Brazil is rocking. The World Cup. The Olympics. The economy. Gisele. Books . . . Books? Yes. In English. In English? Yes, once again. The country’s fantastic boost opens a Maracanã-like window of opportunities for companies that work with imported books in the land of samba. “The growing Brazilian market demands news and knowledge. Quality products—be it art books, technical, trade—can be brought to Brazil. Selling them can be a differential both for distributors and booksellers,” says Sandro Silva, managing director of Superpedido Tecmedd, one of the largest book distributors in Brazil. This optimistic view is also shared abroad. “Brazil is the largest market for books in South America and is also a major global book market. As the Brazilian middle class grows, the demand for English-language books will continue to increase,” says Phil Ollila, Chief Content Officer of Ingram Content Group. Last month, Ingram launched a program in collaboration with Brazilian print-on-demand company Singular Digital. “In terms of content, we see a two-way relationship with Singular Digital with books in Portuguese coming to North America and our English language title base available in Brazil.”

Education is the Key
According to survey from the Organization for Economic Co-operation and 

In 2013, Frankfurt Will Learn to Samba
Next year, Brazil takes the role of Guest of Honor at the Frankfurt Book Fair. Here’s what to expect.

By Celso de Campos Jr.


In English? Yes, once again. The country’s fantastic boost opens a Maracanã-like window of opportunities for companies that work with imported books in the land of samba. “The growing Brazilian market demands news and knowledge. Quality products—be it art books, technical, trade—can be brought to Brazil. Selling them can be a differential both for distributors and booksellers,” says Sandro Silva, managing director of Superpedido Tecmedd, one of the largest book distributors in Brazil.

Demand Grows for English-Language Books in Brazil

Rising government spending on education, along with more international ties, fuels demand for English-language materials

Join us for Caipirinha Hour
TODAY at 5:30 p.m.
Hall 5.1
Stand E953

Education is the Key
According to survey from the Organization for Economic Co-operation and ... more on page 2 »
Demand Grows for English-Language Books in Brazil

cont’d from page 1… Development (OECD), Brazil increased public spending on education from 10.5% of total public expenditure in 2000, to 14.5% in 2005, and to 16.8% in 2009—one of the steepest rates of growth among the 33 countries analyzed. No wonder education plays a vital role in the diffusion of English-language books throughout the country.

“Brazil’s educational system is changing, with a huge increase of the number of students. Foreign language books can provide capacitiation and keep them updated,” guarantees Superpedido’s Silva.

Accordingly, it’s only natural that the largest academic press in the world also has its eyes focused in the country: “Oxford bets heavily on Brazil and has an aggressive goal on medium and long terms,” says the Regional Sales Manager for Oxford University Press, Beatriz Alves. “And it’s important that not only the government, but also the book chain, support the imported product so Brazil can become a country of English readers aptly prepared to the job market in Brazil and in the world—as well as in other BRIC countries.”

Brazill as Guest of Honor 2013 in Frankfurt

cont’d from page 1… Foundation (FNB). “One of the main goals is to stimulate and multiply translations of Brazilian books abroad. Of course, we also want to present the opportunities that the Brazilian publishing market has to offer to investors. Brazil’s participation is based on three axes: literary, cultural and economic,” says Amorim.

He explains that one of the main challenges will be how to ensure that the opportunity to showcase the country “has a long-term effect, and that does not finish at the Book Fair’s end in 2013.”

Amorim notes that throughout 2013, at least 50 Brazilian authors will visit Germany to hold readings and debates across the country, not only for the Frankfurt Book Fair, but also for fairs in Leipzig, Cologne and Berlin.

In the lead-up to Frankfurt, about 250 Brazilian books are expected to be translated via the FBN’s translation grants. German translators are a very important part of this process. “Historically, France is the country that most benefited from the program, with 40 grants in total,” says Amorim. “But in the last year, Germany stands out. It became the most demanding country, with 25 grants in total.” A new literary magazine, Machado—launched here at Frankfurt—will publish texts by Brazilian authors in English and Spanish, offering an overview of Brazilian contemporary literary production for the international rights market.

One of the highlights of the program in 2013 will be the exhibition at the Cultural Pavilion. A 2,500-square-meter space developed by scenographer Daniela Thomas and architect Felipe Tas-sara will display a multifaceted and conceptual vision of Brazil.

Now, all the Frankfurters have to do is to start practicing some samba steps for next year, when the Brazilian drums will sound throughout the German city.

