

PUBLISHING IN TÜRKİYE:  
LATEST NEWS IN NUMBERS

NEW TITLES  
FROM TURLA

# PUBLISHING<sup>IN</sup> TÜRKİYE

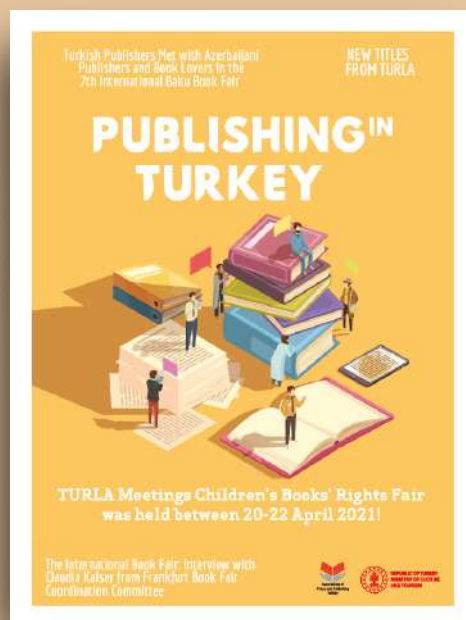
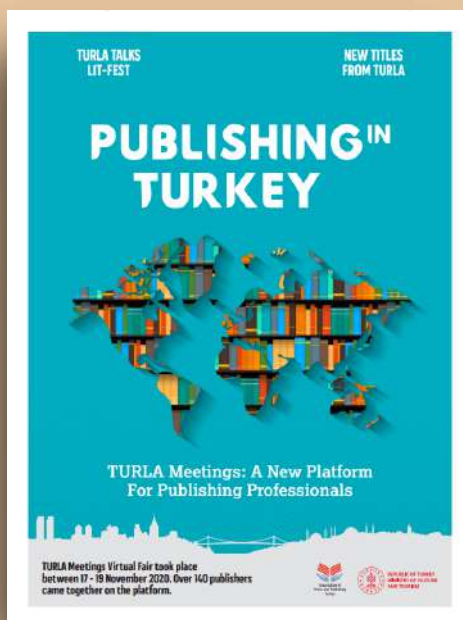
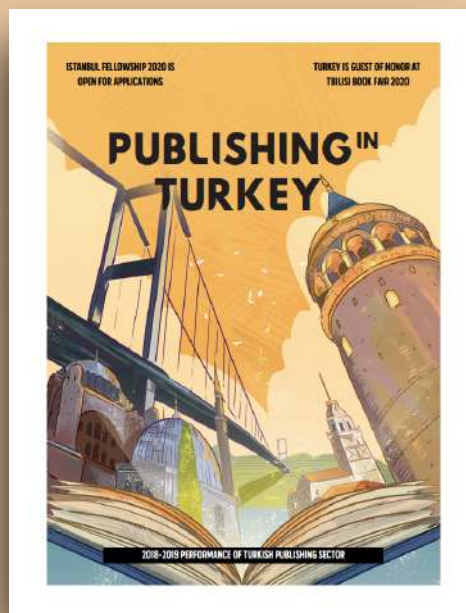


TÜRKİYE WAS THE GUEST OF HONOR COUNTRY AT TIBF 2022  
TOPICS FROM THE AGENDA OF TÜRK PUBLISHING MARKET



REPUBLIC OF TURKEY  
MINISTRY OF CULTURE  
AND TOURISM

## Previous Issues





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Dear Publishing Professionals,

We are happy to start a period when the effect of the pandemic has begun to diminish, and thus physical sectoral meetings are revived. Although international book fairs and professional meetings take place in a physical format, online meetings are now indispensable for all of us. We have created a hybrid format for our activities within the scope of the TURLA Project.

During the pandemic process, we made a change to the format of the TURLA Meetings online book fairs that we held within the scope of TURLA. Accordingly, at certain times of the year, we bring together Türk publishers with publishers of focus countries for copyright exchange and cultural interaction online. The selected focus countries are organized with book fairs in which our country is represented at the national level and reinforce the honors or focus country programs. But, of course, all publishers will be able to continue to use the TURLA Meetings platform as a showcase and completely free of charge to interact with world broadcasters.

Another change is the mission we have given to our Publishing in Türkiye magazine in order to contribute to direct access to information about the Türk publishing industry. On this occasion, I would like to announce that our magazine will meet you 4 times a year in a format where we will share the agenda and news about our publishing industry, as well as new books on the market. We look forward to your suggestions and comments on the content.

See you in the next issue.

Best regards.

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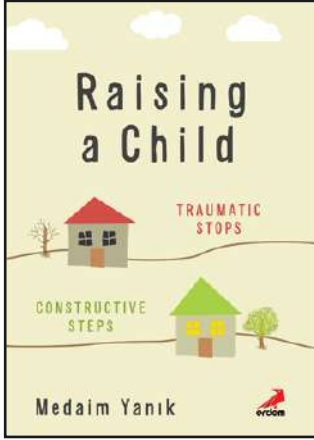
2022 INTERNATIONAL  
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WHAT IS TEDA?



