



LIVRES CANADA BOOKS®

2015 – 2016

ANNUAL REPORT

LIVRES CANADA BOOKS

2015–2016 Annual Report

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Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada



Version française disponible

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CHAIR'S MESSAGE



ROBERT J. DEES

It is with immense pleasure that I have continued to serve in my role as Chair of Livres Canada Books. Now in its 44th year, Livres Canada Books is a vital partner in the publishing community, in Canada and around the world.

During the last twelve months, Livres Canada Books has experienced both progress and success in equal measure. The Export Exchange conference in January not only marked the beginning of a dynamic new year, but also celebrated the diversity of our national industry and offered publishers a rare opportunity for

frank dialogue between peers and individuals across other creative industries. It was a very successful event, and I pass along my congratulations to the Export Exchange Advisory Committee and Livres Canada Books staff for their commitment and dedication.

Canada's potential confirmation as Guest of Honour at the 2020 Frankfurt Book Fair would mark the beginning of a new chapter for the Canadian publishing industry. By shining a new light on the international profile of Canadian books, the Guest of Honour designation would dramatically increase the visibility of our literary culture, our entire book publishing industry, and our cultural industries as a whole. Each year our organization becomes a stronger component of the national and international publishing community.

Livres Canada Books continues to manage and administer our rich array of services and programs with skill—and on budget. Supported by regular meetings with Canadian Heritage, Livres Canada Books has been able to communicate effectively and fulfill the evolving needs of both French- and English-language Canadian publishers. We continue to raise our profile as an arms-length partner of the government and continue to press the industry case for enhanced government support.

Meanwhile, the shifting global economic landscape continues to introduce challenges that can make the going tough for our industry—from economic slowdowns, to oil and commodity price changes, to volatile exchange rates. There are roadblocks and barriers yet to overcome, but we are committed to pursuing all possible inroads to carry out our mandate.

I would like to extend my thanks to my fellow board members for their continuous commitment in voicing the needs of their colleagues. Canadian publishing would not be the same without them.

This has been a busy year, but I think a very good one, and I look forward to new opportunities and challenges for 2016–2017.

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

Robert J. Dees

Chair

EXECUTIVE DIRECTOR'S INTRODUCTION



FRANÇOIS CHARETTE

2015–2016 was filled with promising projects for the export of Canadian books.

Whether managing funding programs, coordinating the [Canada Stand](#), providing training, supporting expansion into new markets, increasing publisher familiarity with the challenges of digital marketing and export sales, designing a new business plan, [Export Exchange](#), or 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,

Mentoring - Funding Support and Mentoring - Coaching, targeted to emerging exporters.

We continued to ensure the presence of the Canada Stand at book fairs in London and Frankfurt, and we returned to Guadalajara after 13 years. Livres Canada Books also reviewed, re-designed, and published the [Rights Canada](#) catalogue 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 literary agents, distributors, booksellers, librarians, and researchers worldwide.

This year, we offered webinars on [Indonesia](#) and [Australia](#) to prepare publishers attending the Frankfurt and London book fairs. We published a new digital report, [Global Digital Book Marketing](#) and also updated our [market guide on China](#) and published two new ones: [Exporting Academic and Scholarly Books](#) and [Selling Canadian Books in Mexico](#). Following a successful Scouting Mission in Israel, Livres Canada Books published a [guide about the Israeli 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 [International Ebook Lending: Selling Canadian Content to International Libraries](#).

Many encouraging consultations with publishers and national associations fed into the development of a new business plan for 2017–2019. This business plan will direct Livres Canada Books in supporting the exports of Canadian publishers and offering value-added services, complementary to the work of national book and publishing associations.

In the event that the Frankfurt 2020 project were to be accepted, Canada's place as Guest of Honour would create an opportunity for us to promote the many facets of our cultural industry throughout the calendar year, culminating in the Frankfurt Book Fair. We hope to be able to showcase to the world the immense talent and great diversity of our creators, our technological leadership, our innovative character, and the vitality of our culture.

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 [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), 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), eBOUND Canada, the Friesens Corporation, Éditions Québec Amérique, the Canadian embassies in Germany and Israel, 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 thank President Robert J. Dees and the Board of Directors sincerely 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 am especially grateful to 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.

I congratulate them on a job well done!



François Charette
Executive Director

SUPPORTING CANADIAN PUBLISHERS' EXPORTS FOR NEARLY 45 YEARS

Founded in 1972, Livres Canada Books is an experienced not-for-profit organization based in Ottawa.

Livres Canada Books supports Canadian-owned book publishers in their export sales activities and in developing international partnerships; assists 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 provides a unique forum for collaboration between English- and French-language publishers in Canada. As a national association for both French- and English-language Canadian book publishers, 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, Livres Canada Books 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 31 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.

In addition to providing financial assistance for publishers to attend international book fairs and other export sales events, Livres Canada Books provides a range of services to maximize publishers' presence at key international book fairs, such as organizing the Canada Stand and developing targeted publications for the fairs. In 2006, Livres Canada Books launched a Mentoring - Coaching program that has helped 69 publishers take their first steps into export markets. Publishers who have taken part in this program credit their success to support from this innovative Livres Canada Books initiative.

“Livres Canada Books supports Canadian-owned book publishers in their export sales activities and in developing international partnerships; assists 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 provides a unique forum for collaboration between English- and French-language publishers in Canada.”



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

Livres Canada Books provides world-class intelligence about foreign markets, 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.

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. Livres Canada Books advocates for support of 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 Livres Canada Books to develop and deliver 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 in its ability to anticipate and adapt to economic and structural changes in the book publishing industry. Livres Canada Books 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 digital content.

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 Livres Canada Books 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

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.

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.
- Government policies and programs are better adapted to the needs of publishers.

TARGETED 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 effectively communicated 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.

ACTIVITIES

- Provide direct funding to Canadian exporters.
- Facilitate participation in international book fairs and other events.
- Create collective promotional materials and activities.
- 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.
- Communicate and share information and good practices with publishers.
- Develop and manage Livres Canada Books' resources.

SUPPORTING CANADIAN PUBLISHERS

Over the past 44 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 2015–2016, 156 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 2015–2016. A complete list of funding recipients, including a breakdown by program, can be found at the end of this report.

IN 2015–2016
\$714,000
TOTAL FUNDS ALLOCATED

APPLICATIONS RECEIVED AND FUNDS ALLOCATED, 2015–2016

| Applications | Submitted | Eligible | Amount |
|---|-----------|----------|-----------|
| Foreign Rights Marketing Assistance Program (FRMAP) | 160 | 158 | \$700,000 |
| Mentoring - Funding Support | 7 | 7 | \$14,000 |

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 export 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 2015–2016, of the 158 eligible publishers and national publishers' associations, 130 received funding for export-related expenses through FRMAP.

FOREIGN RIGHTS MARKETING ASSISTANCE PROGRAM (FRMAP) CONTRIBUTIONS

| | 2015–2016 | 2014–2015 | 2013–2014 |
|----------------------------|-----------|-----------|-----------|
| Total claims | 411 | 448 | 452 |
| International trade events | 321 | 357 | 345 |
| Export sales trips | 90 | 91 | 107 |
| Number of delegates | 635 | 673 | 697 |

NOTE: due to the dates of the 2016 Bologna Children's Book Fair, FRMAP claims for this event will be included in the next financial year.