*Source: IDC Brazil

**Ginga is an untranslatable Brazilian word that means an elegant, flexible and happy way to adapt and to improvise in order to overcome obstacles—or to win the football World Cup five times.
“Brazil is as Sophisticated a Market as the US or Britain”

By Edward Nawotka

“In 2011, Penguin Acquired 45% of Brazilian publisher Companhia das Letras—and for some very good reasons—as Penguin CEO John Makinson explains.

The Volkswagen van used to advertise the Penguin-Companhia partnership

BE IN EVIDENCE.

Conquer one of the most important markets in the world.

Novo Conceito Publishers will be your right entrance to the Brazilian publishing market.

Join this team of best-sellers.

Anne Tyler • Barbara Freethy • Bella Andre • Ben Sherwood
Brendon Burchard • Brené Brown • Cecelia Ahern • Chris Gardner • Clive Cussler • Corban Addison • Danny Wallace
Dave Ramsey • Deb Calletti • Debbie Macomber • Elizabeth Chandler • Emily Giffin • Fern Michaels • George Friedman
Glenn Beck • Holly Back • Cassandra Clare • Jenny Han
Siobhan Vivian • Katherine Boo • Kristin Hannah • Lesley Pearse
Lisa Gardner • Lisa Price • Lucinda Riley • Lurlene McDaniel
Nicholas Sparks • Nick Vujicic • Rick Johnson • Sarah Jio
Susane Colasanti • T. Greenwood • Trudi Canavan

editoranovoconceito.com.br @Novo_Conceito /EditoraNovoConceito

“Brazil is a very high-quality market, both in terms of publishers and readers,” says Penguin CEO John Makinson. “In most areas it is comparable to America or Britain or any other developed markets.” And the man knows of which he speaks, having led Penguin to acquire 45% of Companhia das Letras, a renowned publishing house based in São Paulo, in December last year. It represented the first time a British trade publisher had made a significant investment in a Brazilian publisher.

The investment came almost two years after an initial partnership to launch Penguin Companhia, a Brazilian imprint which publishes classic titles from both houses. “It’s still a relatively young relationship, but it is showing great promise,” says Makinson. “We are selling more rights to them than we might otherwise, and we’ve been bringing their books into the global English-language market. Overall it’s doing well.”

Makinson notes that part of the appeal in acquiring Companhia was Penguin’s track record with commercial books; in the intervening year Companhia has since launched a new imprint, Editora Paralela, which publishes Penguin’s stalwart chart topper Patricia Cornwell, among other bestsellers. Another outcome has been an acceleration of Companhia’s digitization program, as the publisher is now able to tap into Penguin’s global expertise.

Penguin’s acquisition came a little more than one year after its parent company, Pearson, spent £326 million to buy private school learning systems from SEB Brazil, a move that immediately turned Pearson into one of the leading educational groups in Brazil. The resulting internal relationships should help Companhia boost sales to the government’s school adoption programs, as well as smooth distribution around the vast country.

Contrary to rumors, Makinson flatly states that Penguin’s investment in Companhia is not the centerpiece of a Latin American strategy. “We don’t have a Latin American strategy, and won’t have one for the time being. Nor is this about publishing books in Portugal. We regard Brazil as an important market in its own right.”

He also notes that lumping Brazil’s publishing business into comparisons with China and India, where Penguin has also established operations, is not quite right. “China and India feel like emerging book markets,” he notes. “Brazil does not. While they are not quite there with digital yet, that is likely about to change, and when it does it will happen fast—in months, not years.”

On a personal level, Makinson says that he is comfortable working in Brazil. “I feel I understand how Brazilians do business,” he says. “I feel culturally aligned there—which is not always the case with some of the places where I travel for business.” He also says that he’ll likely be spending more time there in the coming years, particularly in 2014. “It’s good to know that when the World Cup is on, I’ll actually have an excuse to go,” he says. “Though,” he adds, pragmatically, “I wouldn’t bet on England beating Brazil at home.”
BRINGING BRAZILIAN BOOKS CLOSE TO READERS WORLDWIDE

The International Book Center, linked to the National Library Foundation (FBN–MinC), is the new government agency responsible for the promotion of Brazilian literature and books worldwide. Following the enhancement of the Support Program for the Translation and Publication of Brazilian Authors Abroad in 2011, the Center has launched new programs to reinforce its actions.