# FICTION AND NON-FICTION TITLES FROM TÜRK LITERATURE ABROAD



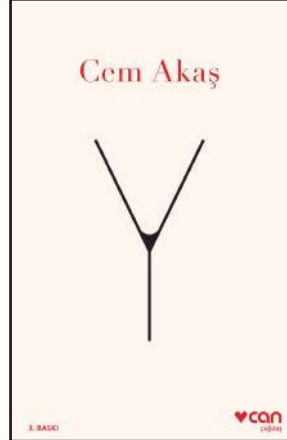
**Title:** Raising A Child – Traumatic Stops and Constructive Steps  
**Publisher:** Erdem Publishing  
**Author:** Medaim Yanik  
**Pages:** 208

Human life is full of happy, sad or traumatic stops, some of which can make us stronger and some are to bring difficulties, pulling and wearing us down. Experiences from childhood have long-term and deep effects on a person.

This shows us the importance to develop conscious behaviors as parents and feel the responsibility in raising children at peace with themselves. Raising Children holds a mirror to parents about traumatic mistakes, healthy steps and their consequences with this very aim with very effective tips for parenting. Pr.

Dr. Medaim Yanik, a very well-known researcher and author, have worked with several support teams to write this book to enrich his book with more and easy-to-practice solutions. He aims at addressing at not only parents but also everyone involved in child development. He exemplifies behaviors with negative effects as red card metaphor along with positive ones as green card.

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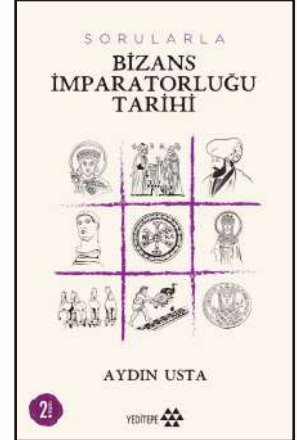


**Title:** Y  
**Publisher:** Can Publishing  
**Author:** Cem Akas  
**Pages:** 176

A world where the Y chromosome has gone extinct, a world where only women live. A world that hates the politics and economics of the past, its social structure, culture, and relationships, because all these were constructs of men. There are new rules now because the old people no longer exist.

Constantine is a baby boy born into this world. No one knows how that is possible. The two women who find him in a basket left at their doorstep adopt him and bring him up just like a girl, hiding his sex from everyone and especially the state. They are painfully aware, of course, that this cannot last for very long. Y is a novel about women and men, getting stuck in one identity and moving on to another, on society, but most of all about being all alone in a big world.

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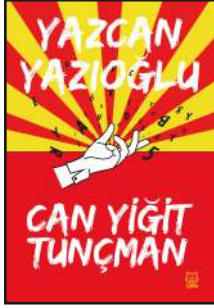


**Title:** The History of Byzantine Empire with Questions  
**Publisher:** Yeditepe Publishing  
**Author:** Aydın Usta  
**Pages:** 256

The Byzantine Empire, inheritor of the Roman Empire, is an empire caught between the East and the West. Throughout the centuries that he subsisted, even though he ran after this heritage, he had never succeeded in carrying his point. What were the reasons that kept him away from the West, and that contributed to his transformation from Eastern Roma to Byzantine? How did the name "Byzantine" appear? What did Islamic conquests that began in the East lead in Byzantine Empire? What does it mean the Byzantine Empire for those who started the Crusades? How did the disaster in 1204 happen? What did he do, the Byzantine Empire which lived its last days under the shadow of past sumptuous times, to survive and how did conclude his efforts?

You can find in this book the answers of hundreds of questions about the Byzantine Empire.

**Contact:** [rights@yeditepeyayinevi.com](mailto:rights@yeditepeyayinevi.com)



**Title:** Yazcan Yazıoğlu  
**Publisher:** Luna Yayınları  
**Author:** Can Yiğit Tunçman  
**Pages:** 178

**Rights sold:** Bosnian, Greek, Arabic, Swedish.

While trying to finish his book, Yazcan searches for his kidnapped journalist friend with his unique style and talent. At the same time, a mysterious organization began to take control of the city. While trying to eliminate the criminal world that has invaded the city with endless research and pursuits, Yazcan also tries to find his lost book in the dangerous streets of the city.

Yazcan Yazıoğlu is a novel about adventure, struggle, and writing that you will read out of breath.

**Contact:** [tuncmancanyigit@gmail.com](mailto:tuncmancanyigit@gmail.com)



**Title:** Fatih-Harbiye  
**Publisher:** Ötügen Neşriyat  
**Author:** Peyami Safa  
**Pages:** 128

**Rights sold:** Italian, Spanish (Latin America), Arabic, Bosnian, Bulgarian

Fatih-Harbiye is a Türk literature classical which has 82 print runs so far. A student of traditional music, Neriman lives with her father, who shares a proud tie with the Eastern culture, in Fatih, since she was fifteen years old. She is also engaged to a young man who also studies traditional music in the same academy for seven years. As part of the tradition, couples are expected to marry soon; yet, Neriman seems to deter from her decision to marry, contrary to her father's wish.

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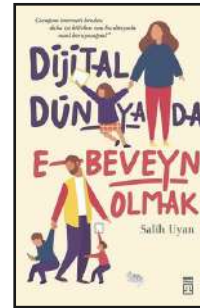


**Title:** A Strange Women  
**Publisher:** İş Kültür Yayınları  
**Author:** Leylâ Erbil  
**Pages:** 188

**Rights sold:** Brazilian Portuguese, Bulgarian, Croatian, French, German, Malayalam, English

A Strange Woman is the story of Nermin, a young woman who aspires to be an intellectual in an oppressive social environment. The four subsections of the novel, entitled, consecutively, "The Girl," "The Father," "The Mother," and "The Woman," narrate the struggle and quasi-enlightenment of Nermin through the viewpoints of the main characters involved. The novel deals, critically and analytically, with the social and political history of the modernizing Türkiye, its achievements and crises, through the use of multifarious viewpoints and techniques.