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 2015–2016, Mentoring - Funding Support allowed seven 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 18 square metres to nearly 250 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 fair organizers, ordering exhibitor passes, customization of furnishings and electrical installations, shipment and delivery of materials to publishers' stands, customs clearance, set-up 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.



1,600
EXHIBITORS

60
COUNTRIES

25,000
VISITORS

LONDON BOOK FAIR

(APRIL 14 TO 16, 2015)

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

The 2015 LBF, held in the historic Olympia 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 at the 2015 LBF once again was positioned in a central location. Thirteen publishers were registered on the 63 square metre stand; nine reserved display and meeting space and an additional four 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 this year, Livres Canada Books offered both high-speed wireless Internet at its stand and low-cost consolidated shipping for publishers.

Once again, the High Commission of Canada in the United Kingdom hosted a reception the day before the fair's opening.

FRANKFURT BOOK FAIR

(OCTOBER 14 TO 18, 2015)

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 2015 FBF hosted 7,145 exhibitors from 100 countries and welcomed 275,791 visitors.

Located on the ground floor of a new location, 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 248 square metres, the fully subscribed Canada Stand ensured international maximum exposure for Canadian titles. In all the stand represented 42 publishers, with 38 booking both display and meeting space and four choosing 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 Ontario Media Development Corporation (OMDC). As in previous years, this highly anticipated professional and social event was a great success, with a large turnout of Canadian publishers as well as international partners.





1,983
EXHIBITORS

44
COUNTRIES

787,435
VISITORS

GUADALAJARA INTERNATIONAL BOOK FAIR

(NOVEMBER 28 TO DECEMBER 6, 2015)

The Guadalajara International Book Fair is the most important publishing event in Ibero-America.

In 2015, this 29th edition of the fair welcomed some 1,983 exhibitors from 44 countries, 20,300 international publishing industry professionals, and an impressive 787,435 visitors. **The event was open to the public as well as industry professionals.**

The Canada Stand hosted four Canadian publishers and attracted a number of potential Latin-American trading partners, who were greeted by a Spanish–English interpreter hired to assist. The promotional tools offered by Livres Canada Books were quickly depleted by visitors to the stand, including a Spanish–English directory, the fall 2015 *Rights Canada* catalogue and the *Canadian Studies Collection*.

COLLECTIVE MARKETING



KRISTINA BRAZEAU

COMMUNICATIONS OFFICER

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

These highly anticipated publications are available digitally and also 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.

Now in its 40th year, *Rights Canada* is marketed digitally to an extensive list of foreign publishers, distributors, and rights agents prior to the major international book 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 (Facebook and Twitter) follows the publication of the catalogue.

Published in the spring and fall, the newly redesigned *Rights Canada* catalogue featured 109 titles by 45 publishers as well as two double-page spreads. Featuring a flexible and dynamic layout to showcase Canadian books, publishers were able 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, Guadalajara, Bologna, London, and during our Scouting Mission to Israel.

New as of spring 2016, promotional postcards were also created for each title listed in *Rights Canada* and were distributed at international events.

THE
NEWLY REDESIGNED
RIGHTS CANADA
CATALOGUE FEATURED
109 TITLES
BY
45 PUBLISHERS

CANADIAN STUDIES COLLECTION

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

Sporting a brand new design, the 2016 *Collection* has grown to offer 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 Canadian Studies scholars. For the first time this year, the *Collection* was also advertised in two editions of *Publishers Weekly*. The *Collection* is available for [download](#) from the Livres Canada Books website.

In 2015–2016, the *Canadian Studies Collection* highlighted a total of 75 titles and 4 advertisements from 28 publishers and one association. Subject areas covered include Aboriginal studies, architecture, arts and culture, biography and memoir, communications, environment and geography, history, literature and literary criticism, political science, and the social sciences.

IN 2015–2016
THE CANADIAN STUDIES COLLECTION
HIGHLIGHTED A TOTAL OF
75 TITLES

4 ADVERTISEMENTS
FROM 28 PUBLISHERS
AND ONE ASSOCIATION

BUILDING EXPORT EXPERTISE

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. Alternating yearly between the United States and France, the 2015–2016 program focused on the United States and was offered to both Francophone and Anglophone participants. Four publishers benefitted from the program.

Participating publishers attended a two-day workshop in Toronto in February, led by publishing consultant Michael Johnson of Full Potential Associates, to provide an overview of the American book market and new perspectives on how Canadian publishers

can maximize their potential. The workshop also included one-on-one meetings with Johnson to review their export strategy and provide tailored recommendations based on their catalogue.

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

EXPERT PROFILE

MICHAEL JOHNSON
United States

Michael Johnson has been in the book distribution business for almost 30 years. Fifteen of those years were at Follett Corporation where he held a variety of jobs across several divisions, including running the Follett Digital Resources division. In 2008, Johnson founded the strategic consulting firm Full Potential Associates, which focuses on the blend of publishing/technology/education. His consulting work positions him to keep tabs on all aspects of the publishing/sales ecosystem. Full Potential Associates has tackled projects around the world for such firms as Bowker, Scholastic, Tech-logic, Macmillan Hong Kong, and SMART Technologies.

MARKET GUIDES

Over the years, Livres Canada Books has produced and continues to update more than 25 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, and Germany, as well as market segments such as children's books, academic and scholarly books, retail, wholesale, and libraries.

In 2015–2016 Livres Canada Books published three market guides:

- *Selling Canadian Books in Mexico* (new)
- *Selling Canadian Books and Translation Rights in China* (update)
- *Exporting Academic and Scholarly Books: A Guide for Canadian English-Language Publishers* (new)

Livres Canada Books' market guides are written by industry experts, aimed at Canadian publishers, and provide the best, most up-to-date information on export markets. Market guides continue to be the go-to references for Canadian publishers and 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 also available as EPUB and MOBI files



LIEN DE NIL

**MANAGER, DIGITAL PUBLISHING
AND INTERNATIONAL MARKETS**

EXPERT PROFILE

R. PETER MILROY
Academic and Scholarly Books

R. Peter Milroy has worked in book and periodical publishing for over forty years, most prominently as director of [UBC Press](#) for 22 years. A tenacious entrepreneur, he ran the press without subsidy from its parent institution for all but three of those years, developing a significant international agency business to support the specialized scholarly books that he published. He also served as president of the Canadian Publishers Council Education Group, the Association of Canadian University Presses, and the Association of American University Presses. In 2013, he set up Chapel Green Communications, a publishing consultancy whose recent projects have included work for the Association of Canadian Publishers, eBOUND Canada, SaskBooks, University of Manitoba Press, and the International Development Research Council.

