Assets

40 Statement of Cash Flows

41 Notes to Financial Statements

45 Schedule

### 49 | FUNDING BY RECIPIENT

## CHAIR'S MESSAGE



**ROBERT J. DEES**

*By taking advantage of the opportunities presented to the industry, Livres Canada Books has expanded its international reach. It is vital to build a profitable and innovative book industry through projects that will enhance the sector's visibility.*

We have accomplished a great deal over the past year, and I am very pleased with our progress, especially the announcement last September that Canada will be the Guest of Honour at the Frankfurt Book Fair in 2020. This is consistent with our mission to showcase Canadian culture on the international stage.

I would like to thank the Frankfurt 2020 committee for its hard work on this project, which marks the beginning of a new chapter for the Canadian publishing industry and confirms our role as a key figure internationally.

In collaboration with the Royal Norwegian Embassy, Livres Canada Books hosted a literary event in Toronto last November that was attended by the Crown Prince and Crown Princess of Norway during their visit to that city. The event, which consisted of presentations by Canadian and Norwegian publishers, as well as networking opportunities, offered publishers an occasion for cultural and information exchange.

In February, Canada was the Guest of Honour at the Havana International Book Fair. A delegation of 45 authors and publishers, supported by Canadian artists from various backgrounds, made our attendance a huge success. I would like to thank the organizing committee and Livres Canada Books staff for their commitment and dedication under tight timelines. This project gave us the opportunity to strengthen our relationship with the federal government and to establish excellent relations.

Livres Canada Books continues to manage and administer a wide range of services and programs

that promote the development of Canadian publishers' exports. Through regular meetings with the Canada Book Fund, we have been able to meet the challenges faced by both English- and French-language Canadian publishers.

The Livres Canada Books Board of Directors is pleased to support initiatives that diversify Canadian publishers' export activities.

I would like to take this opportunity to thank the outgoing members of the Board for their contribution to strengthening the innovation and transformation of our activities to stimulate the Canadian literary sector.

We also welcome new members who will bolster the export of Canadian books at pivotal moments in the history of Canadian publishing.

Finally, I would like to thank all the members of the Board for their dedication and hard work to ensure the continued success of Livres Canada Books. I look forward to building on this momentum in 2017–2018.

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

**Robert J. Dees**  
Chair

## EXECUTIVE DIRECTOR'S INTRODUCTION



**FRANÇOIS CHARETTE**

*I am tremendously proud of what has been accomplished by Livres Canada Books staff in 2016–2017.*

Whether managing funding programs, coordinating the Canada Stand, providing training or supporting expansion into new markets, increasing publisher familiarity with the challenges of digital publishing and exportation, cohosting the Norway event, supporting Canada as Guest of Honour at the Havana Book Fair, designing a new business plan and submitting a new 2017–2019 funding application or preparing for Frankfurt 2020, Livres Canada Books has succeeded in offering support and information to Canadian publishers year-round.

Livres Canada Books also continues to manage the Foreign Rights Marketing Assistance Program (FRMAP), as well as the mentoring programs targeted to emerging exporters. We have continued to ensure the presence of the Canada Stand at book fairs in London, Frankfurt, and Bologna, where in the 2017 edition of the fair, we set up a joint stand with Québec Édition for the first time. Livres Canada Books also published the Rights Canada catalogues and the Canadian Studies Collection, which were distributed at fairs, shared on social media, and sent via targeted email campaigns to promote Canadian titles to international publishers, literary agents, distributors, booksellers, librarians, and researchers worldwide.

This year, we offered webinars on Netherlands and Poland to prepare publishers attending the Frankfurt and London book fairs. We published a new bilingual digital report, Digital Exports Revisited, which combined and updated two previous reports published in 2011 and 2012. We also updated our market guide on Korea and published two new guides: Attending an International Book Fair: A Guide for First-Time Participants and Selling Canadian Books in Brazil. Following a successful scouting mission in Colombia, Livres Canada Books published a

report about the Colombian publishing market. Our many blog posts on topical issues include reports from digital publishing conferences that Livres Canada Books attended, as well as excerpts from our market guides. We also held the much appreciated bilingual webinar, Attending Your First International Book Fair.

Livres Canada Books is proud of its role in the Frankfurt 2020 initiative, crowned by the confirmation in September 2016 that Canada will be the Guest of Honour at the Frankfurt Book Fair. We are pleased to continue supporting Canada FBM2020 in this wonderful project—generating a great deal of interest worldwide in Canadian authors, Canada's publishing industry, and the country as a whole.

As mentioned, Canada was the Guest of Honour at the Havana International Book Fair, and Livres Canada Books would like to thank the delegation of 45 authors and publishers, supported by Canadian artists from various backgrounds, who made our attendance so successful.

We have also developed a new business plan for 2017–2019. This plan will direct Livres Canada Books in supporting the exports of Canadian publishers and in offering value-added services, complementary to the work of



national book and other related associations. This plan has also made it possible to submit a multi-year funding application. To this end, we were very pleased to learn at the end of the fiscal year that the Canada Book Fund had approved our request for funding in its entirety for 2017–2019 and secured the FRMAP over five years—until 2022.

Once again, it is important to highlight that Livres Canada Books' accomplishments would not have been possible without our partnerships with the Department of Canadian Heritage through the Canada Book Fund, the Canada Council for the Arts, the International Council for Canadian Studies (ICCS), the Ontario Media Development Corporation (OMDC), the Société de développement des entreprises culturelles (SODEC), the Association of Canadian Publishers (ACP), the Association nationale des éditeurs de livres (ANEL) and Québec Édition, the Association of Canadian University Presses (ACUP), the Canadian Publishers' Council (CPC), the Regroupement des éditeurs canadiens-français (RÉCF), the Literary Press Group of Canada (LPG), the Union des écrivaines et des écrivains québécois (UNEQ), The Writers' Union of Canada (TWUC), the Canadian embassies in Germany and Colombia, and the High

Commission of Canada in the United Kingdom. Their support has enabled us to refine our international marketing activities to meet publishers' needs in a professional manner.

I would like to give my sincere thanks to our devoted President Robert J. Dees and the Board of Directors for their efficient management of Livres Canada Books. These industry professionals are invaluable advisors who ensure that we continue to support the efforts of exporting Canadian publishers.

I would like to sincerely thank the staff at Livres Canada Books, who serve our clientele in both official languages. These dedicated professionals carefully develop and administer our programs and services while maintaining excellent relationships with publishers, associations, governments, and their partners.



**François Charette**  
Executive Director



## SUPPORTING CANADIAN PUBLISHERS' EXPORTS FOR 45 YEARS

***Founded in 1972, Livres Canada Books is a not-for-profit organization based in Ottawa with 45 years of experience.***

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, including financial support, promotion, research, training, and a collective presence at major international book fairs, as well as providing a unique forum for collaboration between English- and French-language publishers in Canada. Livres Canada Books connects all publishers across Canada, acts on their behalf, and provides services to Canadian book publishers in both official languages.


In its first 13 years of operation, Livres Canada Books, then known as the Association for the Export of Canadian Books, provided expert advice on book publishing export to a number of federal departments responsible for book publishing. In 1985, the organization agreed to take on the responsibility for administering the International Marketing Assistance (IMA) component of the Department of Canadian Heritage's Book Publishing Industry

Development Program (BPIDP), now known as the Canada Book Fund. The two major components of IMA were the Export Marketing Assistance Program (EMAP) and the Foreign Rights Marketing Assistance Program (FRMAP). For 32 years, Livres Canada Books has managed the IMA component of the Canada Book Fund in a transparent, accountable, and fiscally responsible manner, taking the lead on the development and implementation of policies, programs, and services in support of publishers' book export activities.

The Department of Canadian Heritage made the decision to take back the administration of EMAP as of April 1, 2010. Since then, Livres Canada Books has continued to play its significant role in advancing international sales and building export expertise among Canadian publishers.

In addition to providing financial assistance for publishers to attend international book fairs and other export sales events, Livres Canada Books offers a range of services to maximize publishers' presence at key international book fairs, such as organizing the Canada Stand and developing targeted publications for those fairs. In 2006, Livres Canada Books launched the Mentoring - Coaching program, which has helped 69 publishers take their first steps into

*Livres Canada Books provides world-class intelligence about global publishing, develops collective initiatives to sell Canadian books in international markets, and works closely with other publishing industry associations to ensure that publishers are strongly positioned to expand into essential-for-survival export markets.*



export markets. Publishers who have taken part in this program credit their success to support from this innovative initiative.

In 2009, the organization updated its brand, taking advantage of global digital interconnectedness to enhance the international discoverability of Canadian books and publishers. In early 2012, the new, bilingual Livres Canada Books trademark became official. Major upgrades to the website, and the development of collective interactive promotional activities for electronic distribution, have also been implemented in the last several years, using new technologies to reach Canadian publishers coast to coast.

Core to its mandate, Livres Canada Books continues to raise awareness of Canadian book publishers' export priorities, needs, and interests with industry and government stakeholders. The organization advocates for support to the book publishing industry as a means of promoting Canada's diversity, values, and identity through the world. Combining efforts and financial resources with other industry associations and partners has enabled the development and delivery of new and expanded services and programs.

