



LIVRES CANADA BOOKS®

The Book Market in Israel for Canadian Publishers

Report of the Livres Canada Books
Scouting Mission to Israel
November 22-26, 2015

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A special thanks to Jossi Klein our driver and our new friend.

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Introduction and Overview of the Israeli Book Market

Margie Wolfe, Second Story Press

Barbara Creary, Éditions Dominique et compagnie

Philip J. Cercone, McGill-Queen's University Press

François Charette, Livres Canada Books

In November 2015, Livres Canada Books travelled to Israel to conduct a Scouting Mission on the Israeli book market. A four-member delegation was selected to represent trade publishing, children's publishing, scholarly publishing, French-language publishing, and the Canadian book industry as a whole. We had five full days of meetings from November 22-26, 2015.

The group consisted of Margie Wolfe (Second Story Press/ACP), Barbara Creary (Éditions Dominique et compagnie/ANEL), Philip Cercone (McGill-Queen's University Press/ACUP) and the Executive Director of Livres Canada Books, François Charette. We travelled to Tel-Aviv and Jerusalem to meet some of the key players in the Israeli publishing industry.

Livres Canada Books organized a small book collection to feature as part of the Scouting Mission. The books were sent in advance to the Canadian Embassy in Tel Aviv where we picked them up and brought them to our hotel. We had a conference room at the [Shenkin Hotel](#) set up to showcase the books. The room also served as a conference room for us to meet with Israeli publishers and distributors who were able



Photo credit: Livres Canada Books

Left to right Margie Wolfe, Philip J. Cercone and Barbara Creary

to leave their offices and meet with us at the hotel. We preferred this so that we could show the publishers our Canadian books and catalogues. In cases where this was not possible, the delegation travelled to publishers' offices and brought a selection of appropriate books to show them.

We met with seventeen publishers, four distributors and/or booksellers, one foundation which promotes reading to Jewish and Arab preschoolers, one literary agency, the National Library of Israel in Jerusalem, and with Yad Vashem, the Jewish Holocaust Museum and Publisher, also in Jerusalem.

Israeli publishers were interested in co-publishing scholarly books (both purchasing and selling), some in "Holocaust" experience books, and those who published fiction for adults and children, were looking for popular stories with a universal theme. We suggest that Canadian publishers consult the Israeli publishers' websites (see list below) and evaluate their potential to interest Israeli publishers with their books.

While the language of the country is Hebrew, most everyone speaks and reads some English, which is an important part of the school curriculum. In some parts of the country, particularly Jerusalem, there are many immigrants from the USA so their first language is English. About one million Russian and English speaking immigrants have settled there in the last two decades. More recently, there have been many immigrants arriving from areas of Africa with French speaking populations. Israel is mostly very westernized, with a huge high-tech industry that is also attracting immigrants from Asia who prefer reading English to Hebrew.

In major centres, bookstores are abundant, with two chains dominating the marketplace, but there are also a growing number of independent stores. Many of those stores, in Tel Aviv and Jerusalem in particular, also carry English-language titles for the immigrant population who come from North America, South Africa, England and Australia, and for the large numbers of Christian and Jewish tourists who visit. There is a growing population of French immigrants who are fleeing anti-Semitic attacks, so booksellers are now looking for both adult and children's books in the French language.

In a country of eight million, with almost two million Arabs, 3,000 titles are published annually in Hebrew, 50% of which are purchased from rights sales, mostly from the USA and UK, with 5,000,000 volumes sold. Total book sales are worth \$200,000,000 annually. Israel is a developed country with the 35th largest world economy. It has a highly skilled work force and is among one of the most educated countries in the world with one of the highest percentage of its population graduating with a tertiary education degree. In the Middle East, it also has the highest standard of living, and one of the highest life expectancies in the world.

Fixed Book Price Law¹

Israel recently introduced a Fixed Book Price law, bringing significant changes for publishers and retailers.