**Contact:** [amy@anatolialit.com](mailto:amy@anatolialit.com)



**Title:** Being Parents in the Digital World  
**Publisher:** Timaş Publishing  
**Author:** Salih Uyan  
**Pages:** 240

The educator Salih Uyan speaks to these parents, who want to provide safety for their children in this digital world. The unique qualities of digital world, the smartphones, games and social media... Artificial reality, cyber mobbing and the negative impacts of all of these on our children's developmental progress. Salih Uyan examines these problems as well as he touches upon the issues like developments in personality, language and social life. He invites the readers to critical thinking about how we can guide our children that are born into this digital world with sometimes humoristic, sometimes guiding way.

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# CHILDREN'S AND YOUNG ADULT TITLES FROM TÜRK LITERATURE ABROAD

You can apply for Translation and Publication Grant Programme of Türkiye (TEDA) for each title.



**Title:** Childish Philosophy Series (P4C- 3 Books)

**Publisher:** Nito Kitap

**Rights sold:** Mongolian

3 titles have different protagonists, written by different authors and illustrated by different illustrators. The protagonist in all three books reflects on a philosophical concept. The parent who reads the book also participates in this thinking adventure with their child. The goal is not to reach a single answer, but to think multilaterally.

Titles in the series:

- \* Piya, what is time?
- \* Pırl, what is imagination?
- \* Simba, what is happiness?

**Contact:** [dilsadaktas@nitokitap.com](mailto:dilsadaktas@nitokitap.com)



**Title:** Adventures of the Curious Crows Series ( 6 Books)

**Author:** Melike Günyüz

**Publisher:** Erdem Çocuk

**Illustrator:** Reza Hemmatirad

**Sizes:** 20 x 20 cm

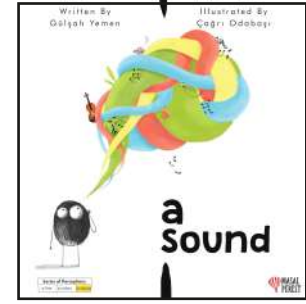
**Pages:** 16

**Age:** 4 +

**Rights sold:** Bosnia, Mongolian, Arabian

The Land of Gakguks is a place where tiny and cute ravens live. These black ravens are adorable characters which is aesthetically made of fingerprints. With special illustration technique, children will enjoy both reading the stories with values and drawing activities with fingerprints. The serial has 6 titles, each of them addresses a specific value.

**Contact:** [rights@erdemyayinlari.com.tr](mailto:rights@erdemyayinlari.com.tr)



**Title:** Series of Perceptions

**Publisher:** Masalperest

**Page:** 32

**Size:** 26 x 26 cm

**Age:** 3+

**Rights Sold:** Arabic, English in (USA, Canada, Nepal, India, Sri Lanka), French (Canada, USA, Europe), Italian, Polish, Slovenian, Croatian

## ONE SOUND

I love sounds.

I try to imitate every sound I hear. Sound of the wind, the sound of the boiling water every single sound! What about you? Which sounds can you make?

## ONE LINE

What can be done with a line? Thin lines, thinner lines, much thinner lines... Thick lines, colorful lines... Combining dreams, triangles, squares, houses and much more...

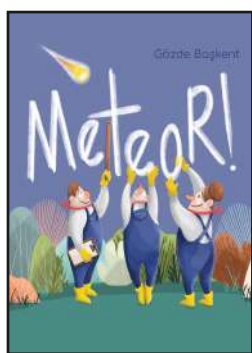
## ONE COLOUR

I love colors! I make clouds, forests, and cities in different colors. Sometimes I imagine colorful squirrels living in trees, birds flying through clouds, or frogs bouncing around lakes.

So, what can you do with a color?

**Contact:** [emrecan@akdemagency.com](mailto:emrecan@akdemagency.com)





**Title:** The Meteor!

**Author & Illustrator:** Gözde Başkent

**Publisher:** Çınar Publishing

**Page:** 40

**Size:** 20 x 27 cm

**Age:** 5+

**Rights sold:** Türk, Arabic (Arabic countries)

**Themes:** nature, sustainability, questioning

A city that loves order. They are the gardeners who make sure that a stray branch

doesn't hang over the pavement, that the flowers don't bloom, that the grass is the

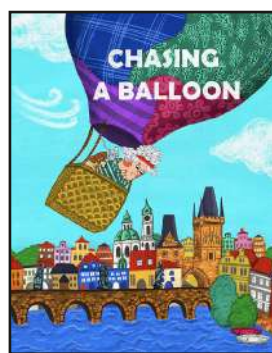
same height, and that not a single insect lives.

And their lives have been completely

changed by a meteor falling right in the middle of their garden. A book that upsets

the system from Gözde Başkent. When you read the book, you will love meteorites.