Livres Canada Books' strength can be found in its capacity to support the diverse needs and priorities of Canadian book exporters' publishing programs and international marketing strategies, and its ability to anticipate and adapt to economic and structural changes in the book publishing industry. The organization also keeps Canadian publishers abreast of evolving technologies and new initiatives in digital publishing through forward-looking research and by offering webinars on the opportunities and challenges of exporting Canadian content in the 21<sup>st</sup> century.

Livres Canada Books is governed by an experienced and representative group of exporting publishers and professionals from the industry who provide essential advice and direction, thus enabling the organization to continue to meet the evolving needs of Canadian publishers. Best practices in program review, long-term business planning, and association management ensure that Livres Canada Books is successful in obtaining ongoing funding and in developing new and strategic programs and services to support publishers' book export initiatives into the future.



## STRATEGIC DIRECTIONS

*Livres Canada Books has established its mandate and strategic goals, objectives and activities for 2017–2019.*

### MANDATE

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, 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.

### 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 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

- Provide direct funding to Canadian exporters.
- Facilitate participation in international book fairs and other events.
- Create collective promotional materials and online content.
- Support the Frankfurt 2020 initiative.
- Gather intelligence on different markets and key export partners.
- Provide professional development regarding export and digital publishing.
- Create opportunities for professional networking and information sharing.
- Maintain a strong relationship with government partners.
- Communicate and share information and best practices with publishers.
- Develop and manage Livres Canada Books' resources.

## SUPPORTING CANADIAN PUBLISHERS

*Over the past 45 years, Livres Canada Books has played a key role in developing and delivering programs and services to Canadian publishers.*

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

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 level 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 2016–2017, 150 publishers and two national publishing 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 2016–2017. A complete list of funding recipients, including a breakdown by program, can be found at the end of this report.

**IN 2016–2017**  
**\$808,000**  
**TOTAL FUNDS ALLOCATED**

### APPLICATIONS RECEIVED AND FUNDS ALLOCATED, 2016–2017

Applications	Submitted	Eligible	Amount
Foreign Rights Marketing Assistance Program (FRMAP)	154	152	\$800,000
Mentoring - Funding Support	10	4	\$8,000

# FOREIGN RIGHTS MARKETING ASSISTANCE PROGRAM



**CHRISTY DOUCET**  
**PROGRAMS MANAGER**

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.

In 2016–2017, of the 152 eligible publishers and national publishers’ associations, 136 submitted claims and received funding for export-related expenses through FRMAP.

FOREIGN RIGHTS MARKETING ASSISTANCE PROGRAM (FRMAP) CONTRIBUTIONS			
	2016–2017	2015–2016	2014–2015
Total claims	462	411	448
International trade events	384	321	357
Export sales trips	78	90	91
Number of delegates	690	635	673

# MENTORING - FUNDING SUPPORT

The Mentoring - Funding Support program was launched in 2007 to give publishers an opportunity to benefit from knowledge and expertise gained through their participation in 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 mentoring 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 2016–2017, Mentoring - Funding Support allowed four eligible publishers to receive \$2,000 each in assistance.*



**OLIVIA ROBINSON**

**PROGRAMS OFFICER**

*International book fairs are meeting places for publishers, rights and literary agents, scouts, and other publishing professionals from around the world to build relationships and exchange ideas. The network of major international book fairs remains the driving force for the development of Canadian book exports.*

### THE CANADA STAND

Livres Canada Books organizes collective stands at several major international book fairs, providing a comprehensive range of services at the lowest possible cost to foster the participation of a growing number of publishers, including small and emerging exporters.

The Canada Stand ranges in size from 32 square metres to nearly 230 square metres at some of the world's largest and most influential book fairs. Publishers can 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 that allows publishers to exhibit titles in the interest of selling rights without attending the fair in person.

Livres Canada Books also provides the administrative, logistical, and marketing support that ensures publishers can concentrate on

business, including correspondence with book fair organizers, ordering exhibitor passes, customization of 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 Livres Canada Books' 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 by strengthening its network of worldwide contacts and fostering relationships between international publishers, national publishers' associations, and other trade partners. Livres Canada Books also collects leads on behalf of publishers and visits other stands to track industry trends and uncover new opportunities for Canadian publishers.





**1,200**  
**EXHIBITORS**

**98**  
**COUNTRIES**

**26,000**  
**VISITORS**

## **BOLOGNA CHILDREN'S BOOK FAIR**

**(APRIL 4-7, 2016)**

*The Bologna Children's Book Fair (BCBF) is the world's leading event for children's publishing professionals. This must-attend fair is complemented by a series of events that make it a truly unique cultural experience.*

The 53<sup>rd</sup> edition of the Bologna Children's Book Fair drew record numbers: 1,200 exhibitors from 98 countries and over 26,000 visitors.

The 32 square metre Canada Stand was fully booked with ten publishers: eight exhibitors and two who chose the pied-à-terre option. Some 20 more Canadian publishers exhibited on their own stands or on the stands of their distributors, which contributed to a strong Canadian presence. Livres Canada Books also offered a low-cost consolidated shipping option for publishers.

## LONDON BOOK FAIR

(APRIL 12-14, 2016)

*The London Book Fair (LBF) is the major trade book fair for the spring season.*

The 2016 London Book Fair, held in the historic Olympia London exhibition centre—a favourable location for its proximity to other areas of the city—hosted 1,600 exhibitors from 60 countries and welcomed over 25,000 visitors.

The Canada Stand once again was positioned in a central location. Fourteen publishers were registered on the 55 square metre stand; 12 reserved display and meeting space, and an additional two chose the pied-à-terre option. Some 20 other Canadian publishers exhibited on their own stands, on their distributor's stand, or at the Rights Centre. The Canada Stand was abuzz with productive meetings and was a hub for all members of the Canadian publishing industry, both on-stand and off.

Again, Livres Canada Books offered both high-speed wireless Internet at its stand and consolidated shipping for publishers. With the generous support from the Ontario Media Development Corporation (OMDC), Livres Canada Books was able to host a successful networking reception on the opening day of the fair.

As in previous years, the High Commission of Canada in the United Kingdom hosted a reception the day before the fair's opening.



## FRANKFURT BOOK FAIR

(OCTOBER 19–23, 2016)

*The Frankfurt Book Fair (FBF) is the largest and 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. The 2016 Frankfurt Book Fair hosted 7,153 exhibitors from 106 countries and welcomed 278,023 visitors.

Located on the ground floor of a new building, Hall 6.0 is the relocated main international English-language publishers' location. Livres Canada Books works diligently to ensure an ideal position for this, its largest international display. With dimensions of 228 square metres, the fully subscribed Canada Stand ensured maximum exposure for Canadian titles. In all, the stand represented 39 publishers—33 chose both display and meeting space and six took the pied-à-terre option. All reported positive and productive meetings with their foreign counterparts.

Once again, Livres Canada Books offered high-speed wireless Internet on the Canada Stand and consolidated shipping services to participating publishers.

An opening-night networking reception on the Canada Stand was hosted in collaboration with the OMDC and the Embassy of Canada to Germany in the presence of the Ambassador Marie Gervais-Vidricaire. As in previous years, this highly anticipated professional and social event was a great success, with a large turnout of Canadian publishers and international partners.



7,153  
EXHIBITORS

106  
COUNTRIES

278,023  
VISITORS

## LONDON BOOK FAIR

(MARCH 14-16, 2017)

*The London Book Fair (LBF) was held once again at the Olympia for another successful edition.*

The Canada Stand hosted valuable business meetings and welcomed higher traffic. The 2017 London Book Fair hosted 1,600 exhibitors from 67 countries and welcomed over 25,000 visitors.

The 55 square metre Canada Stand was brimming with 15 exhibitors; 13 reserved display and meeting spaces, and an additional two chose the pied-à-terre option. Many other Canadian publishers exhibited on their own stands, on the stands of their distributor, or in the Rights Centre.

Once again, the High Commission of Canada to the United Kingdom hosted a reception for the Canadian Fair participants on March 13th. On March 14th, with the sponsorship of the Ontario Media Development Corporation (OMDC), the Canada Stand welcomed exhibitors and their guests to a networking reception. Livres Canada Books offered both high-speed wireless Internet at its stand and low-cost consolidated shipping for publishers.

In addition, the High Commission of Canada to the United Kingdom and the Québec Bureau in London offered 700 promotional bags to the visitors on the Canada Stand.





## COLLECTIVE MARKETING



**KRISTINA BRAZEAU**

### COMMUNICATIONS OFFICER

Livres Canada Books produces two major catalogues, *Rights Canada* and the *Canadian Studies Collection*, to internationally promote Canadian publishers, authors, and books.

These highly anticipated publications are available digitally and in print at international book fairs. The collective marketing of Canadian books to an international audience increases the visibility of publishers who exhibit on the Canada Stand but also gives a voice to beginner exporters.

In addition, all titles submitted to these publications are also included in the Livres Canada Books [web database](#), a comprehensive online resource for information about Canadian publishers.

## RIGHTS CANADA

*Rights Canada* is Livres Canada Books' collective rights catalogue promoting the sale of foreign rights. It has been published for 40 years.