Most publishers supported the introduction of the law. Before the law, two publishers owned 66% of one bookstore chain, where they used to focus mainly on selling their own books. They used their floor space to display their own titles, and give their salespeople incentives to promote their books. A second chain had a special arrangement with two other publishers and similarity, promoted mostly their own titles. The new law does not allow the chains to give sale incentives to individual titles, and requires the chains to display books from at least seven publishers.

The law also gives publishers the right to fix the price of a book for 18 months. Every year, a publisher and a chain will agree to sales terms for the next year, whereas previously, chains demanded new discounts each month. Nevertheless, publishers continue to feel that the chain stores have been the main beneficiaries of the law (an unintended consequence). The Book Publishers Association is lobbying to change the law in order to limit the discounts that the chains can demand from a publisher.

During the 18 months of the fixed-price period, Israeli authors will receive a royalty of at least 8% of the price (minus VAT) of their first 6,000 books sold, and a royalty of 10% of the price of book sales of more than 6,001 copies.² The bill also regulates authors' royalties after the 18 month period has ended.

Independent bookstores, which have almost completely disappeared, are working hard to survive. They hope that in a year or so their situation will be better as a result of the Fixed Book Price Law, and that once the market stabilizes new independent bookstores will open.

E-Book Market³

There are still problems in creating books in EPUB because of the Hebrew language (which reads from right to left). There are already several websites that sell e-books and there are only about 1,000 titles available as e-books as the public is still reluctant to embrace e-books. The e-books' share of the market is roughly only 1%.

Copyright Law

Unfortunately, Israeli copyright law contains the American Fair Use clause, which weakens publishers' positions. This has resulted in widespread piracy with schools and academic institutions scanning and photocopying at will without permission or without

¹ International Publishers Association, Interview with Racheli Edelman, Israel's book market in 2015, February 26, 2015

² MobyLives, Liam O'Brien, Israel's book-pricing law, one year out, February 5, 2015

³ International Publishers Association, Interview with Racheli Edelman, Israel's book market in 2015, February 26, 2015

paying the copyright owners. Attempts to reach an agreement with the ministry of education for compensation have failed. Publishers have sued the Hebrew University for piracy and have gotten some compensation with a negotiated payment which expires in 2017. From next year onwards, a new agreement will have to be reached, but negotiations have not yet started.

The main things that need to occur are that the market will have to be stabilized following the new Fixed Book Price Law, and that piracy will have to be combatted from within the education system.



Photo credit: Livres Canada Books

Left to right Philip J. Cercone, Margie Wolfe, Barbara Creary and Probook, Eitan Zinger and Gavin Marcus

Distributing books to Israel in English and in French

There are two main bookstore chains and a network of independent stores served by the distributor, Probook. We met with the English-language buyer of the largest chain, called Steimatzky. The company was recently sold, so while they say they are open to all types of books, but word on the street their tastes are very commercial, unless they feel they have to carry a specific title.

In the past, buyers bought practically everything, but now it's tougher. We encourage publishers to send catalogues to Steimatzky and to be specific regarding what you feel is of interest to their market, as they often do not see catalogues from Canadian presses. It should be noted that they do have a consolidation point in New Jersey, but do take a high discount (as much as 65%). Probook is also an importer, which services Steimatzky as well as the independents, and does not require such a high percentage and will settle for 50-55% discounts.

The Adult Trade, The Children's Book and French-Language Perspectives

Margie Wolfe, Second Story Press

Barbara Creary, Éditions Dominique et compagnie

Most of the people we met with were Israelis whose first language was Hebrew and almost all spoke and read English, few read and spoke French. However, some publishers reassured us that they had French readers on staff who could evaluate books for translation.

During our visit we met with a spectrum of large and small publishers producing both adult and children's books. The largest houses combined commercial and literary programs. All hoped that the titles they bought from abroad would sell at least 2,000 copies. The average print run is only 1,000 copies.

Nothing sells over 100,000 copies. *The Hunger Games* for instance sold 80,000. Margie Wolfe looked at her own records, and one of Second Story's big books has sold about 10,000 copies, with a second title selling about 4,500.

