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LIVRES CANADA BOOKS
2013-2014 Annual Report

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

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

info@livrescanadabooks.com
www.livrescanadabooks.com

 [www.facebook.com/
LivresCanadaBooks](http://www.facebook.com/LivresCanadaBooks)

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Chair's Message



Caroline Fortin
Chair, Board of Directors

..... **“**
The association brilliantly promotes the vitality of our industry to governments and key partners.
 **”**

I am pleased to have spent the past two years as the Chair of the Livres Canada Books Board of Directors and it is with pride that I leave my role as Chair of this dynamic association that greatly contributes to the growth and development of Canadian exporting publishers' projects.

Livres Canada Books directs a large number of exciting projects for our industry with utmost professionalism. From managing fairs abroad to the great Frankfurt 2017 project, the association brilliantly promotes the vitality of our industry to governments and key partners. The association also provides relevant and valuable services that support publishers' efforts internationally. From webinars to market guides, Livres Canada Books uses its experience and expertise to guide Canadian publishers.

I would like to acknowledge the experience and abilities of the staff of Livres Canada Books. I would also like to thank my colleagues, fellow board members and partners, national and international, public and private, for their commitment to the growth and development of Canadian publishing.

Executive Director's Introduction



François Charette
Executive Director

This past year, 2013–2014, has been full of exciting projects, including the administration of funding programs, coordinating the Canada Stand, training and support for expanding into new markets, navigating the challenges related to digital publishing and exports, developing a new business plan, and the unifying project, Frankfurt 2017.

Through it all, Livres Canada Books has succeeded in offering support and information to Canadian publishers year-round.

Livres Canada Books continued to manage the Foreign Rights Marketing Assistance Program (FRMAP) as well as the Mentoring Program targeted to emerging exporters.


We continued to ensure the presence of the Canada Stand at book fairs in London, Beijing, Frankfurt, and Bologna. Livres Canada Books also created and published the *Rights Canada* catalogue and Canadian Studies flyers, which were distributed at fairs, shared on social media, and sent by targeted mailings to promote Canadian titles to literary agents, distributors, booksellers, librarians, and researchers worldwide.

This year, we offered a webinar on Brazil and Korea to prepare publishers who attended fairs in Frankfurt and London. We also published a guide on the digital supply chain for export sales, and updated five of our market guides. Following a successful Scouting Mission to Seoul, Livres Canada Books published a guide on the South Korean market. In addition, we published several blog posts about current events, the various digital publishing conferences attended by Livres Canada Books, and excerpts from our market guides. We also held a webinar on print-on-demand as an export tool, which was very well received.


Meanwhile, we held insightful consultations with publishers and national associations to enable us to draft a business plan for 2014–2018. The business plan will guide Livres Canada Books' ongoing support of exporting efforts by Canadian publishers as well as offer value-added services that complement the work done by national book associations and other related organizations.

Finally, following the Frankfurt Book Fair's invitation to have Canada designated as its Guest of Honour in 2017, the Livres Canada Books' Board of Directors has requested that we analyze the potential cultural and economic impact of this honour on the Canadian publishing industry, and that we evaluate government interest in supporting this project. We are still working on our official reply to this invitation, which is due shortly. The industry, including publishers, associations, and authors, Francophone and Anglophone alike, is thrilled by this invitation and many have expressed their support for the project.

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 nationale des éditeurs de livres (ANEL), the Association of Canadian Publishers (ACP), the Association of Canadian University Presses (ACUP), the

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Through it all, Livres Canada Books has succeeded in offering support and information to Canadian publishers year-round.

..... 

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), and the Canadian

embassies in Germany and South Korea. Their support has enabled us to refine our international marketing activities to meet publishers' needs in a professional manner.

I would like to acknowledge the unwavering support from the Board of Directors in the management of Livres Canada Books. These industry professionals are invaluable advisers who contribute to good governance and support the efforts of Canadian exporting publishers.

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



François Charette
Executive Director

Supporting Canadian Publishers' Exports for Over 40 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. The only 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 almost 30 years, Livres Canada Books has managed the IMA component of the Canada Book Fund in a transparent, accountable, and fiscally re-

sponsible manner, taking the lead in the development and implementation of policies, programs, and services in support of publishers' book export activities.

..... 

Livres Canada Books connects all publishers across Canada, acts on their behalf, and provides services to Canadian book publishers in both official languages.

..... 

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 develop-

ing targeted publications for the fairs. In 2006, Livres Canada Books launched a Mentoring - Coaching program that has helped 56 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.

In 2009, Livres Canada Books updated its brand, taking advantage of global digital interconnectedness to enhance 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 development of collective interactive promotional activities for digital distribution

have also been undertaken in the last several years, using new technologies to reach Canadian publishers coast to coast. Most recently, Livres Canada Books has linked its online searchable database with the Banque de titres de langue française (BTLF) and BookNet Canada (BNC) so that when publishers update their bibliographic title data in the BTLF or BNC catalogues, it is updated on the Livres Canada Books website.

..... “
 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 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 long-term 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.



STRATEGIC GOALS

- Canadian book publishers maintain and increase their export sales.
- Canadian book publishers' research and development, promotions, and ongoing sales activities in international markets are sustained and expanded.
- Government policies and programs are better adapted to the needs of publishers.



STRATEGIC OBJECTIVES

- Canadian book publishers have access to financial resources and targeted services that enable them to compete effectively in the international marketplace.
- Canadian book publishers receive world-class information on international book publishing markets.
- Canadian book exporters have opportunities to network and exchange information with each other, and their export-related priorities and needs are 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.



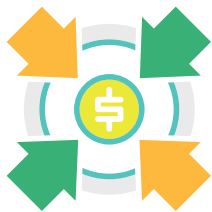
STRATEGIC ACTIVITIES

- Provide direct funding to Canadian exporters.
- Facilitate participation in international book fairs and other events.
- Create collective promotional materials and activities.
- Develop special project: Canada as Guest of Honour at Frankfurt 2017.
- 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 40 years, Livres Canada Books has played a key role in developing and delivering programs and services to Canadian publishers.

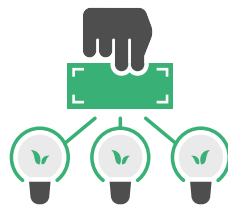
THROUGHOUT THE YEARS, LIVRES CANADA BOOKS HAS MAINTAINED ITS COMMITMENT TO:



▶ 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 for all involved, 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 2013–2014, 154 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 2013–2014. A complete list of funding recipients, including a breakdown by program, can be found at the end of this report.