*Rights Canada* is marketed digitally to an extensive list of foreign publishers, distributors, and rights agents prior to the major international books fairs, where it is also available in print, digital, and USB formats at the Canada Stand. A comprehensive social media campaign on Livres Canada Books' social media platforms follows the publication of the catalogue.

Published in the spring and fall, the *Rights Canada* catalogues for 2016–2017 featured 90 titles by 52 publishers, as well as seven double-page spreads. Featuring a flexible and dynamic layout to showcase Canadian books, the guides allowed publishers to choose from a variety of listing options with prices ranging from \$65 to \$250.

In addition to being advertised and distributed to international publishing contacts, the catalogues were also advertised in special book fair editions of

*Publishing Perspectives* and *Publishers Weekly* and are available for [download](#) from the Livres Canada Books website. These digital catalogues include live links to participating publishers' websites and email addresses to obtain more information on listed titles. Print copies of both editions were distributed at the major book fairs and events in Frankfurt, Bologna, London, Cuba, and during our scouting mission to Colombia.

Promotional postcards were also created for each title listed in *Rights Canada* and were distributed at international events.

**THE RIGHTS CANADA**  
**CATALOGUES FOR 2016-2017**  
— **FEATURED** —  
**90 TITLES**  
— **BY** —  
**52 PUBLISHERS**  
— **&** —  
**SEVEN DOUBLE-PAGE SPREADS**

## CANADIAN STUDIES COLLECTION

The *Canadian Studies Collection* promotes Canadian books, authors, and publishers of interest to Canadianists, librarians, academics, and buyers around the globe.

The 2017 *Collection* offered publishers the option of including descriptions, author bios, review quotes, and BISAC and Thema codes alongside the standard bibliographic information.

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* was advertised in three editions of *Publishers Weekly* and is also available for [download](#) from the Livres Canada Books website.

In 2016–2017, the *Canadian Studies Collection* highlighted a total of 77 titles and three advertisements from 29 publishers and one association. Subject areas covered include Aboriginal studies, architecture, arts and culture, business and law, economics, environment and geography, history, linguistics, literature and literary criticism, political science, and social sciences.

**THE 2016–2017**  
CANADIAN STUDIES COLLECTION  
HIGHLIGHTED A TOTAL OF  
**— 77 TITLES —**

**3 ADVERTISEMENTS**  
— FROM 29 PUBLISHERS —  
&  
**ONE ASSOCIATION**

### MENTORING - COACHING

***Aimed at the specific needs of emerging exporting publishers, 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 efforts needed to penetrate these markets.***

The program is open to publishers with eligible export sales of less than \$50,000 and who require additional support—beyond financial assistance—geared to their specific circumstances. The 2016–2017 program focused on France and was offered to both Francophone and Anglophone participants. Four publishers benefitted from the program.

Participating publishers attended a two-day workshop in Montreal in November, led by publishing consultant Nickie Athanassi of Mon Agent et Compagnie, in order to gain an overview of the French book market and new perspectives on how Canadian publishers can maximize their potential. The workshop also included one-on-one meetings with Athanassi to review each publisher's export strategy and provide tailored recommendations based on their catalogue.

In March, participants travelled to France to attend the Salon du livre de Paris, where consultants provided a guided tour of the fair and arranged for meetings with potential partners.

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

#### EXPERT PROFILE

**NICKIE ATHANASSI**  
France

After legal studies specializing in copyright, as well as vocational training for careers in publishing, **Nickie Athanassi** managed rights sales at Denoël (Groupe Gallimard) for ten years. An active participant in cross-industry arts organizations, she also teaches university and adult education courses. After reflecting on the cultural sector's situation and needs, she created Mon Agent et Compagnie in October 2010 to provide original and flexible services. Nickie has been our mentoring consultant on the French market since 2012.

### MARKET GUIDES

*Over the years, Livres Canada Books has produced and continues to update more than 28 market guides and reports aimed at Canadian book exporters.*

*These guides provide intelligence about specific foreign markets, including the United States, United Kingdom, France, Mexico, China, Australia, Korea, Germany and Brazil, as well as market segments such as children's books, academic and scholarly books, retail, whole-sale, libraries and, a guide for first-time participants at an international book fair.*



LIEN DE NIL

**DIGITAL PUBLISHING AND  
INTERNATIONAL MARKETS,  
MANAGER**

In 2016–2017, Livres Canada Books published three market guides:

- | [\*Selling Canadian Books in Korea\*](#) (updated)
- | [\*Attending an International Book Fair: A Guide for First-Time Participants\*](#) (new)
- | [\*Selling Canadian Books in Brazil\*](#) (new)

Livres Canada Books' market guides are written by industry experts and aimed at Canadian publishers, and provide the best, most up-to-date information on export markets. The guides continue to be the go-to references for Canadian publishers and are an essential component of their export strategies.

Offered for sale on the Livres Canada Books [website](#), the guides are also available free of charge to eligible recipients of the FRMAP and Mentoring programs. Market guides are available as EPUB and MOBI files.

**EXPERT  
PROFILES**

**TONY MICHELL AND DARWIN SHIM**  
Korea

**Tony Michell** is the managing director of [Korea Associates Business Consultancy](#) (KABC) and a visiting professor of Foreign Direct Investment (FDI) at the Korea Development Institute School of Public Policy and Management. He holds a PhD from Cambridge University and has taught economic development and change management in the United Kingdom, United States, and Korea. Since arriving in Korea, he has worked for the Economic Planning Board, World Bank, ILO, and UNDP. Since 1989, he has managed a business consultancy practice concentrating on Northeast Asia, serving

selected multinational clients, researching economic and social change. Michell's ideas about the economic development of Northeast Asia have been published in KIEP's *Northeast Asia Economic Development Report* and he occasionally reviews for the *Asian Review of Books*.

**Darwin Shim** has been employed by [Korea Associates Business Consultancy](#) (KABC) since 2009. He is a project manager who has headed 29 projects since 2013. He studied politics at the London School of Economics.



## EXPERT PROFILE

### CATHERINE MITCHELL

Attending An International Book Fair: A Guide For  
First-Time Participants

**Catherine Mitchell** has been passionate about bringing Canadian books to global audiences since entering the fascinating world of rights at Tundra Books many years ago. Catherine's primary joy as a bilingual publishing and rights consultant is working as an agent for boutique publishers who are keen to advance their lists by selling rights at major book fairs. She has worked with a long and diverse list of provincial and national publishing associations and arts agencies in Toronto, Ottawa, and Montreal on a variety of projects to promote and enhance Canadian publishing initiatives at home and abroad. Catherine is also a faculty member of the Creative Book Publishing program at Humber College in Toronto, where she teaches the international publishing course.

## EXPERT PROFILE

### CARLO CARRENHO

Brazil

**Carlo Carrenho** is a Brazilian publishing consultant and publisher. In 2001, he founded PublishNews, a daily electronic newsletter that covers the Brazilian publishing market. Today, PublishNews has more than 13,000 subscribers and publishes the most extensive bestseller list in Brazil. Carrenho has also worked for several publishing houses, including Thomas Nelson Brazil, which he launched in 2007. He has recently migrated his focus to the digital revolution that is taking place in publishing. Currently, he is consulting for local and foreign companies and is managing the PublishNews team. Carrenho majored in economics at the University of São Paulo and later specialized in publishing at the Radcliffe Publishing Course in Boston.



## DIGITAL PUBLISHING

***Livres Canada Books continues to provide essential information to Canadian publishers on the subject of digital publishing as it relates to exports.***

As digital publishing continues to evolve, corresponding technologies, business and distribution models, and export strategies also continue to develop and change. Providing regular, updated context for these changes allows Canadian publishers to be at the forefront of developments as they happen.

This year, Livres Canada Books published Digital Exports Revisited. This report is an update of two earlier reports, Exporting Digital Books: A Guide to Best Practices for Canadian Publishers (2011) and Territorial Rights in the Digital Age (2012). This report was prepared for Livres Canada Books by Brian O’Leary, Executive Director of the Book Industry Study Group.

The report answers key questions of interest to Canadian publishers looking to navigate the experience of selling digital rights and exporting digital formats in today’s global marketplace. It takes an in-depth look at the digital book value chain; the optimization of digital workflows; formats, devices and operating systems; and the impact of mobile

content discovery and consumption. The report also examines the territorial rights and market trends; the risks and advantages of digital rights sales; the sales of digital content outside of Canada, as well as new, emerging, or anticipated content delivery options; and the optimization of metadata for international sales.

*Digital publishing, distribution, and sales—and the opportunities and challenges that accompany them—are now part of a publisher’s everyday reality; for that reason, Livres Canada Books works to integrate the digital into every aspect of our programs and services.*

We are proud to be a leading source of advice and material on exporting and selling digital books in international markets.

The report is available for sale on the Livres Canada Books website. Like the market guides published by Livres Canada Books, it is also available free of charge to eligible recipients of the FRMAP and Mentoring programs. Digital guides are available as EPUB and MOBI files.