While a fair number of the publishers we met attend the Frankfurt Book Fair – fewer Bologna and London – many don't take booths, even the largest of them.

Rather, they make appointments and visit people at their stands, since they expect to buy much more than they sell. Some are looking for up to 40-50% of their publishing programs. So if you want to meet with someone at a fair you will need to write ahead for an appointment.

They are not particularly aware of Canadian publishers and do most of their buying from the large US, British, German, and French houses. Because of the smaller market they can buy rights to the biggest name authors for relatively small advances.

One of the publishers mentioned that they are often just shown books about Jewish content or from Jewish writers. While they will certainly look at these, their areas of focus are much broader, particularly because they themselves originate those books. For

example, Margie Wolfe has sold several books of Holocaust content to Israel. But it has not been easy and resistance to titles in this genre is sometimes high. However, as with all selling, if it is the right book they will buy it.

The mainstay agency seems to be the Deborah Harris Agency. Since not all of the publishers attend fairs, they depend on agencies to scout. They can be picky, but if they love something it sounded as if they would work hard to represent the title.

The Scholarly Perspective

Philip J, Cercone, McGill-Queen's University Press

Of all genres of publishing, the best opportunities for translation into Hebrew we feel are scholarly and high end non-fiction books which have a market among the scholarly, or educated audiences. The publishers and distributors below are those which would be interested in books published by university presses. Although there are few university presses in Israel, a good number of trade houses publish university press like books, much in the same way as European publishing houses do. The Israeli publishing scene is relatively new, with most houses established from the 1960s onwards and their usual partners have been publishing houses in the USA and UK, with a sprinkling from other places. Their knowledge of Canadian houses is not as profound as we would like and we believe there are opportunities to foster alliances with Israeli houses. For example, since returning from Israeli I have had continued correspondence on projects with five publishers I met while there.

Summary of Meetings

Achuzat Bayit Books

www.abayit-books.com

Specialization: General

Sami Duenis, sami@abayit-books.com

They publish both adult fiction and non-fiction, as well as children's books. They have translated and published books like *The Rosie Project*, *Slumdog Millionaire*, *Bonjour Tristesse*, *Femme en blanc*, etc. They publish approximately 16-20 titles per year. They work with The Deborah Harris Agency.

Am Oved Publishers

www.am-oved.co.il

Specialization: Children's, non-fiction and scholarly books

Prof. Moshe Ron, Fiction Editor, msmuki@huji.ac.il

Prof. Eli Shalitel, Non-fiction Editor, eli@am-oved.co.il

Dalit Lev, Children's Books Editor, dalit@am-oved.co.il

Dvora Negbi, Foreign Rights Coordinator, dvora@am-oved.co.il

This publisher specializes in high-end non-fiction, including scholarly books in the Humanities and Social sciences. These are well-known and important publishers in Tel Aviv who have been around for at least sixty years. They are the Israeli publishers of Alice Munro. They seemed to prefer literary fiction, whether it be adult fiction or for children. They have published *Le Petit Prince* by Saint-Exupéry, books by Beatrix Potter, as well as many authors and illustrators such as David Grossman, Meir Shalev, etc. They sell and buy rights. They publish approximately 80 titles per year and their backlist has over 5,000 titles.

The Book Publishers Association of Israel

www.tbpai.co.il

Specialization: National Association

Racheli Edelman, Chairman, racheli@haatez.co.il

Their mission is to supply its members with services in vital areas; to represent the publishing industry to governmental offices; to deal with all professional subjects concerning the publishing houses; to act to increase the sale and distribution of books; to encourage reading within the general public and especially with younger readers; to oversee the rights in all matters regarding infringement of copyright law and to act as a Reproduction Rights Organisation.⁴

⁴ <http://www.ifrro.org/members/book-publishers-association-israel>

Book Worm

www.bookworm.co.il

Specialization: Café, Bookstore and Publisher

Eliana, Partner, bookworm@zahav.net.il

They publish mostly books on architecture and art, as well as books on theoretical psychotherapy and associated professions. They translate from many languages into Hebrew.