IN 2013–2014

\$756,452

TOTAL FUNDS ALLOCATED

APPLICATIONS RECEIVED AND FUNDS ALLOCATED, 2013–2014			
Applications	Submitted	Eligible	Amount
Foreign Rights Marketing Assistance Program (FRMAP)	158	151	\$746,452
Mentoring - Funding Support	7	5	\$10,000

Foreign Rights Marketing Assistance Program

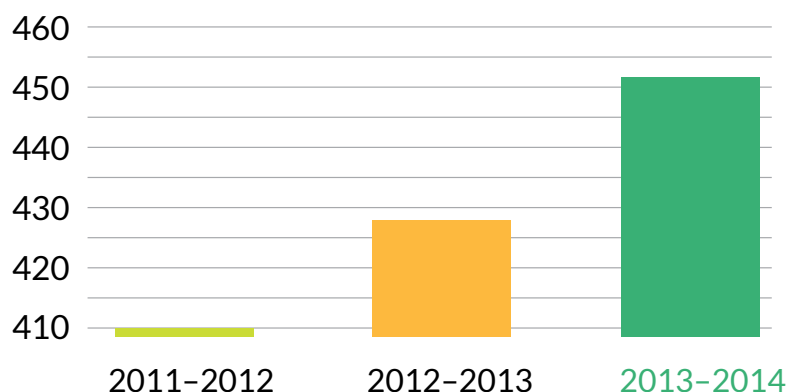
Livres Canada Books has administered the Foreign Rights Marketing Assistance Program (FRMAP) on behalf of Canadian Heritage since 1985. The objective of this program is to develop and sustain export sales by Canadian publishers and expand their export markets by providing funding for export sales trips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

In 2013-2014, of the 151 eligible publishers and national publishers' associations, 133 received funding for export-related expenses through FRMAP.

FOREIGN RIGHTS MARKETING ASSISTANCE PROGRAM (FRMAP) CONTRIBUTIONS

	2013-2014	2012-2013	2011-2012
Total claims	452	428	410
International trade events	84	85	82
Export sales trips	107	109	83
Number of delegates	697	626	591

TOTAL CLAIMS



STAFF MEMBER

Christy Doucet,
Programs Manager

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 2013-2014, MENTORING - FUNDING SUPPORT ALLOWED

5



ELIGIBLE PUBLISHERS TO EACH
RECEIVE UP TO

\$2,000



IN ASSISTANCE.



STAFF MEMBER

Priya Ramjuttun,
Programs Officer

Promoting Canadian Publishing

The Canada Stand

International book fairs are meeting places for publishers, rights agents, 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.

Livres Canada Books organizes collective stands at 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 27 square metres to nearly 300 square metres at some of the world's largest 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 on the collective stand but not display books, or a cost-effective pay-per-title service that allows publishers to exhibit titles 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 publishers' behalf and visits other stands to track industry trends and uncover new opportunities for Canadian publishers.

London Book Fair (APRIL 15-APRIL 17, 2013)



Beijing International Book Fair (AUGUST 27-SEPTEMBER 1, 2013)



Frankfurt Book Fair (OCTOBER 9-OCTOBER 13, 2013)



Bologna Children's Book Fair (MARCH 24-MARCH 27, 2014)



London Book Fair [April 15 to 17, 2013]

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

THE LONDON BOOK FAIR HOSTED

1,500
EXHIBITORS

113
COUNTRIES

25,170
VISITORS

The 2013 LBF, which was held in the historic Earls Court Exhibition Centre, a favourable location for its proximity to other areas of the city, hosted 1,500 exhibitors from 113 countries and welcomed 25,170 visitors.

The Canada Stand at the 2013 LBF once again held an excellent central location. Fourteen publishers were registered on the 60 m² stand; six reserved display and meeting space and an additional eight chose the pied-à-terre option. Livres Canada Books once again offered the pay-per-title option for publishers who wished to exhibit one or more titles rather than attend the fair in person; one publisher took advantage of this option. Some 20 other Canadian publishers exhibited at their own stand, at their distributor's stand, or at the Rights Centre. The Canada Stand was abuzz with productive meetings and was a central point of reference for all members of the Canadian publishing industry, both on stand and off.

This year we experimentally used, with success, a different type of stand format in an effort to reduce expenses. The stand retained its open and modern look but offered more space for exhibitors. Workstations were replaced by round tables with four chairs each. The reception area was reduced to increase seating capacity. As a result of these

changes, the cost of the stand was 25% lower than last year. We also reduced the cost of the pied-à-terre option by 35%.

This year again, Livres Canada Books offered the following services to publishers on the Canada Stand: high-speed Internet access, and consolidated shipment to offer low-cost shipping for publishers unable to meet the minimum weight requirements established by the freight forwarder.

Once again, the generous sponsorship of the Ontario Media Development Corporation allowed Livres Canada Books to host a successful networking reception on the Canada Stand on the first day of the fair. This event was an opportunity for Canadian publishing professionals to mingle with their foreign counterparts and for Livres Canada Books staff to touch base with directors of other fairs in order to strengthen existing partnerships and look into future ones. Additionally, the High Commission of Canada in the United Kingdom hosted a reception at the High Commissioner's official residence at Grosvenor Square the day before the fair opened.

Beijing International Book Fair [August 28 to September 1, 2013]

Since its inception in 1986, the Beijing International Book Fair (BIBF) has grown into a major international publishing event, incorporating copyright trade, book trade, cultural events, displays, consultation services, and professional networking.

THE BEIJING INTERNATIONAL BOOK FAIR HOSTED



2,267

EXHIBITORS

76

COUNTRIES

200,000+

VISITORS

The 2013 BIBF hosted 2,267 exhibitors from 76 countries and welcomed some 200,000 visitors.

Busier than in previous years, the 27 m² Canada Stand hosted seven Canadian publishers and attracted a number of potential Chinese trading partners, who were greeted by Mandarin-English and Mandarin-French interpreters hired to assist those Canadian publishers present. Visitors to the stand eagerly grabbed and read the promotional tools put out by Livres Canada Books, including a Mandarin-English directory, the fall 2013 *Rights Canada* catalogue and the Canadian Studies flyers. Even publishers who were not able to attend the fair in person benefitted from a robust presence via the pay-per-title option, and have received great post-fair feedback.

Livres Canada Books retained the services of Xinyi Tan, a consultant who is well-informed about the Chinese market, to assist Canadian publishers in advance of the fair by analyzing publishers' catalogues and identifying titles or series with potential on the Chinese market, as well as providing Mandarin translations of publishers' "sell sheets" for two titles. Ms. Tan contacted potential Chinese partners and scheduled meetings with Canadian publishers during the fair. Livres Canada Books also offered the consolidated shipping option.

Frankfurt Book Fair [October 9 to 13, 2013]

The Frankfurt Book Fair (FBF) is the largest and most important international fair of the fall season.