### EXPERT PROFILE

**BRIAN O’LEARY**  
USA

**Brian O’Leary** is executive director of the Book Industry Study Group, a U.S.-based trade association that works to create a more informed, effective, and efficient book industry supply chain. Before being named to this role, O’Leary was founder and principal of Magellan Media Consulting, which worked with book and association publishers to improve how they create, manage, and distribute content. O’Leary has written extensively about issues affecting the publishing industry. With Hugh McGuire, he edited *Book: A Futurist’s Manifesto*,

a collection of forward-looking essays on publishing (O’Reilly Media, 2012).

O’Leary is also the author of research reports on the use of metadata in the book industry supply chain, territorial rights in the digital age, and best practices in digital exports. He has studied the impact of free content and digital piracy on paid content sales and was the editor and primary contributor on a study of the use of XML in book publishing, and two reports published by O’Reilly Media.

## WEBINARS

*In an effort to reach a greater number of publishers by eliminating travel costs, Livres Canada Books has been offering professional development webinars since 2011. This online training is delivered by industry experts who address topics of interest to both veteran and emerging exporters of print and digital titles. Additionally, to help publishers prepare for international book fairs, a new series of webinars focusing on export markets was launched in 2011–2012.*

### PROFESSIONAL DEVELOPMENT WEBINAR

In December 2016, publishing expert Catherine Mitchell presented respective English- and French-language webinars called “Attending Your First International Book Fair.”

With Canada set to be the Guest of Honour at the 2020 Frankfurt Book Fair, the time has never been better to start thinking about attending an international book fair for the first time. Both webinars taught publishers how international sales can be a valuable source of revenue while bringing new attention to their list and their authors. They also introduced practical tools to help publishers make their attendance at an international book fair a success.

Topics included:

- Choosing which fairs to attend
- Selecting titles
- Building a catalogue
- Display options
- Travel, accommodation, and funding
- Creating a schedule
- Shipping and setup
- Dos and don'ts
- Follow-up and sending materials

***Video recordings of the webinars are available free of charge on the Livres Canada Books website, as are downloadable versions of the presentations in both English and French.***

#### EXPERT PROFILE

#### CATHERINE MITCHELL

Attending Your First International Book Fair

**Catherine Mitchell** has been passionate about bringing Canadian books to global audiences since entering the fascinating world of rights at Tundra Books many years ago. Catherine's primary joy as a bilingual publishing and rights consultant is working as an agent for boutique publishers who are keen to advance their lists by selling rights at major book fairs. She has worked with a long and diverse list of provincial and national publishing associations and arts agencies in Toronto, Ottawa, and Montreal on a variety of projects to promote and enhance Canadian publishing initiatives at home and abroad. Catherine is also a faculty member of the Creative Book Publishing program at Humber College in Toronto, where she teaches the international publishing course.

## EXPORT MARKET WEBINARS

Livres Canada Books provides two export market webcasted seminars per year aimed at Canadian book publishers interested in learning new ways to export their books to international markets. The markets selected per year follow the Market Focus countries of the London Book Fair and the Guest of Honour countries of the Frankfurt Book Fair.

### THE NETHERLANDS

Ahead of the Frankfurt Book Fair where the Netherlands was the Guest of Honour, Livres Canada Books held a [webinar](#) in September 2016, presented by Marleen Seegers, owner of 2 Seas Agency.

With a three percent rise in turnover of the retail book market that sits at almost \$674 million and an estimated 75 percent of book production in the Netherlands consisting of translations, the book market in the Netherlands provides a number of opportunities for Canadian publishers to explore. For English-language books, original versions of English books are highly successful in the Netherlands, and titles for general readership make up around 10 percent of overall book sales.

### POLAND

Ahead of the London Book Fair where Poland was the Market Focus country, Livres Canada Books held a second export market [webinar](#), which discussed the market in Poland in January 2017 and was presented by Filip Wojciechowski, senior agent at Graal Literary Agency.

As a country with 38 million people, accounting for 7.5 percent of the total population of the European Union, Poland is becoming an entry point into Eastern Europe for international companies. It is a significant rights market—translated titles make up 20 percent of all books published, with English as the leading original language, followed by French and German in 2015.

***In total, 73 publishers registered for these two webinars (a 35 percent increase over 2015–2016), which included interactive question and answer sessions with the presenters. Evaluations were once again overwhelmingly positive. Video recordings of the webinars are available free of charge on the Livres Canada Books [website](#), as are downloadable versions of the presentations, in both official languages.***



## EXPERT PROFILE

### MARLEEN SEEGERs

The Netherlands

**Marleen Seegers**, owner of 2 Seas Agency, was born in the Netherlands and holds a degree in liberal arts from Utrecht University and a diploma in comparative literature from the Université Sorbonne Nouvelle. After working as Rights Manager at Éditions Stock between 2006 and 2011, she relocated to Ojai, California, where she founded 2 Seas Agency with her partner. They represent foreign rights on behalf of publishers, literary agents, and a select number of authors from various countries such as the Netherlands, France, Canada, and the United States.

## EXPERT PROFILE

### FILIP WOJCIECHOWSKI

Poland

Filip Wojciechowski is a senior agent at Graal Literary Agency, the largest Polish literary agency/subagency. He worked for a publishing house prior to joining Graal, where he gained experience in both buying and selling translation rights in Poland. He has a BA from Harvard College and an MA from Johns Hopkins University.



## SCOUTING MISSION

Through scouting missions, Livres Canada Books continues to explore emerging markets that hold potential for Canadian publishers.

Information gathered during the missions helps Canadian publishers diversify their exports by improving their knowledge of these markets and how to access them. Past missions have included Japan (2005), India (2008), Brazil (2010), Scandinavia (2011), Russia (2012), South Korea (2013), Turkey (2014), and Israel (2015). Publishers have reported deals with new partners as a direct result of these missions.

In February 2017, Livres Canada Books travelled to Bogotá to explore the Colombian book market. A five-member delegation, chosen to represent general literature, children's books, scholarly publishing, and French and English books, as well as the Canadian book industry as a whole, met with key players of the Colombian industry from February 27 to March 3, 2017. The delegation was composed of Lisa Jemison ([University of Toronto Press / ACUP](#)), Barbara Howson ([House of Anansi Press / ACP](#)), Alexandre Sanchez ([Lux Éditeur / ANEL](#)), Chélanie Beaudin-Quintin ([Éditions Michel Quintin / ANEL](#)), Catherine Mitchell ([Pajama Press / ACP](#)), and Christy Doucet (Programs Manager of Livres Canada Books). In total, the delegation had more than 27 promising meetings.

Our sincere thanks go to Piedad Saenz, who consulted on the scouting mission and ensured its success.

Following the trip, the delegation wrote a [detailed report](#) that recommended the best ways for Canadian publishers to build business relationships in this market. The delegation also held an online discussion of the market intelligence gathered from this mission. The bilingual report is available as a [free download](#) on the Livres Canada Books website.



### EXPERT PROFILE

#### PIEDAD SAENZ

Founder of the literary agency LadyBooks, **Piedad Saenz** has built on more than seven years of publishing experience in South and North America after having worked for a Canadian children's publisher and at Fondo de Cultura Económica. With branches in Argentina, Brazil, Chile, Colombia, Spain, Guatemala, Peru, and Venezuela, it is one of the largest publishers in the Spanish-language market.

Piedad Saenz has vast and diverse experience in marketing, business development, contract negotiation, and rights, as well as a strong understanding of digital challenges. With excellent publishing contacts in both South and North America and continuous travel between the two countries, she has an authentic view of the cultural particularities and knowledge of the region's three main languages: English, French, and Spanish.





**45**  
**AUTHORS AND  
PUBLISHERS**

**400,000**  
**VISITORS**

## **HAVANA INTERNATIONAL BOOK FAIR**

**(FEBRUARY 9-19, 2017)**

As Guest of Honour at this year's Havana International Book Fair (February 9-19, 2017), Canada welcomed a delegation of 45 authors and publishers supported by Canadian artists from various backgrounds, which made our participation at the fair a great success. More than 400,000 people visited the fair this year.

Canada was also awarded the prize for best pavilion, across all categories, in the 2017 fair—a testament to the great effort of all those involved in this project. The organizers were delighted with the diversity of the authors, publishers, and cultural activities that made up the program, as well as the design of the pavilion.

## A CROSS CULTURAL LITERATURE AND PUBLISHING DIALOGUE

On the occasion of the official visit to Canada by Their Royal Highnesses The Crown Prince and Crown Princess of Norway, Norwegian Literature Abroad (NORLA), together with Livres Canada Books, House of Anansi Press and the Royal Norwegian Embassy, held a publishing event in Toronto, *A cross-cultural literature and publishing dialogue*.

The event featured presentations on Norwegian and Canadian publishing, networking opportunities and a literary conversation between Her Royal Highness Crown Princess Mette-Marit and Norwegian authors Erlend Loe and Hilde Kristin Kvalvaag.

The event also included a luncheon hosted by H.E. Ambassador Anne Kari Hansen Ovind and a musical performance by Norwegian artist Ida Jenshus. The Crown Prince and Crown Princess of Norway were in attendance.