Daniella De-Nur Publishers

www.de-nur.com

Specialization: General

Daniella De-Nur, CEO and Publisher, daniella@de-nur.com

They publish 7-15 titles per year.

The Deborah Harris Agency

www.thedeborahharrisagency.com

Specialization: Agency

Efrat Lev, efrat@thedeborahharrisagency.com

Hadar Makov, hadar@thedeborahharrisagency.com

This seems to be a well-known and well-respected agency. They represent Israeli, Palestinian and international authors and they act as sub-agents for numerous publishers and agents overseas. They seem to “agent” mostly literary adult fiction and non-fiction as well as middle-grade children’s and YA novels. As very few Israeli publishers go to Frankfurt or London and are not familiar with Canadian houses, they mostly go through The Deborah Harris Agency. If you see anyone from Israel at fairs, this is the agency with which one should book an appointment. They also attend all the major international book fairs.

Dekel Publishing House

www.dekelpublishing.com

Specialization: General

Dory Morik, Marketing Manager, dekelpbl@netvision.net.il

They have existed for many years, established in 1975. They started out by publishing academic books, then added books on hobbies, recreational activities, popular health care to their editorial program, and finally started publishing thrillers and books for children and YA. They also have Samuel Walkman, their imprint for the US. They often attend Frankfurt, BEA, London and the Salon du livre de Paris. They seemed to mostly sell rights and do co-editions.

The Haim Rubin Tel Aviv University Press

www.taupress.tau.ac.il

Specialization: Scholarly

Prof. Aviad Kleinberg, Director, klinberg@post.tau.ac.il

They specialize in high end scholarly books and Hebrew classics. They are owned by the University and are not-for profit publisher. They are a smallish publisher and are very selective in the few books they do commit to translate.

Hakibutz Hameuchad – Sifriat Poalim Publishing Group

www.kibutz-poalim.co.il

Specialization: General

Avram Kantor, Editor and Deputy CEO, avram@kibutz-poalim.co.il

Noga Albalach, Editor, noga.pub@gmail.com

They are big on children's books. They said they don't have a stand at major international books fairs because they mostly buy rights and therefore, walk around to discover books they might like to translate and publish in Hebrew. Their print run is 2,000 copies.

The Harold Grinspoon Foundation / PJ Library

www.pjisrael.org and www.al-fanoos.org

Specialization: Foundation, Children's Books

Galina Vromen, Executive Director, galina@hgf.org.il

This foundation promotes Jewish education and continuity in the US. The idea is to stimulate parents to read books that promote Jewish values and heritage to their children. This program, now called PJ (Pajama) Library, serves children across North America, Australia, the UK, and Mexico. A sister Hebrew program also exists, since 2009, in Israel. In 2014 a parallel Arabic-language program was launched in Israel with the Foundation and the Israeli Ministry of Education. Through these programs 250,000 books are distributed free to Hebrew-speaking preschoolers and now 85,000 copies of books are distributed to Arabic-speaking children in Israel. They publish 16 titles per year, with an ages ranging from: 6 months to 11 years old. The program functions as follows: eight times a year, a box of books arrives at the preschool; each box contains a copy of the same books for each child along with two classroom copies. The books are free and the children get to bring a book home once a month. International publishers may submit books to the Foundation, then the selected books are then translated (depending on the country) in the program. The books must have clear Jewish content, not necessarily explicit, about Jewish history and holidays. They should be fun, strong stories. For more information, consult their website.

The Hebrew University Magnes Press

www.magnespress.co.il

Specialization: Scholarly

Hai Tsabar, Director, hai-tsabar@magnespress.co.il

This is the publisher which most resembles a North American university press. They used to be the University Press, but have now become separate and publish scholarly as well as high end non-fiction in the humanities and Social sciences. It is a sizeable press and also runs a bookstore on campus. I would suggest that you send seasonal catalogues to the Press to the attention of Hai Tsabar, Director, hai-tsabar@magnespress.co.il. They were established in 1929. They publish high-end scholarly books and Hebrew textbooks only. Their print run is usually between 100-1,000 copies.