**Contact:** gamze@kovanagency.com



**Title:** Chasing a Balloon

**Author & Illustrator:** Kıymet Ergöçen

**Publisher:** Çınar Publishing

**Page:** 56

**Size:** 20 x 27 cm

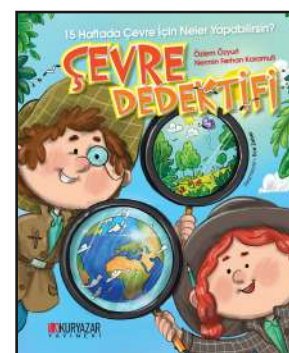
**Age:** 4+

World rights are available except Türk

**Themes:** animal friends, adventure, travel

Mrs. Star, who loved traveling all her life, is an old lady now. She's trying to find new hobbies to spend some time on, but just one thing is on her mind: traveling around the world with her animal friends, Caramel the dog and Cico the mice! One day, she decides to make her own balloon and start to travel by flying, and the story begins. We'll travel from Istanbul to Paris, Venice to Barcelona, Norway to London, Egypt to Sub-Saharan, India to China. Besides being a book for all ages, this title strengthens the connection with the world around us with its lovely story and inspiring illustrations.

**Contact:** gamze@kovanagency.com



**Title:** Nature Detectives

**Publisher:** Okuryazar Yayınevi

**Author:** Özlem Özyurt & Nermin Ferhan Karamuti

**Illustrator:** Ece Zeber

**Sizes:** 20 x 25 cm

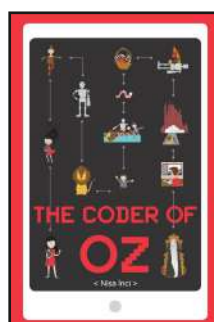
**Pages:** 64

**Themes:** protecting nature, pollution, global warming

**Rights sold:** Albanian, Mongolian

This non-fiction title encourages children to become detectives of nature who try to protect the environment and inform their friends and families about the importance of protecting nature. In the first part of the book children will learn topics such as global warming, pollution and endangered animals. Then there are activities for them to do for each week, aiming for a greener future in 15 weeks. Activities include how to stop using plastic bags and bottles, how to recycle more, growing vegetables at home, and many more. Cartoonish illustrations by Ece Zeber adds humor to this important topic

**Contact:** rights9@kalemagency.com



**Title:** The Coder of Oz

**Author:** Nisa İnci

**Illustrator:** Büşra Çakmak

**Publisher:** Taze Kitap

**Page:** 192

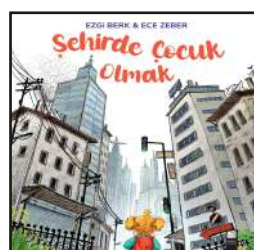
**Sizes:** 13,5 x 21 cm

**Rights Sold:** Simplified Chinese, Korean, Ukrainian

**Themes:** software, coding, technology, computing skills

A Wizard of Oz for the digital age! Dorothy dreams of being a software developer, but when she puts on a weird pair of glasses she finds herself sucked into a digital world called Ozcraft. To get back home, she needs to get to the Emerald City, find Oz and learn how to code.

**Contact:** nazli@thblackcatagency.com



**Title:** Being A Kid in the City

**Author:** Ezgi Berk

**Illustrator:** Ece Zeber

**Publisher:** Final Publishing

**Pages:** 64

**Sizes:** 24 x 26,8 cm

**Age:** 4+

**Rights sold:** Digital Rights - Baca Pibo

**Themes:** urban life, city, hope, friendship, positivity, resilience

Selected for IBBY 2022 Honour List, it's a book full of hope, opening a colourful door into the city life! Life can sometimes be hard for city kids. You have to find your way through the jungle of tall buildings. You might get stuck between giant people and scary vehicles. The city is full of surprises, too. And you never know if one of them will get in the way one day!

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# THE 7TH ISTANBUL PUBLISHING FELLOWSHIP WAS CARRIED OUT

*Edited by* Can Yiğit Tunçman  
International Relations Director at Istanbul Fellowship Program



The 7th Istanbul Publishing Fellowship Program was held on March 8–10, 2022, at the Grand Cevahir Hotel. The program was organized by the Türk Press and Publishers Copyright and Licencing Society (TBYM) with contributions from the Republic of Türkiye Ministry of Culture and Tourism.

The program was organized in a hybrid form this year to mitigate risks associated with the pandemic. The program featured both online and physical meetings. 1104 participants from 105 countries applied to attend this year's event. The Istanbul Publishing Fellowship Coordination Board granted admission to 555 participants from 72 countries.

The Istanbul Publishing Fellowship Program brought together publishers from all over the world, from Asia to Latin America, from Northern Europe to Africa, in Istanbul for copyright and translation meetings, and made Istanbul the center of publishing for three days.



Bodour Al Qasimi, President of the International Publishers Association (IPA), drew attention to the importance of the Istanbul Publishing Fellowship, which has been growing for seven years, in the sector and emphasized that the number of participants has reached a remarkable level by participating in the Istanbul Publishing Fellowship Program. She stated that the Istanbul Publishing Fellowship Program is an important organization also in the field of increasing cooperation between publishers.

This year's program featured the introduction of the Focus Country component, where the publication sector and literature of the selected country are placed in the thematic focus of the event. The focus country for 2022 was Hungary. Cultural exchanges were made with Hungarian publishing houses, writers, translators, and officials.

This year's event also featured the Istanbul Copyright Awards, under the guardianship of the Istanbul Governorate. The awards were organized to promote copyright exchanges for the translation of Türk titles into other languages, thus supporting the development of the sector, cultural cooperation, and promotion, encouraging copyright deals, and rewarding achievements.