01
Support Program for the Translation and Publication of Brazilian Authors Abroad

Foreign publishers interested in publishing Brazilian authors are eligible for this program. In order to apply for a grant, the publisher must present a title for translation or reissue in print, e-book or both. All applications must include a marketing and distribution plan, the translator’s resume and contract with the publisher, and a signed copyright agreement between the publisher and author, if the work is not within the public domain. A committee of external consultants, members of the National Library Foundation and professionals from other areas of the Ministry of Culture (MinC) will evaluate each project. The maximum grant offer is US$ 8,000 and the program is permanently open.

02
Support Program for the Publication of Brazilian Authors in the Community of Portuguese-Speaking Countries (CPLP)

Publishers from CPLP member states who wish to publish literary works or titles in the humanities by Brazilian authors are eligible for this program. The aim is to boost the presence of Brazilian literature in African countries where Portuguese is the official language (Angola, Cape Verde, Guinea-Bissau, Mozambique, São Tomé and Príncipe), East Timor and Portugal. The maximum grant offer is US$ 6,000.

03
Residency Program for Foreign Translators in Brazil

Foreign translators already working on the translation of a Brazilian book may apply for a maximum grant of R$ 15,000 for a residency of up to five weeks in Brazil. The grant should cover living expenses and airfares. In the first part of the program, translators are invited for an immersion in Brazilian culture focusing on the needs of their specific work. In the second part, they will engage in workshops, lectures, courses and other activities organized by translation study centers associated with the program.

04
Exchange Program for Brazilian Authors

Foreign publishers may apply for grants to cover the travel expenses of Brazilian authors promoting their books abroad.

The grants in Frankfurt

Learn more about the Brazilian grants at these Frankfurt events with Fábio Lima, the coordinator of the Translation Support Program:

Brazilian Translation Grants: a general presentation | Thu, Oct 11, 16:30 | Fri, Oct 12, 10:00 | Brazilian Booth | Hall 5.1, E953

The Brazilian Translation-support Funds: a conversation with Fábio Lima | Fri, Oct 12, 13:00 | Sparks Stage | Hall 8, N988

For further information, visit www.bn.br/cil/translation or write to cil@bn.br.
Support Program for the Translation and Publication of Brazilian Authors Abroad

Foreign publishers interested in publishing Brazilian authors are eligible for this program. In order to apply for a grant, the publisher must present a title for translation or reissue in print, e-book or both. All applications must include a marketing and distribution plan, the translator’s resume and contract with the publisher, and a signed copyright agreement between the publisher and author, if the work is not within the public domain. A committee of external consultants, members of the National Library Foundation and professionals from other areas of the Ministry of Culture (MinC) will evaluate each project. The maximum grant offer is US$ 8,000 and the program is permanently open.

Support Program for the Publication of Brazilian Authors in the Community of Portuguese-Speaking Countries (CPLP)

Publishers from CPLP member states who wish to publish literary works or titles in the humanities by Brazilian authors are eligible for this program. The aim is to boost the presence of Brazilian literature in African countries where Portuguese is the official language (Angola, Cape Verde, Guinea-Bissau, Mozambique, São Tomé and Príncipe), East Timor and Portugal. The maximum grant offer is US$ 6,000.

Residency Program for Foreign Translators in Brazil

Foreign translators already working on the translation of a Brazilian book may apply for a maximum grant of R$ 15,000 for a residency of up to five weeks in Brazil. The grant should cover living expenses and airfares. In the first part of the program, translators are invited for an immersion in Brazilian culture focusing on the needs of their specific work. In the second part, they will engage in workshops, lectures, courses and other activities organized by translation study centers associated with the program.

Exchange Program for Brazilian Authors

Foreign publishers may apply for grants to cover the travel expenses of Brazilian authors promoting their books abroad.

For further information, visit www.bn.br/cil/translation or write to cil@bn.br.

BRAZIL GUEST OF HONOUR AT THE FRANKFURT BOOK FAIR 2013

WWW.BRAZIL13FRANKFURTBOOKFAIR.COM

The Brazilian National Library offers four different kinds of grants to support publishers worldwide in their effort to promote the Brazilian literature. There are grants for translation, publication, author’s travels and translator’s residency in Brazil. All you have to do is apply.
Contacts You Need to Have in Brazilian Publishing

**International Center for Books at the Brazilian National Library**
***Centro Internacional do Livro na Fundação Biblioteca Nacional***
Manages federal translation support programs and offers guidance to international publishers.
[www.bn.br/translationgrants](http://www.bn.br/translationgrants)
**Contact:** Mr. Fábio Lima, Translation Support Coordinator
**Phone:** +55-21-2220-1987
**Email:** fabiolima@bn.br