EXPERT PROFILES

JAVIER CELAYA AND RENÉ LÓPEZ-VILLAMAR

Mexico

Javier Celaya is a member of the executive board of the [Digital Economy Association of Spain](#) and CEO and founder of [Dosdoce.com](#), an online portal that provides analysis of the impact of new technologies in the publishing sector. Throughout the years, Dosdoce.com has published more than 50 studies and reports on the use of new technologies in different areas of the publishing sector (digital business models, e-lending evolution, e-commerce trends, mobile strategies, etc.). Dosdoce.com provides strategic management consultancy services and digital skills training sessions to a wide range of cultural sector professionals—that is, publishers, retailers, librarians, and so on. Javier

holds a Master's degree in International Relations from Columbia University in New York and a Bachelor of Science degree in Economics from Boston College.

René López-Villamar was born in Mexico in 1979. He is chief project coordinator of [LibrosMexico.mx](#), under the Ministry of Culture. He studied electrical engineering at La Salle University and Hispanic Studies at the Universidad Nacional Autónoma de México. He is a regular contributor to several Spanish and Mexican magazines, including *La Tempestad*, *Quimera*, *Pez Banana*, *HermanoCerdo*, and *Tierra Adentro*.

EXPERT PROFILES

ROBERT E. BAENSCH AND XIAOJUAN JIANG

China

Robert E. Baensch is president of the [Baensch International Group](#) with a special focus on international publishing, start-up, and turnaround management. He has in-depth experience in all aspects of book, magazine, journal, and online publishing, including editorial development, production, marketing, distribution, and financial controls. Over the past 15 years, Baensch has created, organized, and carried out more than 90 management seminars for more than 3,200 Chinese publishers for the former General Administration for Press and Publications (GAPP) in Beijing. He is the editor for *Publishing Research Quarterly*, the author of *The Publishing Industry in China*, and an academic director and faculty member of the Yale University Professional Publishing Course.

Xiaojuan Jiang is director of the international publishing studies department of the Chinese Academy of Press and Publication (CAPP, formerly the Chinese Institute of Publishing Science). She is an active advisor in the policy-making and project-planning and evaluation process initiated by both the former GAPP and major Chinese publishers to increase the international competitiveness of the industry through the export of print and digital publications, translation sales, and overseas investments. Jiang has been a researcher on the internationalization of China's publishing industry for more than 14 years, providing consultant services to both the Chinese government and major market players in the areas of international publishing, and to the domestic practices of the Go Global strategy.

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, technologies, business and distribution models, and export strategies 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 *Global Digital Book Marketing: Advanced Strategies and Tactics for Building International Book Campaigns*. Following the success of our preceding digital report, Livres Canada Books was proud to collaborate once again with the digital marketing experts at the Logical Marketing Agency.

Global Digital Book Marketing builds on the research and techniques demonstrated in our 2014–2015 report and takes that knowledge to the next level. Using titles drawn from Livres Canada Books member publishers-exporters, this guide helps both English- and French-language publishers develop a deeper, more sophisticated understanding of global digital marketing today. It takes an in-depth look at the

strategies, tactics, and tools Canadian book publishers need to stay ahead of the curve across key areas of digital marketing, including audience research and segmentation, social media marketing, inbound marketing and website development, and retail channel optimization.

Digital publishing, distribution, 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 digital into every aspect of our programs and services. We are proud to be a leading source of advice and material on digital exporting and selling digital books in international markets.

The guide is available for sale on the Livres Canada Books website. Like all 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 also available as EPUB and MOBI files.

EXPERT PROFILE

THE LOGICAL MARKETING AGENCY Digital Marketing

The Logical Marketing Agency is a data-driven marketing agency focused on audience-centric book, author, and brand marketing. Combining a broad and deep understanding of the book publishing business with an extensive toolkit and expertise in technical marketing, the Logical Marketing Agency provides clients with data, market research, analysis, and actionable insights to inform and guide all of their marketing efforts.

The Logical Marketing Agency has worked with major trade, academic, professional, and educational publishing houses, as well as many smaller and niche publishers, booksellers, authors, and literary agents in the United States, United Kingdom, Canada, and around the world.

“As digital publishing continues to evolve, technologies, business and distribution models, and export strategies 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.”

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 February 2016, publishing experts Tricia McCraney and Jean-François Cusson, presented respective English- and French-language webinars, *International Ebook Lending: Selling Canadian Content to International Libraries*. The webinars were organized in collaboration with eBOUND Canada and Bibliopresto.ca, in order to address the unique e-lending opportunities in these distinctive language markets. Both webinars taught publishers how to maximize the global potential of their lists by reaching new and existing communities of readers. They also introduced practical tools to help publishers realize the possibilities of ebook lending as a digital export opportunity.

Topics included:

- How to get your ebooks into international libraries
- Small and large international vendors and systems
- Key differences between public and academic libraries and the unique challenges they face
- Existing ebook lending models
- Libraries as a source of discoverability
- Metadata and systems
- Terms and strategies for pricing in international markets

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 PROFILES

JEAN-FRANÇOIS CUSSON AND TRICIA MCCRANEY

International Ebook Lending

Jean-François Cusson is the Executive Director of Bibliopresto.ca, a non-profit organization that develops digital products and services for public libraries across Québec. He also manages the development of Pretnumerique.ca, a digital platform facilitating ebook lending between public libraries and their users. He is a professional librarian, and holds degrees in both Public Administration and Literature.

Tricia McCraney has an active book industry consulting practice and has worked on projects related to book data, ebook lending, and publisher-library interaction for clients that include BookNet Canada, eBOUND Canada, 49th Shelf, and the Department of Canadian Heritage. She has a particular interest in technology projects, and often finds herself where publishers and libraries meet.



EXPORT MARKET WEBINARS

Indonesia

In preparation for the Frankfurt Book Fair at which Indonesia was the Guest of Honour, Thomas Nung Atasana, international rights director, presented a [webinar](#) on the Indonesian market.

Today there are more than 1,000 active book publishers in Indonesia—largely concentrated on Java—and around 50% of the books published are translations. With a population of 240 million and an impressive economic growth rate, Indonesia's market potential rates high. We took a closer look at the next Guest of Honour at the 2015 Frankfurt Book Fair and explored its opportunities as a potential export market for Canadian publishers.

Australia

Nerrilee Weir, rights manager at Random House Books, Penguin Random House Australia, presented a [webinar](#) on the Australian book market.

With a turnover of almost \$1 billion in the retail book market, Australia provides a number of opportunities for Canadian publishers. In 2013, nearly 3,900 publishing entities in Australia produced just over 28,000 new titles. Canadian export sales for 2014 show Australia as the top fourth overall market for rights and finished products for both English- and French-language publishers.

In total, 54 publishers registered for these two webinars, which included interactive question and answer sessions with the hosts. Evaluations were 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

THOMAS NUNG ATASANA Indonesia

Initially a parenting magazine editor, Thomas Nung Atasana began venturing into the book publishing world in 1981 by joining Kompas Gramedia, the largest media group in Indonesia. After working as a book editor for several years, he ended up as a chief editor for Gramedia Pustaka Utama—one of the leading book publishing companies in Indonesia. In 1995, he switched positions to head the marketing division of the same company, covering the domestic market and including some overseas orders. In 2009, he developed an international marketing program by licensing copyrights of Indonesian

content abroad, mainly titles published within Kompas Gramedia. In 2012, he was invited by IKAPI—the Indonesian Publishers Association—to establish Borobudur Literary Agency, representing Indonesian book publishers and authors. Currently the International Rights Director of Borobudur Literary Agency, he was the Coordinator of Rights Sales for the National Committee for Indonesia as the Guest of Honour Country at the 2015 Frankfurt Book Fair. He has also published three books.