This year, 86 publishers from 42 countries applied, with 2232 books translated and published from Türk into other languages. The names deemed worthy of the award found their owners at a ceremony held at the Atatürk Cultural Center on Wednesday, March 9, 2022.

In addition, seminars, video conferences, art exhibitions, and music concerts were held as part of the 7th Istanbul Publishing Fellowship Program.



# TOPICS FROM THE AGENDA OF THE TÜRK PUBLISHING MARKET



**We got Mustafa Karagüllüoğlu's, the chairman of Association of Press and Publishers, views on the reflections of sectoral digitalization.**

**How would you interpret the reflections of digitalization on the sector?**

The digitalization of the world, particularly in Türkiye by 2020, has accelerated the growth of the e-commerce market. This acceleration is of great interest to us, the publishers. Diversity has increased with the acceleration of the growing market for e-commerce. Both the product range and e-commerce companies have increased visibly.

**Is there an increase in interest in digital publishing rights in Türkiye?**

The e-book journey started in Türkiye in the 2008-2010s in digital publishing. But publishing, security vulnerabilities, translation costs, etc. Due to the issues, it could not gain the necessary momentum and remained on a stable line. Along with the pandemic, we met different working models in e-books. With the rental of e-books, the increase in access opportunities with subscriptions, and the proven reliability of these networks, a publishing model that we will consider more seriously has come to the fore. Especially with the application of the Ministry of Culture and Tourism to effective books, it contributed greatly to the preparation of publishers for the digital market. And during the pandemic process, more than 4,000 books were brought together with their readers in e-book form. In particular, the participation of the Ministry in the digital market made us very happy. At the same time, audiobook rights in Türkiye started to come to the fore with the growth of Storytel's market share and the richness it created in its content, attracting more attention from the readers. The pandemic has been caused by the growth and development of digital channels in the field of publishing.



**We got Mehmet Burhan Genç's, Chairman of the Türk Press and Publishers Copyright & Licensing Society (TBYM), views on the paper supply problem and its reflections on the industry.**

**There is a paper supply shortage on a global scale. What is the reflection of this on the Türk publishing sector?**

Yes, unfortunately we are faced with a serious paper supply problem. First of all, if we examine the reasons, it may be possible to make a better prediction about our present and future. On the one hand, we are watching the superpowers fight for redistribution. On the other hand, we see sharp transformations in supply and demand with the pandemic. We see the freight crisis as part of the sharing battle, and the resulting cost of trans-oceanic shipping is almost 10 times higher. As a result of these cost increases, the transportation cost of a good has exceeded the cost of the goods in most products. Another problem is the contraction in supply of all types of raw materials; the supply difficulty brought by this and the abnormal increase in raw material prices in the face of demand. On the demand side, a special change for paper was the increase in the demand for packaging paper. Packaging paper demand would increase by 10-15% annually. But last year, with the rise of e-commerce and hygiene concerns, the demand for disposable products exploded, and as a result, the demand for packaging paper was around 200%. Most paper manufacturers have turned to wrapping paper. Large producers on strike; freight increases; demand and production shifts; energy price increases; all of these have brought about an extraordinary price increase in paper prices. In 16 months, the price increase in USD terms (for example, in 1st pulp paper) has exceeded 160%. On top of these, it seems that Russia will be a new source of crisis. The strict embargoes that started to be applied to Russia, an important cellulose producer, seem to be a candidate to deepen the raw material problem a little more.



What I have said so far was the common problem in the world. Unfortunately, in our country, when the increase of around 100% in the last 16 months in the USD rate is added as a multiplier, it will be better understood how terribly paper prices have increased. Of course, not only our paper input increased at this rate, but also our printing and cargo expenses increased too much, and even our warehouse rents increased much more than inflation.

**What are the publishers' actions in the face of this problem? Is there a decrease in new book publishing rates or is it progressing in its normal course?**

Unfortunately, our publishers are not able to reflect all these cost increases in the price, and the contraction in the purchasing power of the reader also affects the sales very negatively. Many new book projects have been put on hold. New editions of out-of-stock books are on hold if they are not among bestsellers. It is attempted to thin out the print circulation as much as possible. In short, the volume of business in the book sector is facing a serious contraction. The factors that caused this contraction continue to exist and affect us, and unfortunately, there is no sign that the situation will return in the second half of this year. Therefore, the new type of book, the type of book available, and the number of sales all seem to experience a sharper downward trend for a while, unfortunately. Most publishers, aiming to survive at the end of this difficult period, prioritize survival.

**How were you affected by this process? How did it reflect on your broadcast lists?**

Education publishers are slightly better off than cultural publishers. Exam preparation books are not like culture books; they are in the status of compulsory items. Therefore, education publishers have gone through the process so far with less damage. But next season is more blurred. On top of other negative factors, it is thought that the delivery of 100 million auxiliary resources, which the Ministry of Education plans to distribute free of charge to students without touching the sector, will have very serious negative consequences.

In fact, an initiative by the Ministry of National Education will be a lifeline for the book industry. Our recommendation: it is the Ministry of National Education's responsibility to ensure that the auxiliary materials chosen by the teacher are met with a budget allocated per student instead of producing auxiliary resources. In this way, on the one hand, a very rich variety of resources will be opened to the service of schools; on the other hand, it will contribute to the survival of booksellers and publishers.