THE FRANKFURT BOOK FAIR HOSTED

7,275
EXHIBITORS

102
COUNTRIES

275,342
VISITORS

Participating in this highly anticipated event is a cornerstone of many Canadian publishers' export strategies. The 2013 FBF hosted 7,275 exhibitors from 102 countries and welcomed 275,342 visitors. Industry observers judged the mood among the participants as "more open and adventurous than it was a year ago."

Livres Canada Books works diligently to ensure an ideal position for the Canada Stand, ensuring maximum visibility for participating publishers. Located in the centre of Hall 8, the main international English-language publishers' hall, the 288 m² stand ensured international exposure for Canadian titles. The Canada Stand was overflowing, with 52 publishers represented. In all, 47 publishers reserved display and meeting space on the stand this year; an additional five publishers chose the pied-à-terre package. All reported positive and productive meetings with their foreign counterparts.

This year again, Livres Canada Books offered the following services to publishers on the Canada Stand: high-speed Internet access, and consolidated shipment.

An opening night networking reception on the Canada Stand was hosted jointly with the Ontario Media Development Corporation. 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. Additionally, during the networking reception we were honoured by the presence of the Ambassador of Canada in Germany, Marie Gervais-Vidricaire and the cultural attaché, Astrid Holzamer. The Embassy also printed tote bags with the logo of the Embassy and Livres Canada Books and offered them to participants.

Bologna Children's Book Fair [March 24 to 27, 2014]

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

THE BOLOGNA CHILDREN'S BOOK FAIR HOSTED

1,200
EXHIBITORS

75
COUNTRIES

25,000
VISITORS

The fair's 51st anniversary was marked by record-breaking attendance: 1,200 exhibitors from 75 countries and 25,000 visitors.

The 32 m² Canada Stand hosted a total of eight publishers: six exhibitors and two who chose the pied-à-terre option. Some 20 more Canadian publishers exhibited on their own

stands or on the stands of their distributors, which contributed to a strong Canadian presence. Livres Canada Books also offered the consolidated shipping option.

Collective Marketing

Livres Canada Books produces catalogues and flyers to internationally promote Canadian publishers, authors, and books.

These highly anticipated publications are made 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. Livres Canada Books also arranges collections of books for specific events.

Rights Canada

Rights Canada is Livres Canada Books' collective rights catalogue that promotes the sale of foreign rights.



RIGHTS CANADA FEATURED

101
UNIQUE TITLES
BY
33
PUBLISHERS
IN 2013–2014.

Rights Canada is marketed digitally to an extensive list of more than 10,000 foreign publishers, distributors, and rights agents prior to the major international books fairs, where it is also available in print on the Canada Stand. An extensive social media campaign follows the publication of the catalogue on Livres Canada Books' social media platforms.

Published in the spring and fall, *Rights Canada* featured 101 unique titles by 33 publishers in 2013–2014. In addition to being advertised to international publishing contacts, the catalogues 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 the fall and spring editions were distributed at the Seoul, Beijing, Frankfurt, Bologna, and London book fairs.

Canadian Studies

Livres Canada Books promotes Canadian books, authors, and publishers of interest to Canadianists, librarians, academics, and buyers around the globe through a flyer dedicated to Canadian Studies.



The print flyer is distributed to Canadian Studies association meetings, events, and conferences around the world. The flyer is also distributed digitally, with help from the Ottawa-based International Council for Canadian Studies (ICCS), as well as to Livres Canada Books' database of Canadian Studies scholars. The flyer is available for download from the Livres Canada Books website.

In 2013–2014, the Canadian Studies flyer highlighted a total of 103 titles from 33 publishers in aboriginal studies, architecture, economics, environment, history, literature and literary criticism, performing and fine arts, political science, and the social sciences.

Book Collections

Working with cultural and trade officers in Canada's embassy in Seoul, Livres Canada Books arranged one special book collection in 2013–2014.



STAFF MEMBER

Émilie Delattre,
Communications Officer

In the spring, the Embassy of Canada to Korea invited Canadian publishers to exhibit books on a stand it organized at the 19th Seoul International Book Fair (June 19 to 23, 2013).

To mark the 50th anniversary of Canada-Korea diplomatic relations, the Canadian Embassy was invited as the "Cultural Focus" country. This initiative gave the Canadian Embassy an opportunity to expand participation in the fair and organize events highlighting Canadian books and cultural content under the theme of "Celebration 2013". The participation of Canada was recognized by Korean President Park Geun-hye, an avid reader, who gave the opening remarks at the fair.

The Canada Pavilion promoted 311 titles from 29 Canadian publishers and included winners of the Governor General's Literary Award, the Canadian Library Association Award, and the Canadian Children's Book Award. More than 40 local publishing companies visited the Canada Pavilion and showed great interest in the Canadian titles. Livres Canada Books sent books on behalf of Canadian publishers to the Embassy by the Department of Foreign Affairs, Trade and Development.

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.

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 had a variety of jobs across several divisions, including running Follett Digital Resources. In 2008, Michael founded the strategic consulting firm Full Potential Associates, and has focused that work on the blend of publishing, technology, and education. His consulting work requires him to (and puts him in an excellent position to) keep tabs on all aspects of the publishing and sales ecosystem. Full Potential Associates has completed projects around the world, including for firms such as Bowker, Scholastic, Tech-logic, Macmillan Hong Kong, and SMART Technologies.

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 2013–2014 program focused on the United States. For the first time this year the program on the United States was offered to Anglophone and Francophone participants. Seven publishers benefitted from the program in 2013–2014.

Participating publishers attended a two-day workshop in Toronto in February, which included an overview of the American book market and one-on-one meetings with an expert to review their export strategy and provide tailored recommendations based on their catalogue.

Livres Canada Books called on a new consultant this year, Michael Johnson of Full Potential Associates, to provide fresh perspectives on the US market and how Canadian publishers can maximize their potential.

The Mentoring program formula continues to show very positive results. Participants appreciated the clear, concrete advice and presentations tailored to address the needs and concerns of emerging exporters.

Market Guides

Over the years, Livres Canada Books has produced and continues to update more than 20 market guides and reports aimed at Canadian book exporters.

These guides provide intelligence about specific foreign markets, including the United States, United Kingdom, France, Spain, China, Japan, Korea, and Australia, as well as market segments such as children's books, retail, whole-sale, and libraries.


NEWLY REVISED AND UPDATED EDITIONS OF FIVE MARKET GUIDES WERE PUBLISHED IN 2013–2014:

- *Selling Canadian Books Into Japan*
- *Distribution and Sales in the UK*
- *Distribution and Sales in the US: Part 1*
- *Distribution and Sales in the US: Part 2*
- *Distribution and Sales in the US: Part 3*


Because of changes in the American market since the publication of many of our US market guides, we opted to combine several dated market guides to produce one guide in three parts.