EXPERT PROFILE

NERRILEE WEIR Australia

Nerrilee Weir has been the Rights Manager at Random House Books, Penguin Random House Australia since 1998, and is responsible for selling rights in both the adult and children's lists in all markets outside of Australia and New Zealand. Nerrilee handles English language rights

(North America and the United Kingdom), translation rights, and film, television, and audio rights. She is involved in the process from the initial pitch through the negotiation of offers to the finalizing of contracts.

SCOUTING MISSIONS

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), and Turkey (2014). Publishers have reported deals with new partners as a direct result of these missions.

In November 2015, Livres Canada Books travelled to Tel Aviv and Jerusalem to explore the Israeli book market. A four-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, went to Israel to meet with key players of the Israeli industry from November 22 to 26, 2015. The delegation was composed of Margie Wolfe ([Second Story Press/ACP](#)), Barbara Creary ([Éditions Dominique et compagnie/ANEL](#)), Philip Cercone ([McGill-Queen's University Press/ACUP](#)), and François Charette, Executive Director of Livres Canada Books. In total, the delegation had more than 25 promising meetings. Livres Canada Books also put together a small collection of Canadian-authored books, with the help of the Canadian embassy in Tel Aviv, in preparation for the mission.

Our sincere thanks go to Gilad Newman, who made our Scouting Mission a success, and to Anat Kaminski from the Canadian Embassy in Israel for her help sending the book collection.

Following the Scouting Mission, the delegation wrote a detailed report with recommendations for Canadian publishers on the best ways to build business relationships with this market. The bilingual report is available as a [free download](#) on the Livres Canada Books website.



EXPERT PROFILE

GILAD NEWMAN
Israel

Gilad Newman has been involved in the literary and cultural world in Israel for over 18 years. He first worked as a translator and radio broadcaster and later on producing cultural events, especially book launches, literary series, and conferences, including the first International Writers' Festival at Mishkenot Sha'ananim in Jerusalem, Israel. In 2009, his company was contracted by the French Embassy in Israel to create a free discussion event to promote the "French book law," which led to the creation of the Israeli book law. Over the past few years, Newman worked with many publishing houses in Israel to promote a number of successful Internet book sales campaigns.

EXPORT EXCHANGE

Livres Canada Books is proud to have organized Export Exchange, a bilingual conference held on January 28, 2016, at the Phi Centre in Montréal. A total of 131 industry professionals participated in the event.

Export Exchange was targeted towards helping publishers increase their potential for international rights and book sales. It was also designed as a source of inspiration for publishers as well as a platform for the exchange of information with representatives from other creative industries. Tailored towards English- and French-language publishers alike, the event showcased Canadian and international speakers and offered an innovative dialogue between all sectors of Canadian publishing.

The event programming pushed past the boundaries of traditional publishing conferences and offered an innovative and stimulating group of speakers with new and unconventional ideas. We had an impressive list of presenters: Margot Atwell from Kickstarter, Aymar Azaizia from Ubisoft, Mariouche Gagné from Harricana, Arnaud Granata from Infopresse, Megan Jones from Indie Thinking, Michael Renaud from

Pitchfork, and Nicolas Rodelet from Labo de l'édition.

In addition to the speakers, morning and afternoon workshops created more opportunities for new conversations and creative thinking. The topics chosen for discussion were derived from a survey conducted by Yulism, our partner for the workshops, prior to the event. Jean-Marc Gauthier from Gestion HEC, Frédéric Moreau from Académie du numérique, and Sandy Boutin from Simone Records also participated in the breakout sessions.

Programming for the event was developed by Jane Gibb (consultant) and an advisory committee made up of Gillian Fizet, representing ACP, Frédéric Gauthier, representing ANEL, Melissa Pitts, representing ACUP, as well as representatives from Yulism and Livres Canada Books.

The event was funded by the Canada Book Fund, the Ontario Media Development Corporation (OMDC), Friesens Corporation, and Éditions Québec-Amérique.

Video recordings of the presentations are available free of charge on the Livres Canada Books website.



EXPERT PROFILE

JANE GIBB Content Development

Jane Gibb excels at understanding and popularizing concepts by connecting ideas, people, and their needs. With over 15 years of experience ranging from teaching to event planning with chartered surveyors, international design competitions, investment bankers, environmental organizations, and curating unconventional business conferences, Jane can adapt to almost any sector and situation. A bilingual project manager, Jane's clients have included [C2MTL](#) and the [David Suzuki Foundation](#). Responsible for content, speaker recommendations, and speaker management and hosting, she is used to researching and booking speakers from around the world—across a number of different disciplines—to inform and inspire event participants with new ways of approaching current industry challenges.



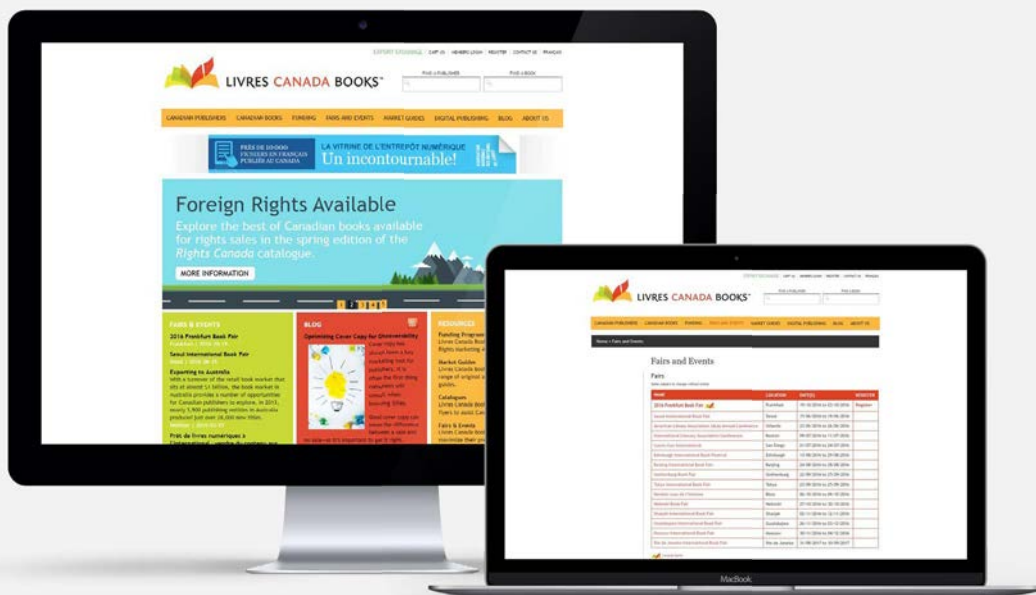
EXPORT EXCHANGE
ÉCHANGE SUR
L'EXPORTATION

INFORMING AND INVOLVING PUBLISHERS: BUILDING OUR COMMUNITY

WEBSITE

The Livres Canada Books [website](#) functions not only as a hub of information for Canadian publishers about our services and programs, 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, Belgium, Italy, and South Korea. 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
- The Markets at the Frankfurt Book Fair
- Digital Book World in New York City

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.