**Brazilian Book Chamber**
***Câmara Brasileira do Livro***
Main national association of book publishers, booksellers and distributors, based in São Paulo, also organizes the São Paulo Book Fair.
[www.cbl.org.br](http://www.cbl.org.br)
**Contact:** Mr. Mansur Bassit, Executive Director
**Phone:** +55-11-3069-1300
**Email:** mansurbassi@cbl.org.br

**Book Publishers National Union**
***Sindicato Nacional dos Editores de Livro***
Book publishers union in Brazil, based in Rio de Janeiro; organizes the Rio de Janeiro Book Fair.
[www.snel.org.br](http://www.snel.org.br)
**Contact:** Ms. Lis Castelliano, Executive Director
**Phone:** +55-21-2533-0399
**Email:** liscastelliano@snel.org.br

**Abrelivros**
***Associação Brasileira de Editores de Livros Escolares***
Association of Brazil’s largest K-12 educational publishers; very strong and active organization based in São Paulo.
[www.abrelivros.org.br](http://www.abrelivros.org.br)
**Contact:** Ms. Beatriz Grellet, Executive Manager
**Phone:** +55-11-3666-2801
**Email:** beatriz@abrelivros.org.br

**Brazilian Association of Reprographic Rights**
***Associação Brasileira de Direitos Reprográficos***
Brings publishers together to fight book piracy and offer legal alternatives; founders of the Pasta do Professor project.
[www.abdr.org.br](http://www.abdr.org.br)
**Contact:** Mr. Dalton Morato, Executive Manager
**Phone:** +55-11-5052-5965
**Email:** dalton.morato@abdr.org.br

**Brazilian Association of University Presses**
***Associação Brasileira de Editoras Universitárias***
Brings together the top university presses in Brazil, many related to public universities.
[www.abeu.org.br](http://www.abeu.org.br)
**Contact:** Mr. José Castilho, President
**Phone:** +55-11-5242-7171
**Email:** presidente@abeu.org.br

**Brazilian League of Publishers**
***Liga Brasileira de Editoras***
Over 100 independent publishers belong to this association, representing small- and medium-sized publishers in Brazil.
[www.libre.org.br](http://www.libre.org.br)
**Contact:** Mr. Haroldo Ceravolo, President
**Phone:** +55-11-5084-8202
**Email:** haroldo@alamedaditorial.com.br

**Brazilian Publishers Project**
The Brazilian Publishers Project, an agreement between the Brazilian Book Chamber and the Brazilian Trade Investment Promotion Agency (Apex-Brasil), promotes the Brazilian publishing industry in the global market.
[www.brazilianpublishers.com.br](http://www.brazilianpublishers.com.br)
**Contact:** Ms. Dolores Manzano, Executive Manager
**Phone:** +55-11-3069-1300
**Email:** brazilianpublishers@cbl.org.br

---

SUBSCRIBE: PublishNews Brazil, an online trade magazine focused on the Brazilian publishing market, offers weekly email updates in English. Get the latest trends, books and buzz in your inbox each week.

SUBSCRIBE FOR FREE to PublishNews Brazil at: » publishnewsbrazil.com
Brazil by the Numbers

Brazil’s Publishing Powerhouses

Brazil’s best and brightest are here not only to buy, but also to sell rights!

By Iona Teixeira Stevens

From Nicholas Sparks to children’s books, classic author Graciliano Ramos to young Brazilian talents, Brazilian publishers are at the Frankfurt Book Fair in full force. You can also find other publishers at the Brazilian Book Chamber stand in Hall 5.1 E941.

Intrínseca

Based in Rio de Janeiro, Intrínseca combines good literature and commercial success. In 2003 founder Jorge Oakim kick-started the company—at the Frankfurt Book Fair, no less—by buying his first title, Hell by Lolita Pill. Intrínseca mixes popular and commercial authors, such as Rick Riordan and Stephenie Meyer, along with acclaimed ones, like Lionel Shriver and Jennifer Egan. This year Intrínseca is at the top of all the bestseller lists thanks to one particular book—you guessed it—Fifty Shades of Grey and its sequels. You will not see dozens of books coming out from Intrínseca each month. Instead, Mr. Oakim focuses on small-scale production: “One key title in our history was The Revenge of Gaia by James Lovelock. It was selected as the best book in 2006 by Brazilian and international press, and it showed that it was possible to publish only a few, good-quality books.”