The Institute for the Translation of Hebrew Literature

www.ithl.org.il

Specialization: Translation program

Nilli Cohen, Director, nilli@ithl.org.il

The Institute for the Translation of Hebrew Literature represented by Nilli Cohen seems to be the only non-university source for a small bit of translation money averaging about US \$1,500. Nilli attends all the fairs and sells rights to a specific list of titles by selected authors chosen by the Institute. Their mandate is fiction only. She is an expert and has been doing this work for a long time.

Keter Publishing House

www.keter-books.co.il

Specialization: General and Scholarly

Ronnie Beck, Fiction Editor, ronnie-b@keter-books.co.il

Rachella Sandbank, Editor of Children's and Young Adult Books, rachella-s@keter-books.co.il

Talia Marcos, Editor of Non-fiction and Crime fiction books, talia-m@keter-books.co.il

They have published thousands of titles in Hebrew, both prominent Israeli and international authors such as Dr. Seuss, Judy Blume, Philip Pullman, Lemony Snicket, and Barbara Kingsolver, to name a few. In addition to its publishing activity, Keter operates an independent warehousing and book distribution service. Their publishing program is 60% made up of Israeli authors. They publish approximately 100 titles per year and their backlist is over 3,300 titles. They are a fairly large publisher and they do published some scholarly titles which are destined for the larger educated public.

Kinneret / Zmora-Bitan / Dvir Publishing House

www.kinbooks.co.il

Specialization: Classic and Contemporary Hebrew fiction, Children's books, YA books, Educational text books, International literary and commercial fiction, History, Sociology, Current affairs

Noa Menhaim, Senior Editor and Head of the Fiction Department, noa@kinneret-zmora.co.il

Yael Molchadsky, Director of Children's and Young Adult Books, yaelm@kinneret-zmora.co.il

Orna Landau, Translated Fiction Editor, ornal@kinneret-zmora.co.il

Ziv Lewis, Foreign Rights and Acquisitions Manager, ziv@kinneret-zmora.co.il

This publishing house is the leading trade publisher in Israel. They publish approximately 250-300 titles per year, half of which are translations mostly from English and their backlist is over 6,500 titles. They publish children's and YA books, educational textbooks, classic and contemporary Hebrew fiction, international literary and commercial fiction, history, sociology, current affairs, etc.. They do not publish cookbooks, science-fiction or poetry. They attend the Frankfurt and Bologna Book Fairs every year. According to the people we met with from this company, they consider themselves full-time publishers and part-time retailers. They grew very, very fast because of aggressive discounting. As retailers, their bookshops are everywhere (just as Starbucks or McDonald's). They seem to be interested in books on broad topics which will sell between 2,000-3,000 copies or more.

KIP - Kotarim International Publishing

www.kotarim.com

Moshe Alon, Publisher, kip@smile.net.il

Ana Mowszowski, English Books Manager and Rights Director, kip@smile.net.il

They do not publish children's or YA literature and indicated that they don't publish from French-language publishers.

Matar Publishing House

www.matarbooks.co.il

Specialization: General

Moshe Triwaks, CEO, moshe@matar.biz

Benjamin Triwaks, CEO, bini@matar.biz

They were established in 1985. They publish children's books, parenting manuals, diet and health books, as well as bestsellers such as *The Kite Runner*, *Tuesdays with Morrie*, etc. They also publish erotica and have sold so many copies that it is thought to have saved the publishing industry in Israel. We were not able to confirm this last statement. Matar sells directly to schools. They attend the major book fairs such as Frankfurt, Bologna and less regularly, London.