To date, Livres Canada Books is 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 2015–2016, 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, promotion of our [Export Exchange](#) conference 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.

Livres Canada Books is pleased that its 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 over 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.

BUSINESS PLAN 2017–2019

Livres Canada Books is developing a new business plan for 2017–2019 to address the needs of exporting Canadian publishers and the rapidly changing book industry. It is crucial for Livres Canada Books 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.

To this end, we collected survey responses from 150 publishers and national book associations and held over 20 individual meetings with the objective of reviewing the various programs and services provided by Livres Canada Books.

The business plan will be published at the end of 2016.

FRANKFURT 2020

Masterfully guided by Caroline Fortin and Isabelle Demers, we hope to see the Frankfurt project come to fruition, creating an opening for Canada to highlight the many facets of our book industry. The Guest of Honour designation would present an opportunity to showcase the vast scope of our creative talent, our technological leadership, our innovative spirit, and the vibrancy of our culture.

Following the Guest of Honour programme, Canada would be in a position to anticipate a major economic and cultural impact at both the national and international levels—not only in Germany, but throughout all of Europe.

EXPERT PROFILE

ISABELLE DEMERS
Frankfurt Project

Isabelle Demers is a business, communications, and marketing strategist with over 15 years of experience in private industry and public institutions. Growing up in a family of publishers, writers, architects, and art critics, her vision has always evolved with one foot in the art industry and the other in the business world. Her extensive experience in intricate communications and business environments allowed her to develop her skills in terms of managing million-dollar project budgets and teams, providing strategic advice to cabinet ministers, evaluating campaign impact and outcomes, and negotiating national sponsorships and partnerships while navigating the ins and outs of provincial and federal policy. In her current role as the business consultant manager at the heart of IDMRS and formerly as a director of strategic projects with Léger Marketing, Isabelle provides business development, fundraising, and partnership strategies, and helps her clients assess risks and opportunities, build and mobilize audiences, and succeed in governmental relationships. She earned a BA at McGill in Political Science and International Relations, followed by a business graduate diploma at HEC Montréal and an MA from the University of Ottawa.

GOVERNANCE

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 to 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 three permanent committees to which it delegates certain responsibilities: the Executive and Finance Committee, the Export Expertise Committee, and the Nominating and Governance Committee. In 2015-2016, three ad hoc sub-committees were created: the Frankfurt 2020 Sub-Committee, the Business Plan Sub-Committee, and the Export Exchange Advisory Committee. The Board also delegates certain authorities to the Chair and to the Executive Director.

“Livres Canada Books is governed by a Board of Directors, chosen for their ability to contribute experience and expertise to conducting the policy and affairs of the organization.”

BOARD OF DIRECTORS

OFFICERS

CHAIR

| | | |
|-----------------------|------------------------|-----|
| Robert J. Dees | President, Robert Rose | ACP |
|-----------------------|------------------------|-----|

VICE-CHAIRS

| | | |
|--------------------------|---|------|
| Caroline Fortin | Publisher & Vice-President, Québec Amérique | ACP |
| Frédéric Gauthier | Publisher, Éditions de la Pastèque | ANEL |

SECRETARY - TREASURER

| | | |
|-----------------------|---|---------------|
| Susan McIntosh | Associate Press Director & Marketing Director, McGill-Queen's University Press | ACP (for CPC) |
|-----------------------|---|---------------|

EXECUTIVE DIRECTOR

François Charette

DIRECTORS

| | | |
|------------------------------|--|----------------------|
| Martine Des Rochers | General Manager, Presses de l'Université du Québec | ACUP |
| Bianca Drapeau | Key Account Manager, De Marque | Professional Advisor |
| Lynn Fisher | Vice-President, University of Toronto Press | ACUP |
| Gillian Fizet | Rights Director, House of Anansi/Groundwood Books | ACP |
| David G. Friesen | Chairman, Friesens Corporation | Professional Advisor |
| Louis-Frédéric Gaudet | Publisher, Lux Éditeur | ANEL |
| Sandra Gonthier | International Rights Manager, Éditions du Boréal | ANEL |
| Antoine Tanguay | President and Publishing Director, Éditions Alto | ANEL |

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 makes recommendations to the Board with respect to corporate governance practices. |
| CHAIR | CHAIR | CHAIR |
| <i>Robert J. Dees</i> | <i>Susan McIntosh</i> | <i>Caroline Fortin</i> |
| MEMBERS | MEMBERS | MEMBERS |
| Caroline Fortin Frédéric Gauthier Susan McIntosh | Martine Des Rochers Bianca Drapeau Lynn Fisher Gillian Fizet | Lynn Fisher Louis-Frédéric Gaudet |
| FRANKFURT 2020 SUB-COMMITTEE | BUSINESS PLAN SUB-COMMITTEE | EXPORT EXCHANGE ADVISORY SUB-COMMITTEE |
| Following the new invitation from the Frankfurt Book Fair for Canada to be Guest of Honour in 2020, a Sub-Committee was created to resubmit the project. | The Sub-Committee was created to develop a new business plan for 2017-2019 that will effectively meet the needs of Canadian publishers-exporters and the constantly changing book industry. | The Advisory Sub-Committee was created to develop the programming of the event and was made up of members from national publishing associations representing the ideas, needs, and input of Canadian publishers. |
| CHAIR | CHAIR | MEMBERS |
| <i>Caroline Fortin</i> | <i>Robert J. Dees</i> | Gillian Fizet (ACP) Frédéric Gauthier (ANEL) Melissa Pitts (ACUP) |
| MEMBERS | MEMBERS | |
| Robert J. Dees Lynn Fisher Gillian Fizet | Martine Des Rochers Bianca Drapeau | Louis-Frédéric Gaudet Frédéric Gauthier |



SECRETARIAT

| | |
|--------------------------|---|
| François Charette | Executive Director |
| Francine Bélec | Manager, Finance and Operations (consultant) |
| Christy Doucet | Manager, Programs |
| Olivia Robinson | Programs Officer |
| Lien De Nil | Manager, Digital Publishing and International Markets |
| Kristina Brazeau | Communications Officer |

Note: Francine Bélec is absent from this photo

Livres Canada Books would like to thank Claire Farley, Natalie McMullen, and Rebecca Ross who also held positions at Livres Canada Books in 2015–2016 and contributed towards various projects.

INDEPENDENT AUDITORS' 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, 2016, 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, 2016, and its results of operations and its cash flows for the year then ended in accordance with ASNFPO.

The signature of Logan Katz is written in a cursive, handwritten style.