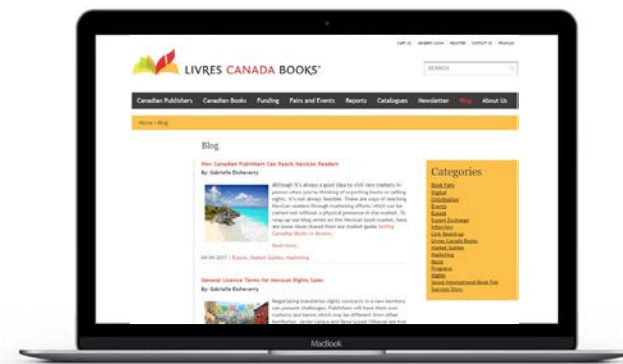
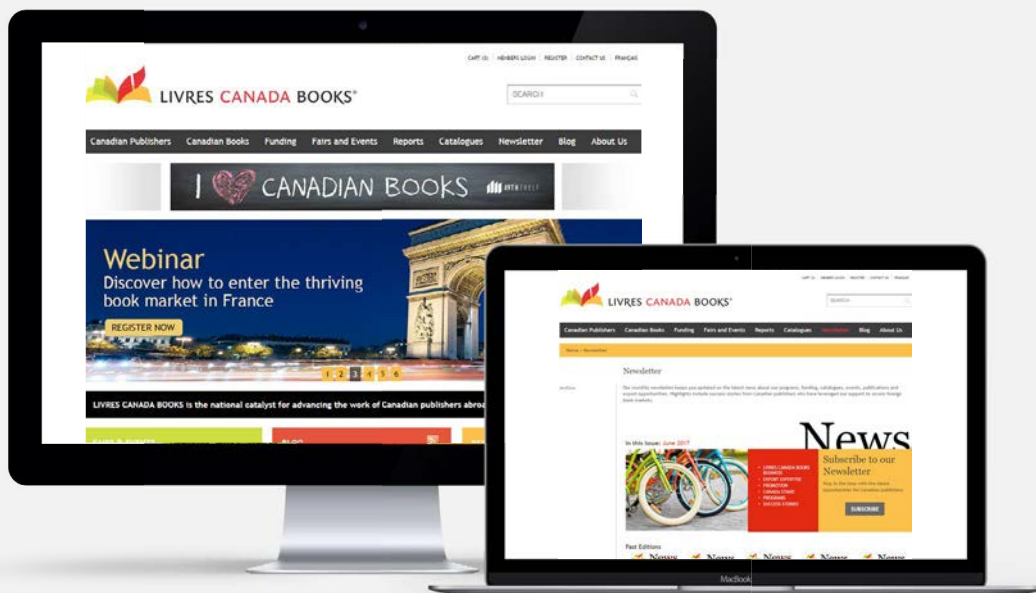


## INFORMING AND INVOLVING PUBLISHERS: BUILDING OUR COMMUNITY

### WEBSITE

The Livres Canada Books website functions not only as a hub of information about our services and programs for Canadian publishers, but also as a point of contact between the international community, Canadian publishers, and other partners. The site attracts visitors from major markets for Canadian books, including the United States, France, India, the United Kingdom, Poland, Germany, Algeria, Spain, Italy, South Korea, and Belgium. These visitors are interested in connecting with Canadian publishers and learning more about the Canadian books available for rights sales.

The Livres Canada Books website continues as an essential component of our communication efforts with Canadian publishers. Publishers can download market guides, register for webinars and fairs, and learn more about services and programs.



### BLOG

Livres Canada Books blogs about export and international markets, posts interviews with exporting Canadian publishers, and provides summaries of events and professional development opportunities attended by the staff. Events include:

- Publishing for Digital Minds at the London Book Fair (we have been twice)
- Digital Book World in New York City
- BookNet Canada Tech Forum in Toronto

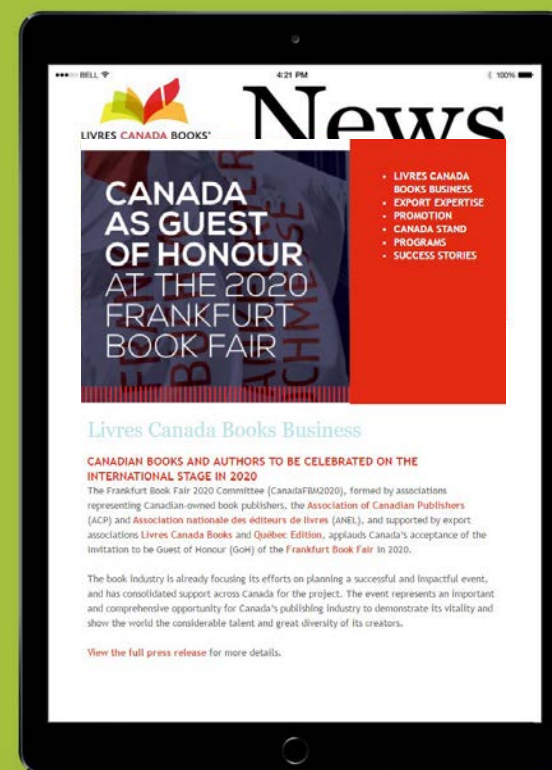
As part of our social media content strategy to generate more traffic to our website, our blog posts include extracts and highlights from recent market guides.

We are very pleased with the results of our efforts on the blog and other social media, and we look forward to further engaging publishers through these platforms.



## SOCIAL MEDIA

Livres Canada Books was very active on social media in 2016–2017, with regular posts on our [Twitter](#), [Facebook](#), and [LinkedIn](#) pages. Posts provided information on digital and international publishing news, promotion of Livres Canada Books' programs and services, and, of course, promotion of Canadian publishers and their titles. Each email campaign to promote a Livres Canada Books collective marketing publication is now followed by an extensive social media campaign, linking Livres Canada Books followers and fans directly to Canadian publishers and authors. Our social media efforts have resulted in increased dialogue between Canadian publishers and the international community.



## NEWSLETTER

Livres Canada Books continues to publish its monthly online [newsletter](#) for Canadian publishers. The newsletter is sent to more than 600 subscribers each month, keeping 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.

## LOOKING TOWARDS THE FUTURE

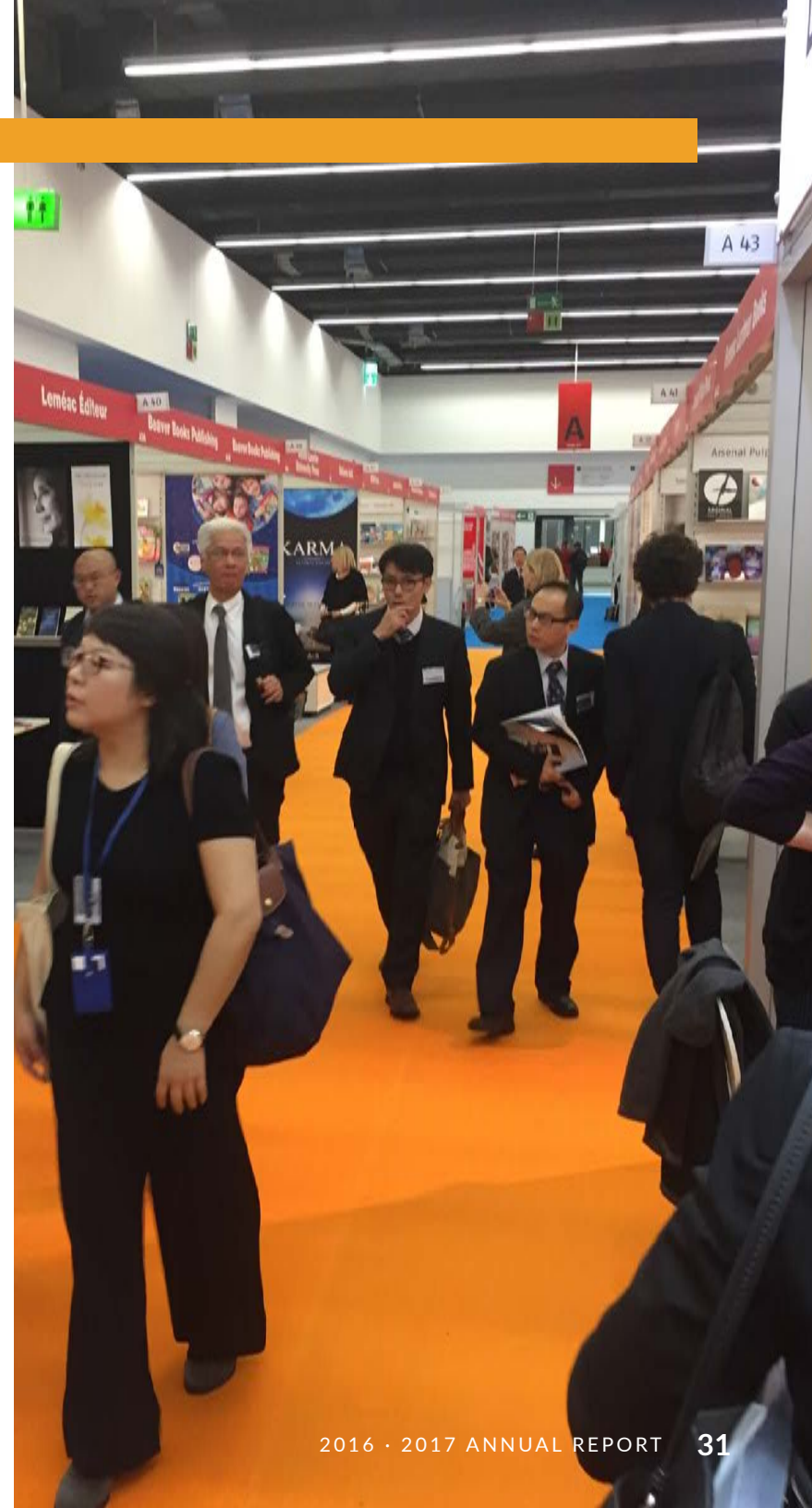
### BUSINESS PLAN 2017-2019

Livres Canada books has developed a new business plan for 2017-2019 to address the needs of exporting Canadian publishers and the rapidly changing book industry. It is crucial to implement regular business plans in order to support the export efforts of Canadian publishers and to provide them with value-added services that complement the work done by national book associations.