Modan Publishing

www.modan.co.il

Specialization: General, Biographies, Cooking, Health, Travel Guides, Children's, Science Fiction, Self – Awareness, Young Adults, Gift Books, Help Books, Fantasy, Prose, Religious, Poetry

Ornit Cohen, Senior Editor, Foreign fiction and non-fiction rights buyer, editor3@modan1.co.il

This is one of the three largest publishers in Israel. They are part owners of Tzomet, the second largest bookstore chain in Israel with over 90 stores nationwide. Modan publishes 20 titles a month, original titles and translated ones. They like to publish fiction for adults and they have published in Hebrew translations of novels by Yann Martel, George Simenon, Dan Brown, Stieg Larsson and others. Like so many other publishers worldwide, they look for big names, and big titles to translate and publish. They also publish non-fiction such as biographies and popular health books. They don't publish a lot of children's books but they have published books by Maurice Sendak, Anthony Browne, and Eric Carle for example. They have the publishing licence in Israel for popular animated films such as SpongeBob and Dora. They publish cookbooks and are the publishers of Jamie Oliver and many well-known Israeli chefs.

The National Library of Israel

www.nli.org.il

Specialization: Scholarly

Iorm Meltzer, Editor and Author, ioram@netvision.net.il

Dr. Aviad Stollman, Collections Division, Head, aviad.stollman@nli.org.il

The National Library of Israel is located in a building in Tel Aviv University, but will be moving down the street to a new location across from the Knesset. We saw the architectural plans of the new and splendid National Library and staff is extremely excited about the move. The Library collects materials on Israeli subjects. To date very few Canadian presses send materials and we strongly suggest to send catalogues to Dr. Stollman.

Probook

www.probook.co.il

Specialization: Distributor, English Book Import and bookshop

Eitan Zinger, Manager, eitan@probook.co.il

Gavin Marcus, Manager, gavin@probook.co.il

Probook⁵ – From the House of Yozmot Heiliger and Dyonon - is an expert English book import agency and bookshop. They carry books on almost every topic but they specialized on books in the Humanities and Social Sciences. Their clientele includes universities and scholars and, major libraries, hospitals, government institutions and offices, the business sector, college students, and also many private individual customers. Probook's signature store offers Israel's largest in-stock English book selection – most of which cannot be found in the large book chains. They do not demand the same discounts as the country's largest distributor/book chain these should definitely be sent seasonal catalogues as their users go through them for direct ordering.

Schocken Publishing House

www.schocken.co.il

Specialization: General and Scholarly

CEO, Racheli Edelman, racheli@haatez.co.il

This is a well-known publishing house. They publish about 50 books per year. They publish books on Judaism, social sciences, dictionaries, novelty books as well as high-end children's books. We met with Ms. Racheli Edelman who is the CEO of this publishing house as well as the Head of Israel's Publishers' Association. She said that she bought quite a few Hebrew-language rights to high quality adult and children's literature. She is also able to read French and says that she does look at and consider French books for translation and publication in Hebrew. She attends the major books fairs such as Frankfurt and Bologna.

Sipur Pashut

www.sipurpashut.com

Specialization: Bookstore

Mira Rashty, Owner, mrashty@nervision.net.il

This is a bookstore that also publishes books in Hebrew. She sells a selection of books in the English, French and Spanish languages in a small section on the mezzanine of her bookstore. She prefers ordering books from Probook distribution for foreign-language books rather than from Steimatzky. She also said that she sees many more people from France moving to Tel Aviv and looking for books in French. She would definitely look at catalogues from French-language publishers and would most likely want to buy through the distributor Probook.

⁵ <https://www.linkedin.com/company/probook-ltd->

Steimatzky

www.steimatzky.co.il

General Imprints: Steimatzky, SIFRI

Specialization: Distributor

Ayal Greenberg, CEO, ayalg@steimatzky.co.il

Miri Alon, Head Buyer, Foreign Books, miri@steimatzky.co.il

They are booksellers and distributors only. Steimatzky is Israel's largest distributor with some 40 bookstores mostly located in Jerusalem. They do not publish books. They import foreign language books to distribute to booksellers in Israel. It is worth noting that they said there are more and more French Jewish families immigrating to Tel Aviv; many arriving from Paris. They have a bigger demand for books in French now, especially for popular adult fiction and for children's books. We also heard this comment from a bookseller, Sipur Pashut Ltd. Steimatzky would welcome receiving catalogues and information from publishers of French books in Canada, to know how to and from whom to order books, whether it be from a distributor in Europe or having a regrouping of books from different publishers to a transporter from Canada to their warehouse in New Jersey who would then transport them to Israel for Steimatzky.