Chartered Professional Accountants
Licensed Public Accountants
Ottawa, Canada
June 20, 2016

STATEMENT OF FINANCIAL POSITION · AS AT MARCH 31, 2016

| ASSETS | 2016 | 2015 |
|---|-----------|-----------|
| Current Assets | | |
| Cash | \$660,018 | \$512,952 |
| Accounts receivable | \$23,367 | \$55,677 |
| Government grants receivable | \$5,210 | \$157,750 |
| Harmonized Sales Tax receivable | \$20,718 | \$37,551 |
| Prepaid expenses (Note 3) | \$118,849 | \$139,359 |
| | \$828,162 | \$903,289 |
| LIABILITIES AND NET ASSETS | | |
| Current Liabilities | | |
| Accounts payable and accrued liabilities (Note 4) | \$250,437 | \$293,298 |
| Deferred revenue (Note 3) | \$6,000 | \$31,400 |
| | \$256,437 | \$324,698 |
| Net Assets | | |
| Unrestricted | \$246,725 | \$253,591 |
| Internally restricted for contingencies | \$325,000 | \$325,000 |
| | \$571,725 | \$578,591 |
| | \$828,162 | \$903,289 |

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

On behalf of the Board,



Robert J. Dees
 Chair



Susan McIntosh
 Secretary-Treasurer

STATEMENT OF OPERATIONS • YEAR ENDED MARCH 31, 2016

| REVENUE | | 2016 | 2015 |
|---|------------------------|--------------------|--------------------|
| Department of Canadian Heritage ("DCH") contribution (Note 2) | | \$1,564,676 | \$1,577,502 |
| Export Exchange | DCH contribution | \$72,485 | - |
| | Other | \$23,280 | - |
| Publishers | Canada Stand | \$254,593 | \$307,463 |
| | Marketing | \$22,280 | \$23,767 |
| | Webinars | \$1,700 | \$2,000 |
| | Export Market Webinars | - | \$900 |
| Other | | \$20,529 | \$40,782 |
| TOTAL REVENUE | | \$1,959,543 | \$1,952,414 |
| EXPENDITURES | | | |
| Operating: | | | |
| Rent | | \$70,881 | \$68,134 |
| Board | | \$34,554 | \$37,591 |
| Annual report | | \$6,553 | \$7,267 |
| Employee related costs | | \$1,388 | \$1,283 |
| Salaries and benefits | | \$318,613 | \$355,232 |
| Professional fees | | \$70,216 | \$57,090 |
| Office and general | | \$51,767 | \$36,389 |
| ANEL project | | \$10,000 | \$10,000 |
| Networking reception | | \$16,627 | \$26,685 |
| Bad debts | | - | \$3,163 |

Continued on page 38

| EXPENDITURES CONTINUED | | 2016 | 2015 |
|--|-----------------------|--------------------|--------------------|
| Operating: | | | |
| Interest recovery on prior year's DCH funding | | - | \$20 |
| Special project – Frankfurt Guest of Honour | | \$23,888 | \$40,718 |
| Property and equipment (Note 1) | | \$9,600 | \$1,057 |
| TOTAL OPERATING EXPENDITURES | | \$ 614,087 | \$644,629 |
| Programs: | | | |
| Foreign Rights Marketing Assistance ("FRMAP") | Contributions | \$700,000 | \$750,000 |
| | Logistics and support | \$16,000 | \$16,288 |
| TOTAL PROGRAMS | | \$716,000 | \$766,288 |
| Projects: | | | |
| Canada Stand | | \$347,199 | \$358,783 |
| Publications | | \$57,866 | \$30,696 |
| Mentoring | | \$25,605 | \$25,501 |
| Export Exchange | | \$74,131 | - |
| Export Market Webinars | | \$10,092 | \$10,060 |
| Webinars | | \$8,338 | \$7,857 |
| Market Guides | | \$28,432 | \$31,476 |
| Export Scouting Mission | | \$24,141 | \$29,220 |
| Report | | \$49,379 | \$40,788 |
| Website | | \$11,139 | \$6,486 |
| TOTAL PROJECTS | | \$636,322 | \$540,867 |
| TOTAL EXPENDITURES | | \$1,966,409 | \$1,951,784 |
| EXCESS OF (EXPENDITURES OVER REVENUE) REVENUE OVER EXPENDITURES | | \$(6,866) | \$630 |

STATEMENT OF CHANGES IN NET ASSETS • YEAR ENDED MARCH 31, 2016

| | 2016 | 2015 |
|---|-----------|-----------|
| Unrestricted | | |
| BALANCE AT BEGINNING OF YEAR | \$253,591 | \$252,961 |
| Excess of (expenditures over revenue) revenue over expenditures | \$(6,866) | \$630 |
| BALANCE AT END OF YEAR | \$246,725 | \$253,591 |
| Internally Restricted for Contingencies | | |
| 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 • YEAR ENDED MARCH 31, 2016

| | | 2016 | 2015 |
|---|---|------------|-------------|
| Cash Flows from Operating Activities | | | |
| | Excess of (expenditures over revenue) revenue over expenditures | \$(6,866) | \$630 |
| Changes in non-cash operating working capital balances: | Accounts receivable | \$32,310 | \$(24,782) |
| | Government grants receivable | \$152,540 | \$(157,750) |
| | Harmonized Sales Tax receivable | \$16,833 | \$(20,047) |
| | Prepaid expenses | \$20,510 | \$491 |
| | Accounts payable and accrued liabilities | \$(42,861) | \$77,815 |
| | Deferred revenue | \$(25,400) | \$4,000 |
| | INCREASE (DECREASE) IN CASH | \$147,066 | \$(119,643) |
| | Cash at beginning of year | \$512,952 | \$632,595 |
| | CASH AT END OF YEAR | \$660,018 | \$512,952 |

NOTES TO FINANCIAL STATEMENTS • YEAR ENDED MARCH 31, 2016

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 Capacity

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 not yet indicated whether it intends to renew the agreement beyond 2017.

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 (2015 – \$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 ASNFPPO 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, 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, export scouting mission, report on book industry practices, website, operations and export exchange.

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 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 2017 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, 2016, as well as various equipment under operating leases. Future minimum payments under these leases to expiry are approximately as follows:

| | PREMISES | EQUIPMENT |
|------|----------|-----------|
| 2017 | \$50,041 | \$3,963 |
| 2018 | - | \$3,963 |
| 2019 | - | \$3,963 |
| 2020 | - | \$3,963 |
| 2021 | - | \$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 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, 2016, and is secured by a general security agreement.

The Organization has access to unsecured credit of \$23,000 on credit cards, bearing interest at 19.99% per annum. The credit used as at March 31, 2016 amounted to \$696 (2015 \$4,398) and is shown as part of accounts payable and accrued liabilities.