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

Offered for sale on the Livres Canada Books website, the guides are available free of charge to eligible recipients of the FRMAP and the Mentoring programs. Starting this year, market guides are also available as EPUB and MOBI files.

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The market guides are extremely thorough and provide an excellent overview to foreign markets, from a number of perspectives and related to various aspects of the industry.

..... 

EXPERT PROFILES

Robin Birtle

TOKYO AND LONDON

Robin Birtle is the founder of Sakkam Press, a digital publisher based in Tokyo and London. Robin earned his stripes as head of Media Asia for Reuters, where he witnessed firsthand the disruptive effect of the Internet on the news business. Robin is now focused on ebook publishing, working with a number of organizations to make ebooks a fully-fledged competitor to games, music, video, and other content forms.

Peter Kilborn

LONDON

Peter Kilborn has been the Executive Director of Book Industry Communication, the UK book trade's supply chain and standards organization, a Production Director and General Manager with a number of well-known London publishing houses, a Director of the Publishers Association, and a writer and consultant specializing in the supply chain and business improvement. He acted as an adviser to the Department of Canadian Heritage on its supply chain initiative and has undertaken a number of writing and research projects for Livres Canada Books.

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 a 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, *The Digital Supply Chain: A Guide to Online Export Sales and Distribution for Canadian Publishers*. Written by Ashleigh Gardner, Head of Content, Publishing at Wattpad, the guide builds a practical foundation to allow publishers to take advantage of the digital opportunities in the growing international markets. The guide explains and recommends best practices for selling digital books outside of Canada,

and includes sections on ensuring rights are accurately populated determining a pricing strategy, categorization codes, digital distribution, global retailers, and direct sales of ebooks. It also features an appendix of the main ebook retailers by country.

Digital publishing, distribution, and sales and the opportunities and challenges that accompany them are now part of a publisher's everyday reality, and 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 available free of charge to eligible recipients of the FRMAP and the Mentoring programs. Starting this year, market guides are also available as EPUB and MOBI files.

EXPERT PROFILE

Ashleigh Gardner

TORONTO

Ashleigh Gardner is Head of Content, Publishing at Wattpad, the world's largest community of readers and writers. Before joining Wattpad, Ashleigh was Director of Content Management at Kobo, where she focused on expanding Kobo's existing catalogue while developing new ebook stores in international markets. Prior to Kobo, she was Manager of Digital Development at Dundurn Press.



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 better 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 November 2013, Mark Leslie Lefebvre and Stéphane Labbé, with special guest Rob Clements from Ingram, presented in English and French, respectively, a webinar on print-on-demand as an export tool.

Print-on-demand (POD) is an important topic in the context of international sales, as publishers can print locally anywhere in the world. POD can also reduce the high cost of shipping as well as frustrating delays. With service providers all around the world, POD provides Canadian publishers with greater access to international markets at lower costs, strengthening their international exposure and increasing their sales worldwide.

EXPERT PROFILE

Stéphane Labbé

MONTRÉAL

Stéphane Labbé is an independent researcher with a particular interest in the book exports market and the impact of digital publishing on the industry. Stéphane is the acting delegate for research and development for the Association nationale des éditeurs de livres (ANEL). He is also an instructor with the DESS (Master's in advanced studies) program in Publishing at the University of Sherbrooke, where he teaches courses on international book markets (Marchés internationaux du livre) and publishing project management (Gestion de projets éditoriaux). Stéphane is a member of the Board of Directors at Livres Canada Books and is acting as a cultural mentor for the Carmelle and Rémi Marcoux Chair in Arts Management at HEC Montreal.

Stéphane has written numerous articles and attended conferences related to the book industry, and he is currently carrying out several research projects. He has been working in the publishing industry at the national and international level for over ten years, during which he was successively Head of Mass-Market Sales for Québec-Livres, Sales Director for Éditions du Trécaré and Total Publishing, President, Founder and Publisher for Éditions Caractère, and President and Publisher for Éditions 400 coups.

EXPERT PROFILE

Mark Leslie Lefebvre

TORONTO

Mark Leslie Lefebvre is a writer, editor, and bookseller. From 1993 until 2006, Mark worked for Indigo Books and Music, Inc. in various roles and regions. In August 2006, Mark retired from Indigo and began working at Titles, McMaster University's bookstore. After five years at McMaster and successfully implementing an Espresso Book Machine into the Titles bookstore, Mark moved on to new challenges, which included consulting work within the book industry. In October 2011, Mark followed a passion that began as he toiled in the POD realm, and became Director of Self-Publishing & Author Relations at Kobo, a global ebook retailer that originated in and still operates its head office out of Toronto.

Mark has also worked part-time with University of Toronto Bookstore, assisting them with their growing Espresso Book Machine and Print-on-Demand business. He currently sits on the Board of Directors for BookNet Canada and is a past president of the Canadian Booksellers Association. As an active member of the book industry (both as a bookseller and writer), Mark regularly speaks at conferences, conventions, and workshops about books, writing, publishing, and the use of print-on-demand technology.

Export Market Webinars

BRAZIL



In preparation for the Frankfurt Book Fair where Brazil was the Guest of Honour, Miriam Gabbai, Brazilian children's book publisher and founder of Callis Editora, presented a webinar on the Brazilian publishing market in June. Analysts agree that if Brazil continues at its current pace, it could become the world's fourth largest economic power by 2050.

Brazil's large and diverse book industry published more than 58,000 titles in 2011, over 20,000 of them new releases. Overall sales in 2011 amounted to CAD\$2.4 billion, an increase of 7.4% over 2010, and a record 470 million books were sold, up 7.2% over 2010.

Brazilians are reading more books too. Already, 49% of Brazilians read more than they did in 2007. There are 88 million readers in Brazil, roughly half of its current population, and this number could rise considerably in the next few years.

KOREA



With Korea as the Market Focus of the 2014 London Book Fair, the time was right to take a closer look at this growing market. This webinar was offered in both French and English.

The webinar was held in February by Korean Rights and Acquisitions Editor Gregory Limpens. Already one of the top 10 publishing markets in the world, estimated at ₩4.97 trillion (CAD\$4.9 billion), the market value of the Korean book market has risen by about 25% over the past decade.

In total, 65 publishers registered for these three webinars, which included interactive question and answer sessions with the hosts. Evaluations for all three were overwhelmingly positive. Video recordings of the webinars are available on the Livres Canada Books website, as are downloadable versions of the presentations, including French translations if the webinar was offered only in English.

EXPERT PROFILE

Miriam Gabbai

SÃO PAULO

Owner of Callis, the São Paulo publishing house for children's books she founded in 1987. Callis specializes in children's books as well as educational books for young children and children up to the age of twelve. She has been a speaker at Book Expo America's Publishers Launch Conference, for a session entitled "The World's Next Big Super Markets."