### FRANKFURT 2020

Livres Canada Books is proud of its role in the Frankfurt 2020 initiative, culminating in Canada's confirmation as Guest of Honour at the 2020 Frankfurt Book Fair in September 2016. We are also thrilled to continue to support Canada FBM2020 on this beautiful project, which generates significant international attention for Canadian authors, the national publishing community, and the country as a whole.

Furthermore, Livres Canada Books will also support Frankfurt 2020 through its projects and funding programs by increasing the FRMAP budget to allow more publishers to travel for business and attend Frankfurt in advance of 2020, and through reduced registration fees for the Canada Stand to promote greater access to the London, Bologna, and Frankfurt book fairs. Livres Canada Books will also offer a targeted Mentoring-Coaching program on Germany for the next two years. Individual meetings will be recalibrated to take place via web conferencing in order to reduce travel costs and to allow more people to attend. Livres Canada Books will also lead a trade mission to Germany in 2018-2019.





*The Association for the Export of Canadian Books (AECB), now known as Livres Canada Books, 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.*

In 2012, the AECB legally changed its name to Livres Canada Books and revised its bylaws to comply with the new *Canada Not-for-Profit Corporations Act*.

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) of 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 two years, with the possibility of renewal for an additional two years. Members of the Board serve without remuneration. Expenses incurred by members in the performance of their duties as directors 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: the Executive and Finance Committee, the Export Expertise Committee, the Nominating and Governance Committee, the Business Plan Committee, and the Frankfurt 2020 Committee. The Board also delegates certain authorities to the Chair and Executive Director.

“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.”



## BOARD OF DIRECTORS

### OFFICERS

#### CHAIR

<b>Robert J. Dees</b>	President, Robert Rose	ACP
-----------------------	------------------------	-----

#### VICE-CHAIRS

<b>Caroline Fortin</b>	General Manager, Éditions Québec Amérique	ACP
<b>Frédéric Gauthier</b>	Publisher, Éditions de la Pastèque	ANEL

#### SECRETARY - TREASURER

<b>John Yates</b>	President Publisher and CEO, University of Toronto Press	ACUP
-------------------	--	------

#### EXECUTIVE DIRECTOR

**François Charette**

### DIRECTORS

<b>Semareh Al-Hillal</b>	Associate Publisher, Kids Can Press	ACP
<b>Martine Des Rochers</b>	General Manager, Presses de l'Université du Québec	ACUP
<b>Bianca Drapeau</b>	Key Account Manager, De Marque	Professional Advisor
<b>Noah Genner</b>	CEO, BookNet Canada	Professional Advisor
<b>Sandra Gonthier</b>	International Rights Director, Éditions du Boréal	ANEL
<b>Simon Payette</b>	Vice-President Sales, Éditions Chouette	ANEL
<b>Antoine Tanguay</b>	President and Publishing Director, Éditions Alto	ANEL
<b>Andrew Wooldridge</b>	Publisher, Orca Book Publishers	ACP

## COMMITTEES

EXECUTIVE & FINANCE COMMITTEE	EXPORT EXPERTISE COMMITTEE	NOMINATING & GOVERNANCE 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.	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.	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.
<b>CHAIR</b>	<b>CHAIR</b>	<b>CHAIR</b>
<b>Robert J. Dees</b>	<b>Sandra Gonthier</b>	<b>John Yates</b>
<b>MEMBERS</b>	<b>MEMBERS</b>	<b>MEMBERS</b>
Caroline Fortin Frédéric Gauthier John Yates	Bianca Drapeau Andrew Wooldridge	Semareh Al-Hillal Simon Payette
BUSINESS PLAN COMMITTEE	FRANKFURT 2020 COMMITTEE	<i>Livres Canada Books would like to thank Gillian Fizet and Louis-Frédéric Gaudet, who acted as officers of the Board of Directors in 2016–2017 and contributed toward various projects.</i>
The Committee was created to develop a new business plan for 2019-2021 that will effectively meet the needs of Canadian publishers-exporters and the constantly changing book industry.	The Committee will serve as the communication link between Livres Canada Books and CANADA FBM2020.	
<b>CHAIR</b>	<b>PRESIDENT</b>	
<b>Robert J. Dees</b>	<b>Caroline Fortin</b>	
<b>MEMBERS</b>	<b>MEMBERS</b>	
Frédéric Gauthier Noah Genner	Martine Des Rochers Antoine Tanguay	



## SECRETARIAT

<b>François Charette</b>	Executive Director
<b>Francine Bélec Fox</b>	Manager, Finance and Operations (consultant)
<b>Christy Doucet</b>	Manager, Programs
<b>Olivia Robinson</b>	Programs Officer
<b>Gabrielle Etcheverry</b>	Manager, Digital Publishing and International Markets
<b>Kristina Brazeau</b>	Communications Officer

*Note: Francine Bélec Fox and Gabrielle Etcheverry are absent from this photo.*

Livres Canada Books would like to thank Lien De Nil who also held a position at Livres Canada Books in 2016–2017 and contributed toward various projects.

## INDEPENDENT AUDITOR'S REPORT

*To the Members of  
Livres Canada Books:*

### REPORT ON THE FINANCIAL STATEMENTS

We have audited the accompanying financial statements of Livres Canada Books (the "Organization"), which comprise the statement of financial position as at March 31, 2017, and the statements of operations, changes in net assets, and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not for profit organizations ("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.

### AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the Organization's preparation and fair presentation of the financial statements 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. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### BASIS FOR QUALIFIED 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.

### OPINION

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2017, and its results of operations and its cash flows for the year then ended in accordance with ASNFPO.



Chartered Professional Accountants  
Licensed Public Accountants  
Ottawa, Canada  
June 13, 2017



## STATEMENT OF FINANCIAL POSITION • AS AT MARCH 31, 2017

ASSETS	2017	2016
<b>Current Assets</b>		
Cash	\$567,671	\$660,018
Accounts receivable	\$16,728	\$23,367
Government grants receivable	\$194,181	\$5,210
Harmonized Sales Tax receivable	\$27,175	\$20,718
Prepaid expenses (Note 3)	\$67,113	\$118,849
	\$872,868	\$828,162
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued liabilities (Note 4)	\$295,433	\$250,437
Deferred revenue (Note 3)	-	\$6,000
	\$295,433	\$256,437
<b>Net Assets</b>		
Unrestricted	\$252,435	\$246,725
Internally restricted for contingencies	\$325,000	\$325,000
	\$577,435	\$571,725
	\$872,868	\$828,162

Economic capacity (Note 1)  
Commitments (Note 5)  
Financial instruments (Note 6)

On behalf of the Board,



**Robert J. Dees**

Chair



**John Yates**

Secretary-Treasurer

## STATEMENT OF OPERATIONS • AS AT MARCH 31, 2017

REVENUE		2017	2016
Department of Canadian Heritage ("DCH") contribution (Note 2)		\$1,815,807	\$1,564,676
Export Exchange	DCH contribution	-	\$72,485
	Other	-	\$23,280
Publishers	Canada Stand	\$292,953	\$254,593
	Marketing	\$22,880	\$22,280
	Webinars	\$1,200	\$1,700
Other		\$70,643	\$20,529
<b>TOTAL REVENUE</b>		<b>\$2,203,483</b>	<b>\$1,959,543</b>
EXPENDITURES			
<b>Operating:</b>			
Rent		\$70,634	\$70,881
Board		\$49,376	\$34,554
Annual report		\$5,111	\$6,553
Employee related costs		\$2,574	\$4,523
Salaries and benefits		\$363,642	\$321,512
Professional fees		\$65,753	\$64,182
Office and general		\$48,749	\$51,767
ANEL project		\$10,000	\$10,000
Networking reception		\$22,180	\$16,627
Bad debts		\$457	-