Tmol-Shilshom

Specialization: Bookseller and Café Restaurant in Jerusalem

David Ehrlich, Author and Owner, daveedehrich@gmail.com

It is a beautiful bookstore/café.⁶ Tmol-Shilshom opened in 1994. Named after Nobel laureate S.Y. Agnon's novel, Tmol-Shilshom is located in a 130 year-old building. Originally, the space was used as a dwelling, but in the 1970s, as the entire neighborhood gradually turned into a commercial center, this building, too, hosted small businesses and tradespeople. In 1996, they expanded to include two separate sitting areas, and since then they frequently accommodate literary or other events in one hall, while serving regular customers in the other.

Their claim to fame (aside from the salmon fillet in fig sauce, the Amanda Salad and the cheese cake) is that they quickly became a well-known establishment, where Israel's best known writers read from their works. The first one was Yehuda Amichai, who read from his poetry at the opening of Tmol-Shilshom in June 1994. Since then they have had Amos Oz, A.B. Yehoshua, David Grossman, Batya Gur and many others.

⁶ <https://www.youtube.com/watch?v=u-G2PsRk0R0>

Xargol Books

www.xargol.com

Specialization: Adult fiction and non-fiction

Jonathan Nadav, Publisher, jonathan@xargol.co.il

Gabi Sloan, Publisher, gaby@xargol.co.il

Xargol, meaning Grasshopper in Hebrew, was established in 1977. They publish fiction and non-fiction. No children's books, no how-to books. They do buy rights and seem to publish quite a few translations from French, English, and Spanish into Hebrew. They published one of Leonard Cohen's novels. They now only publish 8-10 books per year. Previously they published 20 titles per year. They haven't been to Frankfurt since 2009. Since May 2013, Xargol Books have an agreement with Modan Publishers but they are editorially independent.

Yad Vashem Publishing

www.yadvashem.org

Specialization: The International Institute for Holocaust Research

Ayala Peretz, Marketing Director and Foreign Rights, rights@yadvashem.org.il

Yasmin Gravel, Publishing Coordinator, yasmine.garvel@yadvashem.org.il

They publish between 30 and 40 titles a year, mostly in Hebrew but in other languages as well. However, there is likely to be a lot of information on their website. There are three main genres that they publish: Survivors' Memoirs, Documentation from the Holocaust, and Holocaust-related research topics. Their first print-runs are about 1,000 copies. They don't usually pay royalties when they buy rights except in some cases where, it seems, they get funds from foundations.

Appendix 1: Contacts in Israel

PUBLISHERS

Achuzat Bayit Books

www.abayit-books.com

Sami Duenis, sami@abayit-books.com

Am Oved Publishers

www.am-oved.co.il

Prof. Moshe Ron, Fiction Editor, msmuki@huji.ac.il

Prof. Eli Shalitel, Non-fiction Editor, eli@am-oved.co.il

Dalit Lev, Children's Books Editor, dalit@am-oved.co.il

Dvora Negbi, Foreign Rights Coordinator, dvora@am-oved.co.il

Daniella De-Nur Publishers

www.de-nur.com

Daniella De-Nur, CEO and Publisher, daniella@de-nur.com

Dekel Publishing House

www.dekelpublishing.com

Dory Morik, Marketing Manager, dekelpbl@netvision.net.il

Hakibutz Hameuchad – Sifriat Poalim Publishing Group

www.kibutz-poalim.co.il

Avram Kantor, Editor and Deputy CEO, avram@kibutz-poalim.co.il

Noga Albalach, Editor, noga.pub@gmail.com

The Haim Rubin Tel Aviv University Press

www.taupress.tau.ac.il

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