Miriam has extensive experience doing business on an international level. Her books have been published throughout Asia, South America, North America, and Europe. In 2004, she founded the Callis Institute in Italy, an organization devoted to promoting Brazilian culture and literature in Italy.

EXPERT PROFILE

Gregory Limpens

SEOUL

Born of Belgian parents in Montreal, Gregory Limpens holds a law degree and a Master's in intellectual property law. He has worked as a trademark counsel for a Belgian IP office and as a foreign counsel at a Korean law firm. He has been the rights and acquisitions editor at Korean trade publishing house Open Books since November 2008.





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 export markets by improving their knowledge of these markets and how to access them. Past missions have included Japan (2005), India (2008), Brazil (2010), Scandinavia (2011), and Russia (2012). Publishers have reported deals with new partners as a direct result of these missions.

In June 2013, Livres Canada Books travelled to Seoul to conduct a Scouting Mission on the South Korean book market. A four-member delegation was selected to represent trade publishing, children's books, scholarly publishing, French-language books, and the Canadian book industry as a whole. In South Korea, the delegation held over 30 meetings with key stakeholders and visited the International Book Fair in Seoul. The group consisted of Gillian Fizet (House of Anansi / ACP), Brian MacDonald (University of Toronto Press / ACUP), Arnaud Foulon (Éditions Hurtubise / ANEL), and the Executive Director of Livres Canada Books, François Charette. The delegation also gave a presentation on the Canadian book market, and Livres Canada Books and the Embassy in Seoul held a networking event attended by more than 50 Korean publishers.

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



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 attracted visitors from major markets for Canadian books, including the United States, France, India, the United Kingdom, Germany, Spain, Italy, South Korea, and Belgium. These visitors are interested in connecting with Canadian publishers and learning more about the Canadian books that are available for rights sales.

The Livres Canada Books website continues to be 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.

Website projects in 2013–2014 included the completion of the migration to the new content management system, the creation of a homepage slider to promote Canadian books and a stylish footer for better ease of navigation, integration of social media sharing on the blog, updates to the e-commerce shopping cart to include the purchase of webinar registrations and catalogue listings, and the first stage of the integration of bibliographic data fees from BookNet Canada and the Banque de titres de langue française databases, which ensures that title information on the Livres Canada Books site is continually updated and relevant.



STAFF MEMBER

Rebecca Ross,

Manager, Digital Publishing and International Markets



Social Media

Livres Canada Books was very active on social media in 2013–2014, with regular posts to our Twitter, Facebook, and LinkedIn pages. Posts included information on digital and international publishing news, promotion of Livres Canada Books' programs and services and, of course, promotion of Canada 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 with Canadian publishers and the international community.

Newsletter

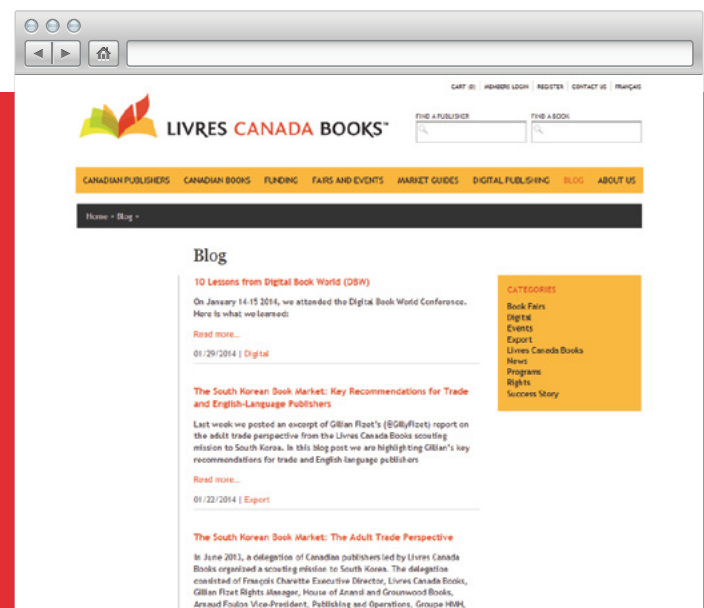
Livres Canada Books continued publishing its monthly online newsletter for Canadian publishers. The newsletter is sent to nearly 900 subscribers each month, keeping publishers up-to-date on news, export markets, fairs and events, promotional opportunities, programs and deadlines, and export success stories. Livres Canada Books News is an essential part of our communication efforts. In 2013–2014 Livres Canada Books started working with email provider MailChimp to improve the design and readability of our newsletters, which are now fully optimized for mobile, and to optimize our list management.

Blog

Livres Canada Books worked to post an average of one blog post per week on topics of export and international markets, as well as summaries of events and professional development attended by the staff. Events included:

- The IDPF Digital Book Conference, New York City
- The Marketing and Publishing Services Conference & Expo, New York City
- Digital Book World, New York City
- BookNet's Tech Forum & ebookcraft, Toronto

To date, Livres Canada Books is very pleased with the results of our efforts on the blog and with social media, and we look forward to continuing to engage with publishers through these platforms.



As part of our social media content strategy to generate more traffic on our website, our blog posts include extracts and highlights from market guides published in the preceding and current years.

Looking Towards the Future

Business Plan 2014–2018

Livres Canada Books hired Sibyl Frei and Louise Fleming, two consultants from DeGros Marsh Consulting, to develop a business plan for 2014–2018 to address the needs of Canadian exporting publishers and the rapidly changing book industry.

To begin, the consultants administered a short survey to 115 publishers and associations. They also held meetings in Vancouver, Toronto, and Montreal with over 25 publishers and executive directors from national book associations such as the ACP, the ANEL, the LPG, and the RÉCF. The meetings were followed by telephone interviews with a dozen targeted editors and email exchanges with international publishing associations. Their objective was to evaluate Livres Canada Books' programs and services.

It is crucial for Livres Canada Books to implement this type of business plan in order to secure multi-year funding from the Canada Book Fund to support Canadian publishers' exporting efforts and to provide them with value-added services that complement the work done by national book associations.



EXPERT PROFILE

Sibyl Frei and Louise Fleming

PRINCE EDWARD ISLAND

Sibyl Frei and Louise Fleming each have 25 years of experience in book publishing and arts consulting. They co-owned Ragweed Press / gynergy books, a regional and feminist publishing house based on Prince Edward Island, and took on leadership roles in several publishing industry associations. After selling their press in 2000, they continued to work as arts and publishing consultants with clients such as Livres Canada Books, Canada Council for the Arts, Canadian Heritage, Association of Canada Publishers, individual publishers, and organizations in other parts of the cultural sector. They also sat on juries for the Ontario Arts Council, the Canada Council for the Arts, and the City of Ottawa. In addition, Sibyl teaches human resource management in cultural organizations at the University of Victoria.