Apart from this, we continue to work on changes that can be the lifeblood of the book industry with different regulations. removing the 10% fund applied at customs for papers coming from non-EU countries, providing interest-free loans to be used in paper purchases (as in agricultural loans), expanding the loan amounts and access to loans for paper and printing expenses within the scope of KGF, The abolition of 18% VAT, the removal of 17% withholding tax paid on behalf of authors, the prevention of destructive discounts on the Internet, the enactment of the fixed price law, these are the first things we can list.



**TURLA**  
**meetings**  
by Turkish Literature Abroad

Association of  
Press and Publishing  
Turkey

MINISTRY OF NATIONAL EDUCATION

**REGISTER**  
turlameetings.com



# PUBLISHING IN T: LATEST NEWS IN NUMBERS

The Federation of Professional Associations of Publishers (YAYFED) released barcode stamp data for March 2022. With the month of March, the first quarter of 2022 was completed. According to the data, book production in the first two months of the year shrank by about 15% compared to the previous year. Thankfully, the number of books produced in March exceeded the production figures in the same month of the previous year. Of course, our problems arising from high inflation on a sectoral basis, the breaking of the paper supply chain and the serious increase in prices in Euro, the purchasing power corresponding to the rising prices proportionally with the costs, and the decision of the Ministry of National Education to produce auxiliary books continue. They remain concerned that 2022 will be a difficult year for our industry.

In March 2022, publishers produced 38,385,821 books. This figure in March 2021 was recorded as 33,876,984. There has been an increase of approximately 13% in the production of books compared to the same month of the previous year. The number of books produced in March is the highest March level reached so far. However, they think that this is due to the significant shrinkage of book production in the first two months of the year.

The total number of books published in the first quarter of 2021 was 86,988,411. In the first quarter of this year, the number of books published was 83,780,387. This means a 3.7% contraction in the first quarter of the year compared to the first quarter of the previous year.

## Category Distribution for March 2022

According to the category distribution of the banderols purchased by our publishers in March 2022, 21.2% of the books published were adult study research books, 8.1% adult literature and art books, 13.8% children and youth books, 7% faith books, 1.1% academic publications, 48.1% books in the field of education and 0.7% imported books.

Types Total	March Data
Adult (Research-Study)	8.137.109
Education Books	18.453.074
Children- Young Adult	5.312.765
Religion Books	2.675.499
Academic Publications	441.196
Adult Fiction (Literature-Art)	3.097.192
Imported Books	268.986
<b>Total</b>	<b>38.385.821</b>

2021 January-March	
<b>Types Total</b>	
Adult (Research-Study)	25.498.976
Education Books	29.755.301
Children- Young Adult	11.993.360
Religion Books	7.627.630
Academic Publications	1.925.936
Adult Fiction (Literature-Art)	9.952.184
Imported Books	295.021
<b>Total</b>	<b>86.988.411</b>

2022 January-March	
<b>Types Total</b>	
Adult (Research-Study)	21.304.323
Education Books	34.072.567
Children- Young Adult	11.300.049
Religion Books	8.053.503
Academic Publications	1.163.672
Adult Fiction (Literature-Art)	7.412.926
Imported Books	473.347
<b>Total</b>	<b>83.780.387</b>

# 2022 INTERNATIONAL LITERARY TRANSLATION WORKSHOPS TOOK PLACE IN ISTANBUL



ULUSLARARASI EDEBI ÇEVİRİ ATÖLYELERİ

Ministry of Tourism and Culture of Türkiye has been organizing bilingual literary translation workshops since 2006 in cooperation with national and international organizations in order to deliver the written language accumulation of Türk to world languages and the literary works produced in these languages to Türk with more qualified translations, to encourage literary translators and to contribute to the intensification of cultural exchange between countries. Literary translators are brought together in a common working environment in order to provide a professional approach in translating works of Türk literature into foreign languages and works in foreign languages into Türk. With the studies carried out under the guidance of two moderators consisting of experts and academics in the field, we share the knowledge and experiences of new translators and experienced translators in the field of translation. In this context, 684 translators participated

in 71 workshops held in 16 different languages from 30 different countries during their 15-year adventure of workshops.

different countries of the world. You can follow the updates about the literary translation workshops from the [link here](#).

Last literary translation workshops were held between Türk-Hungarian, Türk-Italian and Türk-Spanish languages with the participation of nearly 40 literary translators from



## Türkiye is the Guest of Honor Country at TIBF 2022

Georgian Publishers and Booksellers Association invites publishing professionals to the 24th Tbilisi International Book Festival taking place in physical form from May 26 through May 29 in Expo Georgia.

After years of pandemic challenges, the festival returns to its full-scale traditional format. Traditionally, the 11th pavilion will feature the main stands of both Georgian and foreign publishers and various organizations, while the 6th pavilion will house children's books and related accessories.

საქართველოს წიგნის გამომცემელთა და ბაზარმკვებელთა ასოციაცია  
GEORGIAN PUBLISHERS AND BOOKSELLERS ASSOCIATION

თბილისი  
საერთაშორისო წიგნის ბაზარი  
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26-29 MAY Tbilisi 24 International Book Fair

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Focus country TÜRKIYE

26-29 მაისი  
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წიგნის  
საერთაშორისო  
ფესტივალი

ქვემო ჯორჯია, ნავთილის ბაზა 118 118 AKAKI TSERETELI AVE, EXPO GEORGIA

Türkiye is the Focus country for the 24th Tbilisi International Book Festival. The focus country program is prepared by the Istanbul Chamber of commerce and the Republic of Türkiye Ministry of Culture and Tourism. Nearly 20 authors and 10 publishers will attend the festival from Türkiye. As a Focus Country, they have a special program to introduce Türk culture and literature.