SCHEDULE – SUMMARY OF CANADA BOOK FUND EXPENDITURES BY PROJECT

YEAR ENDED MARCH 31, 2016

| | | | | FRMAP & PROJECTS | | EXPORT EXCHANGE | |
|---------------------------|-----------------------------------|--------------|--------------|------------------|------------------------|-----------------------------------|---------------------|
| Revenues | | | | | | | |
| Government Sources | Federal – DCH funding | | | \$1,564,676 | | \$72,485 | |
| | Other level of government funding | | | \$7,000 | | \$10,000 | |
| Non Government Sources | Earned revenues – Other | | | \$292,102 | | \$5,895 | |
| | Other type of funding – Other | | | - | | \$7,385 | |
| TOTAL REVENUES | | | | \$1,863,778 | | \$95,765 | |
| | FRMAP | CANADA STAND | PUBLICATIONS | MENTORING | EXPORT MARKET WEBINARS | PROFESSIONAL DEVELOPMENT WEBINARS | SUB TOTAL (FORWARD) |
| Expenditures by Category | | | | | | | |
| FRMAP | | | | | | | |
| Outreach – Direct Funding | \$700,000 | - | - | - | - | - | \$700,000 |
| Other project expenses | \$73,135 | - | - | - | - | - | \$73,135 |
| Administration expenses | \$100,000 | - | - | - | - | - | \$100,000 |
| Other Projects | | | | | | | |
| Administration expenses | - | \$63,187 | \$14,065 | \$5,915 | \$4,001 | \$3,289 | \$90,457 |
| Consultant | - | - | - | \$9,096 | \$6,004 | \$5,249 | \$20,349 |
| Speaker fees | - | - | - | - | - | - | - |
| Equipment expenses | - | - | - | - | \$1,738 | \$1,744 | \$3,482 |
| Event/venues | - | \$331,128 | - | - | - | - | \$331,128 |
| Production costs | - | - | - | - | - | - | - |

Continued on page 45

| | FRMAP | CANADA STAND | PUBLICATIONS | MENTORING | EXPORT MARKET WEBINARS | PROFESSIONAL DEVELOPMENT WEBINARS | SUB TOTAL (FORWARD) |
|---|------------------|--------------------|------------------|-----------------|------------------------|-----------------------------------|---------------------|
| Expenditures by Category Continued | | | | | | | |
| Other Projects Continued | | | | | | | |
| Interpretation/translation | - | - | - | - | - | - | - |
| Other project expenses | - | \$74,050 | \$35,899 | \$13,825 | \$16,583 | \$13,590 | \$153,947 |
| Promotion and communication | - | - | \$57,866 | - | \$2,350 | \$1,345 | \$61,561 |
| Training/professional development | - | - | - | \$14,000 | - | - | \$14,000 |
| Travel | - | \$16,071 | - | \$2,509 | - | - | \$18,580 |
| SUB TOTAL OTHER PROJECTS | - | \$693,504 | \$107,830 | \$45,345 | \$30,676 | \$25,217 | \$693,504 |
| Non Eligible Expenses | | | | | | | |
| Administration expenses – Operating | - | - | - | - | - | - | - |
| Capital expenses | - | - | - | - | - | - | - |
| Networking | - | \$10,441 | - | - | - | - | \$10,441 |
| SUB TOTAL NON ELIGIBLE EXPENSES | - | \$10,441 | - | - | - | - | \$10,441 |
| TOTAL EXPENDITURES | \$873,135 | \$1,577,080 | \$107,830 | \$45,345 | \$30,676 | \$59,680 | \$1,577,080 |

Continued on page 46

| | SUB TOTAL (CONTINUED) | MARKET GUIDES | EXPORT SCOUTING MISSION | REPORT ON BOOK INDUSTRY PRACTICES | WEBSITE | OPERATIONS | TOTAL | EXPORT EXCHANGE |
|---|--------------------------|------------------|-------------------------------|---|-----------------|------------|------------------|--------------------|
| Expenditures by Category Continued | | | | | | | | |
| FRMAP | | | | | | | | |
| Outreach – Direct Funding | \$700,000 | - | - | - | - | - | \$700,000 | - |
| Other project expenses | \$73,135 | - | - | - | - | - | \$73,135 | - |
| Administration expenses | \$100,000 | - | - | - | - | - | \$100,000 | - |
| Other Projects | | | | | | | | |
| Administration expenses | \$90,457 | \$7,784 | \$6,546 | \$10,579 | \$4,901 | - | \$120,267 | \$12,606 |
| Consultant | \$20,349 | \$21,117 | \$4,999 | \$20,000 | \$9,192 | - | \$75,657 | \$24,194 |
| Speaker fees | - | - | - | - | - | - | - | \$15,015 |
| Equipment expenses | \$3,482 | - | - | - | \$1,947 | - | \$5,429 | - |
| Event/venues | \$331,128 | - | - | - | - | - | \$331,128 | \$8,644 |
| Production costs | - | - | - | - | - | - | - | \$7,354 |
| Interpretation/translation | - | - | - | - | - | - | - | \$6,075 |
| Other project expenses | \$153,947 | \$23,463 | \$19,503 | \$21,149 | \$21,534 | - | \$239,596 | \$9,910 |
| Promotion and communication | \$61,561 | \$7,316 | - | \$12,588 | - | - | \$81,465 | \$7,670 |
| Training/professional development | \$14,000 | - | - | \$16,792 | - | - | \$30,792 | - |
| Travel | \$18,580 | - | \$19,141 | - | - | - | \$37,721 | \$5,179 |
| SUB TOTAL OTHER PROJECTS | \$693,504 | \$59,680 | \$50,189 | \$81,108 | \$37,574 | - | \$922,055 | \$96,647 |