EXPERT PROFILE

Isabelle Demers

MONTREAL

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 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. As an independent business consultant 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.



Frankfurt 2017

The Frankfurt Book Fair has invited Canada to be its Guest of Honour in 2017. Livres Canada Books' Board of Directors, with the support of the entire book industry, has written a letter of intent to explore this idea. If Canada is chosen, this honour would coincide with the 150th anniversary of Confederation.

The sub-committee for the Livres Canada Books Frankfurt 2017 project gave Isabelle Demers, consultant, the mandate to analyze the potential cultural and economic impact of this honour. She will also evaluate and identify potential government interest in funding this project. This unifying project brings together representatives from the ANEL, the ACP, the ACUP, the UNEQ, and the TWUC.

We are still working on our official reply to Frankfurt's proposal and plan to submit our decision soon.

Gouvernance

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. Livres Canada Books also 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 the conduct of 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 committees—Executive and Finance, Export Expertise, and Nominating and Governance—to which it delegates certain responsibilities. 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 the conduct of the policy and affairs of the organization.

Board of Directors

OFFICERS		
CHAIR		
Caroline Fortin	Publisher and Vice-President, Québec Amérique	ANEL
VICE-CHAIRS		
Ingrid Remazeilles	Publisher, Éditions Goélette	ANEL
Bob Tyrrell	President and Editorial Director, Orca Book Publishers	ACP
SECRETARY - TREASURER		
Linda Cameron	Director, University of Alberta Press	ACP
EXECUTIVE DIRECTOR		
François Charette		
DIRECTORS		
Bob J. Dees	President, Robert Rose	ACP
Antoine Del Busso	Executive Director, Presses de l'Université de Montréal	ACUP
Lynn Fisher	Vice-President, University of Toronto Press	ACUP
David G. Friesen	Chairman, Friesens Corporation	Professional Advisor
Louis-Frédéric Gaudet	Publisher, Lux Éditeur	ANEL
Olivier Gougeon	Director, Marketing and Sales, Ulysse Travel Guides	ANEL
Stéphane Labbé	Consultant	Professional Advisor
Susan McIntosh	Marketing Director, McGill-Queen's University Press	ACP (for CPC)

Committees

EXECUTIVE AND FINANCE COMMITTEE	EXPORT EXPERTISE COMMITTEE	NOMINATING AND 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
Caroline Fortin	Olivier Gougeon	Bob Tyrrell
MEMBERS	MEMBERS	MEMBERS
Linda Cameron	Bob J. Dees	Linda Cameron
Ingrid Remazeilles	Lynn Fisher	Antoine Del Busso
Bob Tyrrell	David G. Friesen	Lynn Fisher
	Louis-Frédéric Gaudet	Caroline Fortin
	Stéphane Labbé	
	Susan McIntosh	
FRANKFURT 2017 SUB-COMMITTEE		
The Frankfurt 2017 Sub-Committee was created in order to conduct a feasibility study on the project of Canada as Guest of Honour at the 2017 Frankfurt Book Fair. Representatives of the Sub-Committee are not necessarily members of the Board.		
CHAIR		
Caroline Fortin (ANEL)		
MEMBERS		
Louise Alain (ANEL)	Lynn Fisher (ACUP)	
François Charette (Livres Canada Books)	Louis-Frédéric Gaudet (ANEL)	
Bob J. Dees (ACP)	Sarah MacLachlan (ACP)	
John Degen (TWUC)	Richard Prieur (ANEL)	
Antoine Del Busso (ACUP)	Carolyn Wood (ACP)	
Francis Farley-Chevrier (UNEQ)		

Secretariat



Note: Nicolas Levesque is absent from the photo

François Charette	Executive Director
Francine Bélec	Manager, Finance and Operations (consultant)
Christy Doucet	Manager, Programs
Priya Ramjuttun	Programs Officer
Rebecca Ross	Manager, Digital Publishing and International Markets
Émilie Delattre	Communications Officer
Nicolas Levesque	Manager, Communications and Marketing

Independent Auditors' Report

To the Members of Liures 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, 2014, 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 ("ASNFP"), 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 ASNFP.

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, 2014, and its results of operations and its cash flows for the year then ended in accordance with ASNFP.



Chartered Professional Accountants
Licensed Public Accountants
Ottawa, Canada
July 9, 2014

STATEMENT OF FINANCIAL POSITION

as at March 31, 2014

ASSETS	2014	2013
CURRENT ASSETS		
Cash	\$632,595	\$417,759
Accounts receivable	\$30,895	\$103,733
Government grants receivable	-	\$325,781
Harmonized Sales Tax receivable	\$17,504	\$20,278
Prepaid expenses (Note 3)	\$139,850	\$75,044
	\$820,844	\$942,595

LIABILITIES AND NET ASSETS	2014	2013
CURRENT LIABILITIES		
Accounts payable and accrued liabilities (Note 4)	\$215,483	\$226,627
Deferred revenue (Note 3)	\$27,400	\$139,080
	\$242,883	\$365,707

NET ASSETS		
Unrestricted	\$252,961	\$251,888
Internally restricted for contingencies	\$325,000	\$325,000
	\$577,961	\$576,888
	\$820,844	\$942,595

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

ON BEHALF OF THE BOARD,



Bob Tyrrell
 INTERIM CHAIR



Linda Cameron
 SECRETARY-TREASURER

STATEMENT OF OPERATIONS

year ended March 31, 2014

REVENUE	2014	2013
Department of Canadian Heritage ("DCH") contribution (Note 2)	\$1,620,134	\$1,537,140
Department of Foreign Affairs and International Trade ("DFAIT") (recovery)	-	\$(4,836)
Publishers		
Canada Stand	\$283,397	\$278,651
Marketing	\$27,788	\$25,685
Webinars	\$1,775	\$1,700
Export Market Webinars	\$1,200	\$1,050
Other	\$41,621	\$33,318
TOTAL REVENUE	\$1,975,915	\$1,872,708

EXPENDITURES	2014	2013
OPERATING (SCHEDULE):		
Rent (Note 5)	\$67,178	\$68,966
Board	\$41,165	\$34,026
Annual Report	\$ 6,196	\$ 7,152
Database	\$ 2,842	\$ 18,400
Employee related costs	\$ 1,153	\$ 1,096
Salaries and benefits	\$ 336,419	\$ 302,038
Professional fees	\$ 58,640	\$ 27,627
Office and general	\$ 39,488	\$ 38,245
Networking reception	\$ 12,040	\$ 11,010
Bad debts	\$ 21,907	\$ 35,461
Interest recovery on prior year's DCH funding	\$ 168	-
Special project - Frankfurt Guest of Honour	\$ 885	-
Property and equipment (Note 1)	\$3,952	\$4,258
TOTAL OPERATING EXPENSES	\$592,033	\$548,279