Novo Conceito

Founded in 2004, the young publisher Novo Conceito, which means New Concept, transitioned from a technical and medical publishing house into a bestseller machine. Nicholas Sparks’ Dear John marked the company’s entry into commercial fiction, and since then, nearly every new book has been embraced by the public. Based in Ribeirão Preto, in the interior of the state of São Paulo, Novo Conceito is growing by the day. CEO Fernando Baracchini tells us that new imprints are on their way: “We are diversifying to new areas with fantasy books and the new imprint New Pages, reserved for children’s publishers in the country.”

Companhia das Letras

One of the most celebrated Brazilian publishers, Companhia das Letras was founded in 1986. Their first book, Edmund Wilson’s To the Finland Station, soon became a bestseller and showed that there was a big demand for high quality literature at an accessible price in Brazil. “Writers then started to migrate to us, and we slowly built a strong catalog with significant authors, such as Vinicius de Moraes,” says editor and founder Luiz Schwarz. Companhia das Letras was also the first publisher to successfully get its Brazilian authors published abroad, among them Daniel Galera and Michel Laub.

Last year, Penguin bought 45% of Companhia das Letras. The partnership resulted in a new imprint, Companhia das Letras-Penguin, which publishes titles from the British publisher in Portuguese.

Record

(Hall 5.1 E950) What started as a small politics and law book publisher by two brothers-in-law some 70 years ago is today the biggest publisher in Brazil. Record has 11 imprints and a catalog of 6,000 titles, covering subjects from self-help to American fiction and classic Brazilian authors, like Graciliano Ramos. Some of Record’s bestsellers include Spencer Johnson’s Who Moved My Cheese?, books by Brazilian Lyra Luft and American Harold Robbins. In the 1970s the publisher put out Tieta do Agreste from beloved Brazilian novelist Jorge Amado. This was notable, says Sergio Machado, president of the publishing group, “not only because of the book itself, but also because of the marketing campaign, which was very bold for the time.”

In order to manage the enormous editorial production, Record built its own production plant, equipped with a Cameron printer.

Callis

(Hall 8.0 D920) Callis is another Brazilian publisher that began at the Frankfurt Book Fair. In 1992, editor Miriam Gabbai was passing by a stand and saw a children’s collection entitled Famous Children. The book featured the childhood stories of famous classical music composers. Excited, she acquired the rights only to find out that back in Brazil, people doubted she would be able to sell many copies. She proved her critics wrong, and today Callis is among the top children’s publishers in the country.

Callis is also investing heavily in selling rights. After Famous Children, she added titles about Brazilian musicians and composers, such as a recent book about Carlos Gomes, one that has been translated and published in Japan, Canada, Argentina, France and Mexico. “Our challenge now is to strengthen rights sales. We are not here only to buy, we are here to sell,” says Gabbai.

Statistics on Brazil’s publishing industry in 2011 from the Brazilian Book Chamber and Pró-Livro Institute.

Size of the publishing market

Total revenue of the publishing industry: $2,576 billion
Market size at Consumer values: $3,312 billion
Government purchases: $739 million

Breakdown of publishing revenues in 2011

Government share: 28.7%
K-12 share: 53.2%
Bookstore and distributors: 57.5%
Alternative markets: 13.8%
Digital sales: less than 1%

Number of titles and publishers

Total copies of books sold: 470 million
New titles launched: 20,405
Number of active publishers: around 600

Buying and reading books in Brazil

Bookstores: around 1,000
Points of sale for books: around 5,000
Newspaper kiosks that sell books: 30,000
Book readers: 88.2 million people

People who read books in English: 6.2 million
People who read books in Spanish: 4.4 million

Are you ready to meet the best authors in Brazilian Spiritual Literature?

Come meet us in Hall 5.1 - Stand E941

We expect your visit on Wednesday - Thursday - Friday (from 2pm to 6pm).

We are leaders in Brazilian titles on “Body, Mind & Spirit”

Brazil is currently the largest “storehouse” of an innovative literary world when it comes to Esoteric, Spirituality and Self-help books, and we all know that.

We strongly collaborate in disseminating and negotiating the greatest and best Brazilian authors of such literature, offering unique publishing products of the main sales leaders in these categories.

Come visit us: who knows if you can find the next Paulo Coelho?

Signum

The best of Brazilian Spiritual Literature

São Paulo | Brazil

www.signum.com.br
For further information, visit: www.brazil13frankfurtbookfair.com
At the Frankfurt Book Fair, visit the Brazilian Booth at Hall 5.I E953.