Continued on page 47

| | SUB TOTAL (CONTINUED) | MARKET GUIDES | EXPORT SCOUTING MISSION | REPORT ON BOOK INDUSTRY PRACTICES | WEBSITE | OPERATIONS | TOTAL | EXPORT EXCHANGE |
|--|--------------------------|------------------|-------------------------------|---|-----------------|-----------------|--------------------|--------------------|
| Non Eligible Expenses | | | | | | | | |
| Administration expenses – Operating | - | - | - | - | - | \$48,345 | \$48,345 | - |
| Capital expenses | - | - | - | - | - | \$9,600 | \$9,600 | - |
| Networking | \$10,441 | - | - | - | - | - | \$10,441 | \$6,186 |
| SUB TOTAL NON- ELIGIBLE EXPENSES | \$10,441 | - | - | - | - | \$57,945 | \$68,386 | \$6,186 |
| TOTAL EXPENDITURES | \$1,577,080 | \$59,680 | \$50,189 | \$81,108 | \$37,574 | \$57,945 | \$1,863,576 | \$102,833 |
| EXCESS OF REVENUE OVER EXPENDITURES (EXPENDITURES OVER REVENUE) | | | | | | | \$202 | \$(7,068) |
| NET EXPENDITURES OVER REVENUE | | | | | | | | \$(6,866) |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|---|-------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| 400 coups, Éditions Les | \$5,118.02 | | |
| AdA, Éditions | \$7,068.01 | | |
| AIM Language Learning | \$4,906.15 | | |
| Alire, Éditions | \$7,005.91 | | |
| Allusifs, Éditions Les | \$3,159.81 | | |
| Alto, Éditions | \$7,495.30 | \$2,000.00 | |
| Annick Press | \$5,035.60 | | |
| Anvil Press | \$4,879.69 | | |
| Arsenal Pulp Press | \$9,858.85 | | |
| Artichaut, Éditions L' | \$12,381.13 | | |
| Association nationale des éditeurs de livres (ANEL) | \$18,212.06 | | |
| Association of Book Publishers of British Columbia | \$591.21 | | |
| Association of Canadian Publishers (ACP) | \$6,893.43 | | |
| Bayeux Arts | \$11,703.53 | | |
| Beauchemin International, Éditions | \$4,564.55 | | |
| Between the Lines | \$6,195.64 | | |
| Biblioasis | \$3,572.10 | | |
| Blue Bike Books | \$4,541.41 | | |
| Boréal Express, Le | \$5,944.39 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|--|-------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Bouton d'or Acadie | \$4,608.13 | \$2,000.00 | |
| Brick Books | \$4,209.17 | | |
| Broadview Press | \$10,142.70 | | |
| Broquet | \$5,607.30 | | |
| Brush Education | \$3,815.86 | | |
| Caractère, Éditions | \$3,582.08 | | |
| Cardinal, Les Éditions | \$1,368.66 | | |
| CCI Learning Solutions | \$11,367.70 | | |
| Centre d'élaboration des moyens d'enseignement | \$7,990.60 | | |
| Chouette, Éditions | \$9,403.11 | | |
| Coach House Books | \$5,975.79 | | |
| Company's Coming Publishing | \$3,483.15 | | |
| Courte échelle, Groupe d'édition la | \$4,937.15 | | |
| Crabtree Publishing | \$8,286.16 | | |
| Cram, Éditions du | \$2,243.75 | | |
| David, Éditions | \$1,255.45 | \$2,000.00 | |
| DC Books | | \$2,000.00 | |
| DC Canada Education Publishing | \$9,784.98 | | |
| Drawn & Quarterly | \$10,778.86 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|---|-------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Dundurn Press | \$10,961.66 | | |
| Écosociété, Éditions | \$6,711.96 | | |
| Écrits des Forges, Les | \$4,629.09 | | |
| ECW Press | \$11,300.27 | | |
| Ekstasis Editions | \$7,263.09 | | |
| Fernwood Publishing | \$7,395.90 | | |
| Fides, Groupe | \$3,017.90 | | |
| Firefly Books | \$2,448.78 | | |
| Fitzhenry & Whiteside | \$1,916.13 | | |
| Folklore Publishing | \$3,695.71 | | |
| Formac Publishing / James Lorimer & Company | \$9,866.08 | | |
| Greystone Books | \$10,481.67 | | |
| Groundwood Books | \$3,802.35 | | |
| Guernica Editions | \$2,299.35 | | |
| Guides de voyage Ulysse | \$3,453.07 | | |
| Guy Saint-Jean Éditeur | \$6,925.91 | | |
| Héritage, Éditions | \$5,099.71 | | |
| House of Anansi Press | \$6,941.95 | | |
| Hurtubise, Éditions | \$7,828.98 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|----------------------------------|-------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Inanna Publications & Education | \$5,009.63 | | |
| Isatis, Éditions de l' | \$4,566.77 | | |
| J.C.L., Éditions | \$6,023.55 | | |
| Kids Can Press | \$9,785.18 | | |
| Leméac Éditeur | \$6,307.55 | | |
| Librex, Groupe | \$5,602.95 | | |
| Lingo Learning | \$6,827.80 | | |
| Literacy Services of Canada | \$7,675.62 | | |
| Lone Pine Media Productions | \$5,462.32 | | |
| Lux Éditeur | \$11,410.38 | | |
| Marcel Didier | | | \$312.74 |
| Master Point Press | \$1,016.65 | | |
| McGill-Queen's University Press | \$10,754.16 | | |
| Médiaspaul, Éditions | \$5,065.40 | | |
| Mémoire d'encrier | \$4,939.57 | | |
| Michel Quintin, Éditions | \$4,068.20 | | |
| Modus Vivendi, Publications | \$12,674.24 | | |
| Monde différent, Les éditions un | \$2,511.32 | | |
| Montagne Verte, Éditions de la | \$2,330.66 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|---------------------------|------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Mortagne, Éditions de | \$7,662.80 | | |
| Mosaic Press | \$6,682.93 | | |
| MultiMondes, Éditions | \$4,574.15 | | |
| New Society Publishers | \$9,373.77 | | |
| New Star Books | \$3,122.14 | | |
| NeWest Press | \$3,202.67 | | |
| Noroît, Éditions du | \$2,167.74 | | |
| Orca Book Publishers | \$4,773.55 | | |
| Owlkids Books | \$8,857.38 | | |
| Pajama Press | \$1,900.56 | | |
| PAPP International | \$9,340.94 | | |
| Passage, Éditions du | \$1,986.37 | \$2,000.00 | |
| Pastèque, Éditions de la | \$7,550.60 | | |
| Pembroke Publishers | \$4,254.23 | | |
| Peuplade, Éditions La | \$6,984.58 | | |
| Phidal, Éditions | \$4,642.24 | | |
| Planète rebelle, Éditions | \$3,897.06 | | \$643.00 |
| Playwrights Canada Press | \$746.97 | | |
| Portage & Main Press | \$1,676.34 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|---|-------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Presses internationales Polytechnique | \$1,281.94 | | |
| Production Édition ASMS | \$1,410.48 | | |
| Quartanier, Le | \$2,773.54 | \$2,000.00 | |
| Québec Amérique, Éditions | \$10,176.29 | | |
| Rainbow Horizons Publishing | \$8,552.81 | | |
| Red Deer Press | \$2,116.58 | | |
| Remue-ménage, Éditions du | \$3,490.77 | | |
| Réunis, Les Éditeurs | \$2,772.67 | \$2,000.00 | |
| Robert Rose | \$10,543.16 | | |
| Rocky Mountain Books | \$1,961.84 | | |
| Ronsdale Press | \$3,448.21 | | |
| Sara Jordan Publishing / Jordan Music Productions | \$5,044.94 | | |
| Second Story Press | \$7,266.68 | | |
| Self-Counsel Press | \$882.67 | | |
| Sémaphore, Éditions | \$3,934.68 | | |
| Septentrion, Éditions du | \$2,638.90 | | |
| Simply Read Books | \$1,863.37 | | |
| Sogides, Groupe | \$6,786.74 | | |
| Sylvain Harvey, Éditions | \$2,796.97 | | |

FUNDING BY RECIPIENTS · FOR THE YEAR ENDED MARCH 31, 2016

| RECIPIENT | FRMAP | MENTORING | |
|---|------------|-----------------|--------------|
| | | FUNDING SUPPORT | COACHING USA |
| Talon Books | \$7,087.88 | | |
| TC Média Livres | \$4,702.51 | | |
| Thompson Educational Publishing | \$2,583.87 | | |
| Tradewind Books | \$976.66 | | |
| Tralco Educational Services | \$3,389.88 | | |
| Triptyque, Les Éditions | \$6,647.00 | | |
| Université de Montréal, Presses de l' | \$3,568.34 | | |
| University of Ottawa Press / Université d'Ottawa, Presses de l' | \$1,875.31 | | |
| Université Laval, Presses de l' | \$2,318.84 | | |
| University of Alberta Press | \$1,696.05 | | |
| University of British Columbia Press (UBC Press) | \$3,072.08 | | |
| University of Calgary Press | \$2,363.52 | | |
| University of Manitoba Press | \$2,014.78 | | |
| University of Regina Press | \$4,605.79 | | |
| Weigl Educational Publishers | \$6,768.60 | | |
| Whitecap Books | \$1,953.21 | | |
| Wilfrid Laurier University Press | \$3,859.83 | | |
| XYZ, Les Éditions | \$1,336.67 | | |