PROGRAMS (SCHEDULE):		
Foreign Rights Marketing Assistance Program ("FRMAP")		
Contributions	\$746,452	\$750,000
Logistics and support	\$16,546	\$21,994
	\$762,998	\$771,994
PROJECTS (SCHEDULE):		
Canada Stand	\$357,460	\$352,214
Business Plan/Strategic Review	\$72,436	-
Publications	\$27,099	\$40,544
Mentoring	\$21,886	\$37,388
Export Market Webinars	\$9,917	\$20,116
Webinars	\$8,519	\$9,910
Market Guides	\$32,333	\$32,936
Exploratory Mission	\$35,769	\$32,529
Report	\$36,848	\$27,559
Website	\$17,544	\$15,673
TOTAL PROJECTS	\$619,811	\$568,869
TOTAL EXPENDITURES	\$ 1,974,842	\$ 1,889,142
EXCESS OF REVENUE OVER EXPENDITURES (EXPENDITURES OVER REVENUE)	\$ 1,073	\$(16,434)

STATEMENT OF CHANGES IN NET ASSETS

year ended March 31, 2014

	2014	2013
UNRESTRICTED		
BALANCE AT BEGINNING OF YEAR	\$251,888	\$268,322
Excess of revenue over expenditures (expenditures over revenue)	\$1,073	\$(16,434)
BALANCE AT END OF YEAR	\$252,961	\$251,888
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, 2014

	2014	2013
CASH FLOWS FROM OPERATING ACTIVITIES		
Excess of revenue over expenditures (expenditures over revenue)	\$1,073	\$(16,434)
Changes in non-cash operating working capital balances:		
Accounts receivable	\$72,838	\$(14,491)
Government grants receivable	\$325,781	\$(325,781)
Harmonized Sales Tax receivable	\$2,774	\$(3,934)
Prepaid expenses	\$(64,806)	\$61,605
Accounts payable and accrued liabilities	\$(11,144)	\$(101,133)
Deferred revenue	\$(111,680)	\$106,664
INCREASE (DECREASE) IN CASH	\$214,836	\$(293,504)
Cash at beginning of year	\$417,759	\$711,263
CASH AT END OF YEAR	\$632,595	\$417,759

NOTES TO FINANCIAL STATEMENTS

year ended March 31, 2014

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 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.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

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

Economic 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, 2015 and represents activities up to March 31, 2015.

DCH has not yet indicated whether it intends to renew the agreement beyond 2015.

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.

Transaction costs

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

Effective interest method

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

Use of Estimates

The preparation of financial statements in accordance with ASNFPO requires the Organization to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenditures during the reporting periods. Actual results could differ from these estimates. The significant estimates in the financial statements include the allowance for uncollectable accounts receivable and certain accrued liabilities.

Revenue Recognition

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

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

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

The Organization allocates certain expenditures to the applicable projects using the following functions: third party direct funding, marketing, professional development, technology infrastructure and business plan.

Salaries and benefits are allocated specifically to projects 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 and to be 15% of direct costs and salaries.

2. 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.

3. PREPAID EXPENSES AND DEFERRED REVENUE

These represent funds paid out or received prior to the year end, which pertain to fiscal year 2015 activities and programs.

4. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

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

5. 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
2015	\$64,554	\$4,422
2016	\$64,554	\$4,422
2017	\$43,036	\$3,922
2018	-	\$336
2019	-	\$336

6. FINANCIAL INSTRUMENTS

Risks

The Organization is exposed to various risks through its financial instruments, without being exposed to concentrations of credit risk. The following analysis provides a measure of the Organization's risk exposure at the balance sheet 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, 2014, and is secured by a general security agreement.

The Organization has access to unsecured credit of \$23,000 on credit cards, bearing interest at 19.75% per annum. The credit used as at March 31, 2014 amounted to \$5,998 and is shown as part of accounts payable and accrued liabilities.

7. COMPARATIVE FIGURES

Certain comparative figures have been reclassified in order to conform with the financial statement presentation adopted for the current year.

SCHEDULE - SUMMARY OF CANADA BOOK FUND EXPENDITURES

year ended March 31, 2014

2014				
	Direct project costs	Salaries	CBF Administration	Total
THIRD PARTY DIRECT FUNDING				
Foreign Rights Marketing Assistance Program ("FRMAP")	\$762,998	\$55,281	\$100,000	\$918,279
TOTAL THIRD PARTY DIRECT FUNDING	\$762,998	\$55,281	\$100,000	\$918,279
MARKETING				
Canada Stand	\$357,460	\$73,975	\$64,715	\$496,150
Publications	\$27,099	\$30,436	\$8,631	\$66,166
TOTAL MARKETING	\$384,559	\$104,411	\$73,346	\$562,316
PROFESSIONAL DEVELOPMENT				
Mentoring	\$21,886	\$12,189	\$5,111	\$39,186
Export Market Webinars	\$9,917	\$15,234	\$3,773	\$28,924
Webinars	\$8,519	\$15,118	\$3,546	\$27,183
Market Guides	\$32,333	\$18,964	\$7,695	\$58,992
Exploratory Mission	\$35,769	\$18,051	\$8,073	\$61,893
TOTAL PROFESSIONAL DEVELOPMENT	\$108,424	\$79,556	\$28,198	\$216,178
TECHNOLOGY INFRASTRUCTURE				
Report	\$36,848	\$19,639	\$8,473	\$64,960
Website	\$17,544	\$17,937	\$5,322	\$40,803
TOTAL TECHNOLOGY INFRASTRUCTURE	\$54,392	\$37,576	\$13,795	\$105,763

	Direct project costs	Salaries	CBF Administration	Total
BUSINESS PLAN				
Business Plan	\$72,436	\$13,294	\$12,860	\$98,590
TOTAL BUSINESS PLAN	\$72,436	\$13,294	\$12,860	\$98,590
OTHER COSTS				
Livres Canada Books	-	\$46,301	\$11,423	\$57,724
Networking reception - Canada Stand	-	-	\$12,040	\$12,040
Capital expenditures	-	-	\$3,952	\$3,952
TOTAL OTHER COSTS	-	\$46,301	\$27,415	\$73,716
TOTAL EXPENDITURES	\$1,382,809	\$336,419	\$255,614	\$1,974,842