Moreover, the project "Actors for Literature", returns to the festival. The project is hosting famous Georgian film and theatre actors, presenting books, and leading artistic readings. The program usually gains a lot of spectators and significantly contributes to promoting reading in Georgia.

# ISTANBUL WRITING CENTER BEGINS ITS WORK!

## İSTANBUL YAZIM MERKEZİ

The Istanbul Writing Center started its activities under the support of the Istanbul Development Agency, working under the coordination of the Ministry of Industry and Technology, the execution of the Faculty of Humanities and Social Sciences of Ibn Haldun University, and the partnership of the Istanbul Chamber of Commerce and the Association of Press and Publications. The project aims to create qualified human resources and produce quality works for professions with creative features such as fiction writing, academic writing, and editing.

The Istanbul Writing Center Project sets out to prepare an infrastructure that will allow artist candidates to produce free, original ideas and express themselves in the field of writing, with a multidisciplinary education model that is compatible with the needs and conditions of Türkiye and Istanbul, fed from local resources and able to compete in national/international arenas.

The main objectives of the project are to create a local and original curriculum in the publishing and writing sector. With the Fiction Authoring, Fiction Publishing and Editing, Children's Book Authoring, Children's Book Editing and Publishing training programs, which will be carried out in line with the curriculum prepared, it aims to provide the participants with a basic infrastructure in the stages of content production, writing and publishing. It aims to add new works to the field with the mentoring support to be given to writers and writer candidates for the production of academic and literary meanings of the Türk Language on the axis of selected root texts.

With the Creative Thinking and Role Model seminar series, it is expected that the participants will gain basic skills in reaching new ideas and have an awareness of generating ideas by making use of the experiences and success stories of the pioneers in the sector.

During the study period, the authors will be given mentorship support. A selection of the resulting works will be translated into these

languages at the Türk-English and Türk-Arabic Translation Workshops. In this way, translator candidates will work together with translators who are experienced in their fields and gain professional experience sharing, while new works ready for publication in Türk, English and Arabic will be brought to the sector as a project output.

Copyrights will be a unit that produces ideas on how to solve new problems related to copyright arising from rapidly changing and developing broadcast technologies.

The project, which appeals to all Istanbul residents who want to educate themselves in the creative industry sectors, especially in the professions of writing, publishing, editorial and translator, is expected to gain continuity.

You can follow the updates and get in touch with the center from the [link here](#).





# THE FIRST TÜRK PUBLISHING HOUSE IN THE SHORTLIST OF LONDON BOOK FAIR EXCELLENCE AWARDS

Interview by Beste Bal



Damla Publishing became the first Türk publisher to be included in the "Shortlist" in the Best Children & Youth Publisher Category at the London Book Fair Excellence Awards. We talked to Hüseyin Doğru, the General Manager of the publishing house, about the road to this success and his future projects.

First of all, congratulations. How did this process go? What does being on the list mean to you?

The shortlist for each award category is selected by a panel of judges made up of experts in that industry. We, as the broadcasting organization that carries the cultural values of our country for 48 years, applied for this award with a file that introduces the aims and publications of Damla Publishing. We have added the English copies of some of our books to our file. We knew that the books were examined in terms of both illustrations and page and cover designs.

First of all, when the applications started to be accepted, it was necessary to choose the category to which the application would be made. We decided to apply in the field of children's and youth publishing, which we believe is our strongest. The answer we give to the question "Why should we choose you?"



during the application will also be the answer to your question: The educational, entertaining, and developing mission we have achieved in children's and youth publications has carried us to the higher leagues. We believe that we have impressive publications to develop the imagination of our youth with publication categories such as Science Fiction and Science Culture, to emphasize hygiene and personal hygiene, the importance of which we understand better during the pandemic process, and to break the taboos imposed on our youth by the modern world. The translation of our works in this category into more than 20 languages is the biggest indicator of this.

We are also proud that the success of Damla Publishing, which has published more than 3000 publications in the field of children and youth since 1974 and whose more than 300 works have already been translated into more than 20 languages, has been approved by an independent international organization. The fact that the developments and successes of our country in every field are also taking place in the publishing sector increases our responsibility in terms of doing our job right. The fact that a Türk publishing house is deemed worthy of this award by the London Book Fair Authorities, which ranks first in the world when it comes to the book industry, is a very important development in terms of the expansion of our country's publishing to the world.

**What are your future projects as Damla Publishing?**

If we categorize the works that we have published since the day we were founded, we can first list the publications for children and youth; textbooks; supplementary source books; religious source works; religious

children's books; Mihrabad Publishing, which publishes in the fields of culture, art, and history; and Humayun Publishing, which publishes only in the field of history. In the future, we plan to increase the number of children's and youth publications that appeal to the whole world, not just local in terms of their subject, which will support the project of expanding children's books to the world. In addition, we want to increase the number of our English, Russian, Arabic, Spanish, and German publications, which we are currently publishing, and increase not only the sale of copyrights but also the export of printed books directly to foreign markets.