Continued on page 39

EXPENDITURES CONTINUED		2017	2016
<b>Operating:</b>			
Special projects		\$16,828	\$23,888
Property and equipment (Note 1)		\$2,505	\$9,600
TOTAL OPERATING EXPENDITURES		\$657,809	\$614,087
<b>Programs:</b>			
Foreign Rights Marketing Assistance ("FRMAP")	Contributions	\$800,000	\$700,000
	Logistics and support	\$16,000	\$16,000
TOTAL PROGRAMS		\$816,000	\$716,000
<b>Projects:</b>			
Canada Stand		\$419,595	\$347,199
Publications		\$55,093	\$57,866
Mentoring		\$24,042	\$25,605
Export Exchange		-	\$74,131
Export Market Webinars		\$10,826	\$10,092
Webinars		\$6,019	\$8,338
Market Guides		\$32,697	\$28,432
Scouting Mission		\$29,828	\$24,141
Report		\$39,381	\$49,379
Website		\$13,723	\$11,139
Havana Cuba		\$31,394	-
Special Insert		\$61,366	-
TOTAL PROJECTS		\$723,964	\$636,322
TOTAL EXPENDITURES		\$2,197,773	\$1,966,409
EXCESS OF REVENUE OVER EXPENDITURES (EXPENDITURES OVER REVENUE)		\$5,710	\$(6,866)

## STATEMENT OF CHANGES IN NET ASSETS • AS AT MARCH 31, 2017

	2017	2016
<b>Unrestricted</b>		
BALANCE AT BEGINNING OF YEAR	\$246,725	\$253,591
Excess of revenue over expenditures (expenditures over revenue)	\$5,710	\$(6,866)
BALANCE AT END OF YEAR	\$252,435	\$246,725
<b>Internally Restricted for Contingencies</b>		
BALANCE AT BEGINNING OF YEAR	\$325,000	\$325,000
Internal restriction from unrestricted net assets	-	-
BALANCE AT END OF YEAR	\$325,000	\$325,000

## STATEMENT OF CASH FLOWS • AS AT MARCH 31, 2017

		2017	2016
<b>Cash Flows from Operating Activities</b>			
	Excess of revenue over expenditures (expenditures over revenue)	\$5,710	\$(6,866)
Changes in non-cash operating working capital balances:	Accounts receivable	\$6,639	\$32,310
	Government grants receivable	\$(188,971)	\$152,540
	Harmonized Sales Tax receivable	\$(6,457)	\$16,833
	Prepaid expenses	\$51,736	\$20,510
	Accounts payable and accrued liabilities	\$44,996	\$(42,861)
	Deferred revenue	\$(6,000)	\$(25,400)
	(DECREASE) INCREASE IN CASH	\$(92,347)	\$147,066
	Cash at beginning of year	\$660,018	\$512,952
	CASH AT END OF YEAR	\$567,671	\$660,018



# NOTES TO FINANCIAL STATEMENTS • AS AT MARCH 31, 2017

## 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. In 2012, the Organization legally changed its name to Livres Canada Books (the "Organization"). 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 ("DCH") Canada Book Fund ("CBF"). Funding is allocated by DCH 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 catalogues; website; preparation and distribution of market reports to the industry; and, conducting webinars on foreign markets.

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

## 01 | SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

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

### Economic Dependence

DCH 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 DCH 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 agreement expires March 31, 2017 and represents activities up to March 31, 2017.

DCH has renewed the agreement beyond 2017 for an additional two years for the projects and five years for FRMAP.

### Property and Equipment

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

### Financial Instruments Measurement

#### *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 \$5,000 (2016 \$5,000).

### **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. 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 expenses 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.

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 expenses, 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 and short term deposits with a Canadian chartered bank, which are highly liquid.

## Foreign Currency Transactions

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

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.

## 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: FRMAP, Canada stand, publications, mentoring, export market webinars, professional development webinars, market guides, scouting mission, report on book industry practices, website, operations, Havana Cuba and special insert.

Salaries and benefits are allocated to specific projects as other project expenses 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 expenses are predetermined by the contribution agreement to be \$100,000.

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.

## 02 | MEMORANDUM OF AGREEMENT

Under the terms of the Memorandum of Agreement between the DCH 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.

## 03 | PREPAID EXPENSES AND DEFERRED REVENUE

These represent funds paid out or received prior to the year end, which pertain to fiscal year 2018 activities and programs.

## 04 | ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

The Organization does not have any government remittances owing at year end.

## 05 | 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 \$236,031, and are approximately as follows for the next five fiscal periods:

	PREMISES	EQUIPMENT
2018	\$60,450	\$3,963
2019	\$60,450	\$3,963
2020	\$60,450	\$3,963
2021	\$40,300	\$2,322
2022	-	\$170

## 06 | 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.

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

It is management's representation that the final report will be submitted in a timely fashion and that its approval by the DCH is likely thereby resulting in the holdback being released to the Organization in fiscal 2018.

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.

### **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.

### **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, 2017, and is secured by a general security agreement.

The Organization has access to unsecured credit of \$26,000 on credit cards, bearing interest at 19.99% per annum. The credit used as of March 31, 2017 amounted to \$4,614 (2016 \$696) and is shown as part of accounts payable and accrued liabilities.



## SCHEDULE – SUMMARY OF CANADA BOOK FUND EXPENDITURES BY PROJECT FOR THE YEAR ENDED MARCH 31, 2017

						FRMAP & PROJECTS			
Revenues									
Government Sources	Federal – DCH funding					\$1,815,807			
	Other level of government funding					\$18,200			
Non-Government Sources	Earned revenues – Other					\$339,658			
	Other type of funding – Other					\$29,818			
TOTAL REVENUES						\$2,203,483			
	FRMAP	CANADA STAND	PUBLICATIONS	MENTORING	EXPORT MARKET WEBINARS	PROFESSIONAL DEVELOPMENT WEBINARS	MARKET GUIDES	SUB TOTAL (FORWARD)	
Expenditures by Category									
FRMAP									
Outreach – Direct Funding	\$800,000	-	-	-	-	-	-	\$800,000	
Other project expenses	\$74,564	-	-	-	-	-	-	\$74,564	
Administration expenses	\$100,000	-	-	-	-	-	-	\$100,000	
Other Projects									
Administration expenses	-	\$74,324	\$13,783	\$5,732	\$4,174	\$2,992	\$8,139	\$109,144	
Consultants	-	-	-	\$11,746	\$6,042	\$2,500	\$20,000	\$40,288	
Speaker fees	-	-	-	-	-	-		-	
Equipment expenses	-	-	-	-	\$1,826	\$1,098		\$2,924	
Event/venues	-	\$402,659	-	-	-	-		\$402,659	

Continued on page 46

## SCHEDULE – SUMMARY OF CANADA BOOK FUND EXPENDITURES BY PROJECT

### FOR THE YEAR ENDED MARCH 31, 2017

	FRMAP	CANADA STAND	PUBLICATIONS	MENTORING	EXPORT MARKET WEBINARS	PROFESSIONAL DEVELOPMENT WEBINARS	MARKET GUIDES	SUB TOTAL (FORWARD)
<b>Expenditures by Category</b>								
<b>Other Projects (Continued)</b>								
Production costs	-	-	-	-	-	-	-	-
Interpretation/translation	-	-	-	-	-	-	-	-
Other project expenses	-	\$75,901	\$36,797	\$14,171	\$16,997	\$13,929	\$24,049	\$181,844
Promotion and communication	-	-	\$55,094	-	\$2,959	\$2,421	\$10,209	\$70,683
Training/professional development	-	-	-	\$8,000	-	-	-	\$8,000
Travel	-	\$16,936	-	\$4,296	-	-	-	\$21,232
Extra projects	-	-	-	-	-	-	\$2,488	\$2,488
<b>SUB TOTAL OTHER PROJECTS</b>	-	\$839,262	\$105,674	\$43,945	\$31,998	\$22,940	\$64,885	\$839,262
<b>Non Eligible Expenses</b>								
Administration expenses - Operating	-	-	-	-	-	-	-	-
FBM2020	-	-	-	-	-	-	-	-
Capital expenses	-	-	-	-	-	-	-	-
Networking	-	\$22,180	-	-	-	-	-	\$22,180
<b>SUB TOTAL NON ELIGIBLE EXPENSES</b>		\$22,180						\$22,180
<b>TOTAL EXPENDITURES</b>	\$974,564	\$861,442	\$105,674	\$43,945	\$31,998	\$22,940	\$64,885	\$1,836,006

Continued on page 47

## SCHEDULE – SUMMARY OF CANADA BOOK FUND EXPENDITURES BY PROJECT

### FOR THE YEAR ENDED MARCH 31, 2017

	SUB TOTAL (CONTINUED)	SCOUTING MISSION	REPORT ON BOOK INDUSTRY PRACTICES	WEBSITE	OPERATIONS	HAVANA - CUBA	SPECIAL INSERT	TOTAL
<b>Expenditures by Category (Continued)</b>								
<b>FRMAP</b>								
Outreach – Direct Funding	\$800,000	-	-	-	-	-	-	\$800,000
Other project expenses	\$74,564	-	-	-	-	-	-	\$74,564
Administration expenses	\$100,000	-	-	-	-	-	-	\$100,000
<b>Other Projects</b>								
Administration expenses	\$109,144	\$7,473	\$9,159	\$5,369	-	-	-	\$131,145
Consultants	\$40,288	\$7,968	\$15,000	\$10,802	-	-	-	\$74,058
Speaker fees	-	-	-	-	-	-	-	-
Equipment expenses	\$2,924	-	-	\$2,920	-	-	-	\$5,844
Event/venues	\$402,659	-	-	-	-	-	-	\$402,659
Production costs	-	-	-	-	-	-	-	-
Interpretation/translation	-	-	-	-	-	-	-	-
Other project expenses	\$181,844	\$19,990	\$21,678	\$22,072	\$62,068	-	-	\$307,652
Promotion and communication	\$70,683	-	\$6,734	-	-	-	-	\$77,417
Training/professional development	\$8,000	-	\$17,646	-	-	-	-	\$25,646