Funding by Recipients

For the year ended March 31, 2014

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014)			
Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
400 coups, Éditions Les	\$3,493.76		
AdA, Éditions	\$8,609.75		
Alire, Éditions	\$5,186.90		
Alliage Éditeur	\$4,168.51		
Alto, Éditions	\$5,706.24		
Annick Press	\$8,891.33		
Anvil Press	\$2,325.39		
Arsenal Pulp Press	\$8,659.93		
Artichaut, Éditions L'	\$14,576.89		
Association nationale des éditeurs de livres (ANEL)	\$16,301.34		
Association of Canadian Publishers (ACP)	\$4,648.66		
Bayeux Arts	\$10,717.95		
Beauchemin International, Éditions	\$7,340.88		
Between the Lines	\$2,928.01		
Biblioasis	\$4,201.05		
Blue Bike Books	\$6,328.33		
Bookland Press	\$2,256.97		
Boomerang éditeur jeunesse	\$2,775.83		
Boréal Express, Le	\$6,654.56		
Breakwater Books	\$2,988.14		\$229.19

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014) CONTINUED

Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
Bouton d'or Acadie			\$519.75
Brick Books	\$1,131.33		
Broadview Press	\$5,412.06		
Broquet	\$6,353.53		
Caractère, Éditions	\$4,561.63		
CCI Learning Solutions	\$10,152.64		
Charron Éditeur	\$2,093.19		
Chouette, Éditions	\$11,425.70		
Coach House Books	\$4,804.80		
Company's Coming Publishing	\$3,045.16		
Coteau Books	\$3,557.66		
Courte échelle, Éditions de la	\$2,753.80		
Crabtree Publishing	\$10,610.25		
Curriculum Plus Publishing	\$1,220.01		
David, Éditions		\$2,000.00	
DC Books	\$2,789.19	\$2,000.00	
Drawn & Quarterly	\$7,281.39		
Dundurn Press	\$9,195.46		
Écosociété, Éditions	\$3,085.98		
Écrits des Forges, Les	\$6,729.86		
ECW Press	\$9,697.34		
Ekstasis Editions	\$5,885.36		
Fernwood Publishing	\$5,411.70		

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014) CONTINUED

Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
Fides, Groupe	\$4,174.59		
Fitzhenry & Whiteside	\$5,740.16		
Folklore Publishing	\$2,022.62		
Formac Publishing / James Lorimer & Company	\$9,875.97		
Goélette, Éditions	\$6,461.62		
Governors of Athabasca University	\$2,257.25		
Greystone Books	\$7,895.26		
Groundwood Books	\$5,112.10		
Guides de voyage Ulysse	\$8,447.90		
Guy Saint-Jean Éditeur	\$8,673.44		
Hancock House Publishers	\$3,475.81		
Harbour Publishing	\$826.91		
Héritage, Éditions	\$2,565.18		
House of Anansi Press	\$6,985.17		
Hurtubise, Éditions	\$7,517.24		
Isabelle Quentin Éditeur			\$273.50
Isatis, Éditions de l'	\$5,277.73		
J.C.L., Éditions	\$4,863.39		
Kids Can Press	\$12,453.74		
Leméac Éditeur	\$6,011.41		
Liber, Éditions	\$3,816.15		
Librex, Groupe	\$5,205.27		
Lingo Learning	\$14,229.65		
Lone Pine Media Productions	\$6,479.19		

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014) CONTINUED

Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
Lux Éditeur	\$9,176.00		
Malins, Éditions les	\$2,032.54		\$167.92
Marcel Didier	\$2,066.78		
Master Point Press	\$1,495.17		
McGill-Queen's University Press	\$10,529.81		
Médiaspaul, Éditions	\$3,170.34		
Mémoire d'encrier	\$8,596.85		
Michel Brûlé, Éditions	\$928.73		
Michel Quintin, Éditions	\$3,223.45		
Modus Vivendi, Publications	\$9,203.30		
Montagne Verte, Éditions de la	\$4,101.68		
Mortagne, Éditions de	\$9,272.34		
MultiMondes, Éditions	\$1,923.22		
New Society Publishers	\$6,434.69		
New Star Books	\$1,587.50		
NeWest Press	\$4,669.94		
Noroît, Éditions du	\$2,201.67		
Novalis, Éditions	\$1,450.63		
Orca Book Publishers	\$10,218.05		
Owlkids Books	\$10,770.83		
PAPP International	\$13,454.21		
Passage, Éditions du	\$3,752.64	\$2,000.00	
Pastèque, Éditions de la	\$5,694.62		
Pembroke Publishers	\$5,734.47		

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014) CONTINUED

Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
Peuplade, Éditions La	\$3,836.54		
Phidal, Éditions	\$9,931.06		
Plaines, Éditions des	\$1,374.70		
Planète rebelle, Éditions	\$5,720.45		
Porcupine's Quill			\$39.00
Presses internationales Polytechnique	\$1,187.61		
Prise de parole, Éditions	\$1,296.86		
Production et édition ASMS	\$1,358.19		
Quartanier, Le	\$6,278.60		
Québec Amérique, Éditions	\$13,731.03		
Rainbow Horizons Publishing	\$9,500.42		
Red Deer Press	\$3,696.34		
Remue-ménage, Éditions du	\$2,215.33		
Reynald Goulet, Éditions	\$991.80		
Robert Rose	\$8,873.40		
Rocky Mountain Books	\$4,549.98		
Ronsdale Press	\$2,114.53		
Sara Jordan Publishing / Jordan Music Productions	\$8,082.64		
Second Story Press	\$8,909.80		
Self-Counsel Press	\$3,707.55		
Septentrion, Éditions du	\$5,387.59		
Simply Read Books	\$5,671.38		
Sogides, Groupe	\$5,989.18		
Solski Group, The	\$1,798.04		

FUNDING BY RECIPIENTS (YEAR ENDED MARCH 31, 2014)CONTINUED			
Recipient	FRMAP	Mentoring	
		Funding Support	Coaching United States
Sylvain Harvey, Éditions	\$6,580.21	\$2,000.00	
Talon Books	\$5,616.10		
TC Média Livres	\$11,247.80		
Thompson Educational Publishing	\$2,706.17		
Tradewind Books	\$2,477.00		
Tralco Educational Services	\$3,196.28		
Triptyque, Éditions	\$5,908.66		
Université de Montréal, Presses de l'	\$5,019.94		
University of Ottawa Press / Université d'Ottawa, Presses de l'	\$1,578.70		\$148.12
Université du Québec, Presses de l'	\$2,190.40		
Université Laval, Presses de l'	\$7,272.93		
University of Alberta Press	\$6,849.42		
University of British Columbia Press (UBC Press)	\$5,855.44		
University of Calgary Press	\$744.94		
University of Manitoba Press	\$3,086.28		
University of Toronto Press	\$10,961.46		
Un monde différent, Éditions	\$3,350.57		
Vermillon, Éditions du		\$2,000.00	
Ville-Marie Littérature, Groupe	\$2,812.28		
Weigl Educational Publishers	\$9,984.89		
Wilfrid Laurier University Press	\$8,224.40		
XYZ, Éditions	\$1,274.63		
Z'ailées, Éditions	\$5,295.40		