In addition, we want to add publications that appeal to the 0-3 age range to our preschool publications that we publish only for 3-year olds and above. Because we believe that the lower the age of reading, the more humanity grows.

**What are the global implications of the crisis in the publishing industry for you?**

Due to the supply shortage that occurred in parallel with the energy crisis in the world, paper and printing materials increased 2.5 times in foreign currency. It reflects more on publishers, because increases in foreign currency basis are also factored in. We cannot reach enough readers whose purchasing power has already decreased when we reflect rising costs on the price. Added to this is the shortsighted traders who sell their old stock at old prices, so complexity has prevailed in our market. However, we have no doubt that the market will settle in time, thanks to prudent traders who do their job properly and plan their accounts well, as if water finds its way.

## What is TEDA?

TEDA is a grant program intended to foster the publication of Türk literature as well as works about Turkish art and culture in languages other than Turkish. Run by the Republic of Türkiye Ministry of Culture and Tourism, it is a subvention program for translation and publication, providing incentives to publishers abroad who wish to publish Türk literature and works on Türk art and culture in foreign languages.

The TEDA Program, which began in 2005, allows foreign readers to access Türk literature, and as well as the opportunity to read about Türkiye vast cultural wealth, in their own respective languages. In this way the Program increases the visibility of books by Türk authors in the global book market.

The TEDA Program, which is run by the Ministry of Culture, provides funding for applications approved by the TEDA Advisory and Evaluation Committee, with the aim of fostering greater circulation of Türk literature worldwide.

### Who Can Apply for Funding?

Only publishers located outside of Türkiye may apply.

### Which Documents Must Be Submitted to Apply?

- The original, wet-signed, wet-stamped application form. (The application form can be downloaded in English or Türkiye at <https://teda.ktb.gov.tr> After it has been filled out, signed, and stamped, it must be sent to our postal address via either express mail or courier.)

- Documentation provided by the applicant's own country, proving that the applicant is an active publisher in the respective country.
- Contract proving that the copyright owner has granted the publisher permission to publish the work in question.
- Contract with the translator.
- A copy of the Türk edition of the work to be translated.
- A physical or electronic copy of the publisher's catalog.
- Translator's CV.

### Please be aware !

- In the case of documents that are in a language other than Türk or English, a summary of their content, preferably in Türk, otherwise in English, must be included along with them.
- Because the application form must be an original, wet-signed and wet-stamped form, it should be sent via express mail or courier; however, documents such as proof of publishing activity, copyright agreement, and translator's contract in copy form, may be sent as e-mail attachments or via fax.
- Applications lacking any of the required documents and/or information will not be evaluated. Once the missing documents and/or information has been provided, the application will be considered by the Committee at the meeting for the subsequent application period.
- In the case of applicants from publishing companies in those countries for which permission must be gotten from the relevant authorities before printing, or for whom publication of the work is possible only on condition of approval by a higher authority, these must include, along with all other mandatory documents, the document granting permission to translate and/or publish the work in question, or the relevant documents proving that permission has been granted by the relevant authorities.

Because applicants are required to submit the application form itself in the original, both wet-signed and wet-stamped, in the case of application forms sent via e-mail or fax, even if all other documents have been submitted in full, the application will not be considered complete, and therefore will not be evaluated by the Committee, until the original application form is received.

## Evaluation Criteria

The TEDA Advisory and Evaluation Committee also takes into account the following criteria when evaluating applications:

- The literary nature of the work
- If the publisher has received a TEDA grant in the past, whether or not the publisher has successfully met its obligations regarding previously funded works.
- Level of translator's experience.
- The publisher's distribution and promotion strategy.

## Applications for the following will not be considered by TEDA

- Non-fiction books on topics such as medicine, natural sciences, applied sciences, social sciences (with the exception of works about Turkish history whose publication the Committee deems beneficial), ecology, and business.
- School books or lesson notes.
- Dictionaries.
- Magazines and other periodicals.
- Guide books, brochures, or pamphlets.

## Once funding has been granted

A bilingual (Türk-English) Agreement is signed by the applicant (publisher) and the Ministry. Once the Agreement has been signed by the publisher and submitted to the Ministry, the grant amount approved by the Committee is transferred in full, in the currency requested (either in Euros or US Dollars, depending on which of these the applicant requested on the application form), to the bank account included on the application form.

***The TEDA Program gives precedence to applications for works of Türk literature.***

## Publishers who receive a grant are required

- to publish the funded work within two years.
- to send 30 copies of the work free-of-charge upon publication to the Ministry.
- to inform the Ministry of any changes in the information or documents submitted during the application process (change in translator, publication date, publisher contact information, etc.) within 15 days' time.
- to update the Ministry on progress regarding the translation and printing of the work at least once every 6 months.

## Application deadlines

Applications are accepted year-round. Applications submitted to the Ministry are evaluated by the TEDA Advisory and Evaluation Committee, which convenes at least twice a year.

**I. (Spring) Deadline for applications: April 30<sup>th</sup>**

**II. (Autumn) Deadline for applications: October 25<sup>th</sup>**

Any changes in the deadlines are announced on the TEDA Project website (<https://teda.ktb.gov.tr>).

Applications which reach the Ministry after deadlines are evaluated at the subsequent Committee meeting.





[www.turlameetings.com](http://www.turlameetings.com)

   [turlameetings](https://www.instagram.com/turlameetings)