Continued on page 48

## SCHEDULE – SUMMARY OF CANADA BOOK FUND EXPENDITURES BY PROJECT FOR THE YEAR ENDED MARCH 31, 2017

	SUB TOTAL (CONTINUED)	SCOUTING MISSION	REPORT ON BOOK INDUSTRY PRACTICES	WEBSITE	OPERATIONS	HAVANA - CUBA	SPECIAL INSERT	TOTAL
<b>Expenditures by Category</b>								
<b>Other Projects (Continued)</b>								
Travel	\$21,232	\$21,860	-	-	-	-	-	\$43,092
Extra projects	2,488	-	-	-	-	\$31,394	\$61,366	\$95,248
<b>SUB TOTAL OTHER PROJECTS</b>	<b>\$839,262</b>	<b>\$57,291</b>	<b>\$70,217</b>	<b>\$41,163</b>	<b>\$62,068</b>	<b>\$31,394</b>	<b>\$61,366</b>	<b>\$1,162,761</b>
<b>Non Eligible Expenses</b>								
Administration expenses Operating	-	-	-	-	\$18,935	-	-	\$18,935
FBM2020	-	-	-	-	\$16,828	-	-	\$16,828
Capital expenses	-	-	-	-	\$2,505	-	-	\$2,505
Networking	\$22,180	-	-	-	-	-	-	\$22,180
<b>SUB TOTAL NON ELIGIBLE</b>	<b>\$22,180</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$38,268</b>	<b>-</b>	<b>-</b>	<b>\$60,448</b>
<b>TOTAL EXPENDITURES</b>	<b>\$1,836,006</b>	<b>\$57,291</b>	<b>\$70,217</b>	<b>\$41,163</b>	<b>\$100,336</b>	<b>\$31,394</b>	<b>\$61,366</b>	<b>\$2,197,773</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>								<b>\$5,710</b>



## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
400 coups, Éditions Les	\$7,014.66		
AdA, Éditions	\$3,231.88		
AIM Language Learning	\$5,414.46		
Alire, Éditions	\$8,133.33		
Allusifs, Éditions Les	\$1,718.22		
Alto, Éditions	\$2,195.52		
Annick Press	\$11,680.33		
Anvil Press	\$4,930.67		
Apprentissage Illimité	\$2,699.85		\$1,601.40
Ariane Éditions	\$1,038.78		
Arsenal Pulp Press	\$9,484.25		
Artichaut, Éditions L'	\$3,674.57		
Association nationale des éditeurs de livres (ANEL)	\$20,633.00		
Association of Canadian Publishers (ACP)	\$9,270.75		
ATMA	\$7,771.88		
Baraka Books	\$1,283.37		
Bayeux Arts	\$7,228.06		
Beauchemin International, Éditions	\$11,913.60		

## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Béliveau Éditeur	\$3,589.15		
Between the Lines	\$6,920.38		
Biblioasis	\$2,888.27		
Blue Bike Books	\$3,507.60		
BookThug	\$4,361.46		
Boomerang éditeur jeunesse	\$2,354.82		
Boréal Express, Le	\$7,435.89		
Boulder Publications	\$2,611.90		
Bouton d'or Acadie	\$5,027.81	\$2,000.00	
Breakwater Books	\$2,109.04		
Broadview Press	\$9,622.08		
Broquet	\$7,722.21		
Brush Education	\$5,169.17		
Cardinal, Les Éditions	\$2,397.82		
CCI Learning Solutions	\$5,837.49		
Centre d'élaboration des moyens d'enseignement	\$7,469.22		
Chalkboard Publishing	\$3,569.75		
Chouette, Éditions	\$13,126.32		

## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Coach House Books	\$9,339.84		
Company's Coming Publishing	\$4,090.85		
Courte échelle, Groupe d'édition la	\$6,739.33		\$964.00
Crabtree Publishing	\$8,212.65		
David, Éditions	\$1,362.52	\$2,000.00	
DC Canada Education Publishing	\$10,461.77		
Drawn & Quarterly	\$6,951.61		
Dundurn Press	\$14,994.95		
Écosociété, Éditions	\$4,975.97		
Écrits des Forges, Les	\$7,112.74		
ECW Press	\$13,652.50		
Ekstasis Editions	\$2,024.57		
Fernwood Publishing	\$8,611.79		
Fiddlehead Poetry Books & Goose Lane Editions	\$1,281.59		
Fides, Groupe	\$2,993.75		
Fifth House Publishers	\$1,347.89		
Fitzhenry & Whiteside	\$4,634.11		
Folklore Publishing	\$4,575.88		

## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Formac Publishing / James Lorimer & Company	\$13,731.97		
Governors of the University of Calgary Press	\$4,294.31		
Greystone Books	\$15,918.90		
Groundwood Books	\$8,396.87		
Guernica Editions	\$5,540.15		
Guides de voyage Ulysse	\$2,679.09		
Guy Saint-Jean Éditeur	\$10,566.32		
Héritage, Éditions	\$2,332.79		
House of Anansi Press	\$7,882.93		
Hurtubise, Éditions	\$7,629.75		
Inanna Publications & Education	\$5,591.63		
Isatis, Éditions de l'	\$1,860.19		
J.C.L., Éditions	\$3,562.71		
Kids Can Press	\$15,780.42		
Leméac Éditeur	\$4,870.30		
Liber, Éditions	\$2,071.61		
Librex, Groupe	\$6,573.99		
Lingo Learning	\$11,953.80		



## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Literacy Services of Canada	\$4,847.00		
Lone Pine Media Productions	\$6,792.64		
Lux Éditeur	\$5,064.45		
Malins, Les Éditions les	\$4,648.43		
Master Point Press	\$2,518.00		
McGill-Queen's University Press	\$18,008.35		
Médiaspaul, Éditions	\$5,412.42		
Mémoire d'encrier	\$5,984.17		
Michel Quintin, Éditions	\$7,118.58		
Modus Vivendi, Publications	\$10,595.94		
Monde différent, Les éditions un	\$2,911.34		
Montagne Verte, Éditions de la	\$6,016.78		
Mortagne, Éditions de	\$5,327.92		
Mosaic Press	\$7,974.40		
MultiMondes, Éditions	\$5,463.43		
New Society Publishers	\$5,447.24		
Noroît, Éditions du	\$2,523.86		
Novalis, Les Éditions	\$3,168.85		

## FUNDING BY RECIPIENTS - FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Orca Book Publishers	\$6,241.89		
Owlkids Books	\$9,917.90		
Pajama Press	\$3,976.43		
PAPP International	\$10,302.59		
Passage, Éditions du	\$2,397.28	\$2,000.00	
Pastèque, Éditions de la	\$7,444.05		
Pembroke Publishers	\$6,833.15		
Peuplade, Éditions La	\$1,670.83		
Phidal, Éditions	\$3,218.13		
Plaines, Éditions des	\$5,675.97		
Planète rebelle, Les Éditions	\$5,830.15		
Playwrights Canada Press	\$1,055.87		
Portage & Main Press	\$3,270.82		
Quartanier, Le	\$4,819.03	\$2,000.00	
Québec Amérique, Éditions	\$15,144.78		
Rainbow Horizons Publishing	\$7,474.94		
Remue-ménage, Éditions du	\$1,603.74		
Réunis, Les Éditeurs	\$3,018.80		

## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Robert Rose	\$14,138.28		
Rocky Mountain Books	\$4,979.34		
Ronsdale Press	\$5,437.07		
Sara Jordan Publishing / Jordan Music Productions	\$988.20		
Second Story Press	\$8,550.49		
Self-Counsel Press	\$1,060.75		
Sémaphore, Éditions	\$5,152.13		
Septentrion, Éditions du	\$3,639.16		
Shoebox Media	\$5,917.12		
Sogides, Groupe	\$6,960.28		
Sylvain Harvey, Éditions	\$1,323.01		\$1,222.89
Talon Books	\$3,527.38		
TC Média Livres	\$2,281.61		
Thompson Educational Publishing	\$3,169.63		
Tradewind Books	\$2,709.77		
Tralco Educational Services	\$1,784.17		
Université de Montréal, Presses de l'	\$3,196.07		

## FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2017

RECIPIENT	FRMAP	MENTORING	
		FUNDING SUPPORT	COACHING FRANCE
Université Laval, Presses de l'	\$2,832.83		
University of Alberta Press	\$2,337.76		
University of British Columbia Press	\$4,521.33		
University of Manitoba Press	\$4,951.37		
University of Regina Press	\$6,544.06		
University of Toronto Press	\$13,405.93		
Ville-Marie Littérature, Groupe	\$4,678.24		
Weigl Educational Publishers	\$12,347.52		
Wilfrid Laurier University Press	\$2,717.53		
Wolsak & Wynn Publishers	\$1,489.22		