

SILK ROAD BETWEEN BOOKS AND CULTURE

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Pekin Book Fair,
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road, translation, children's books



SILK ROAD BETWEEN BOOKS AND CULTURE

- Silk Road is the symbol of trade and wealth.
- Traditions, clothes, foods, games and even daily habits were traveling along Silk Road.
- With the efforts made for revival of Silk Road we can re-gain and experience the same cultural exchange and wealth once again.



Similarities Between Turkish and Chinese Children's Book Publishing

- Expanding interest to children books
- Education reform
- New preschool education: Parents are more active in the education of their toddlers
- Social media: Publishers use social media effectively
- Rise at the number of children's book publishers
- New segments entering the market

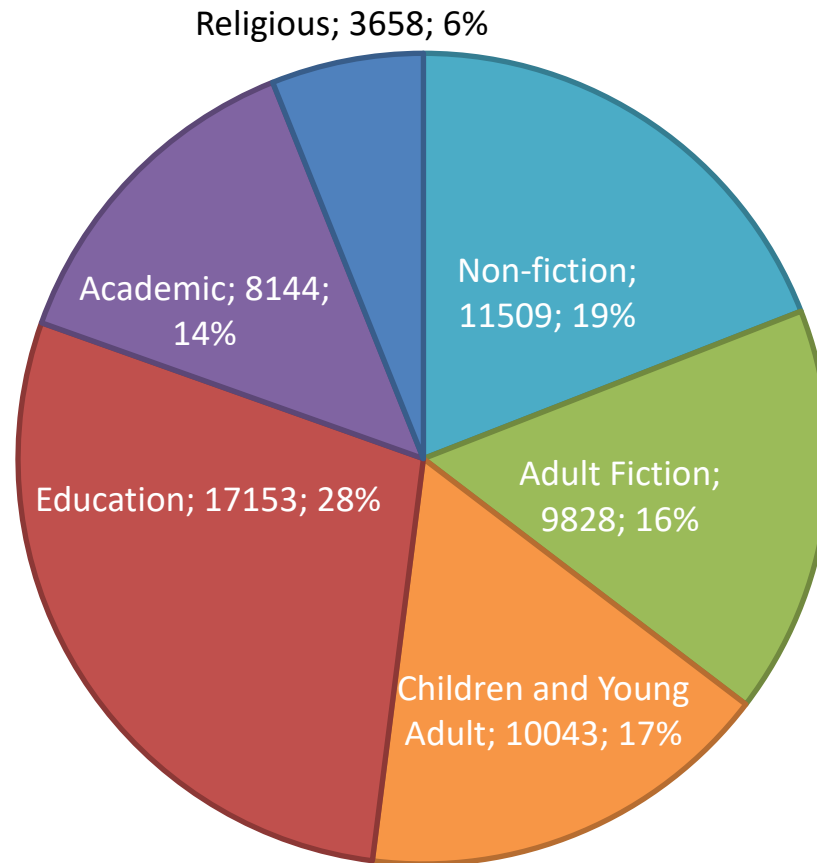


Turkish's Book Market's Motto:

Open to Recency



New Titles in General in 2017: 60.335

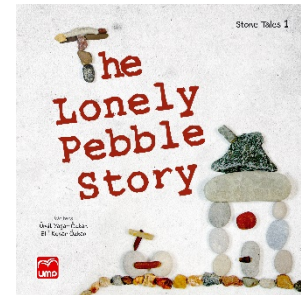
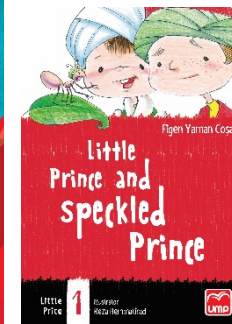
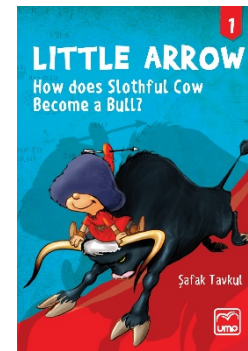
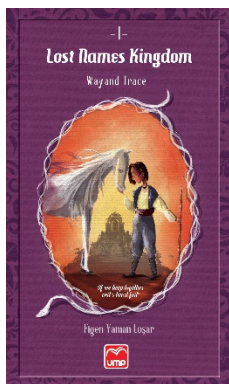
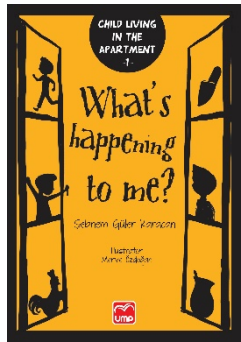


■ Non-fiction ■ Adult Fiction ■ Children and Young Adult ■ Education ■ Academic ■ Religious

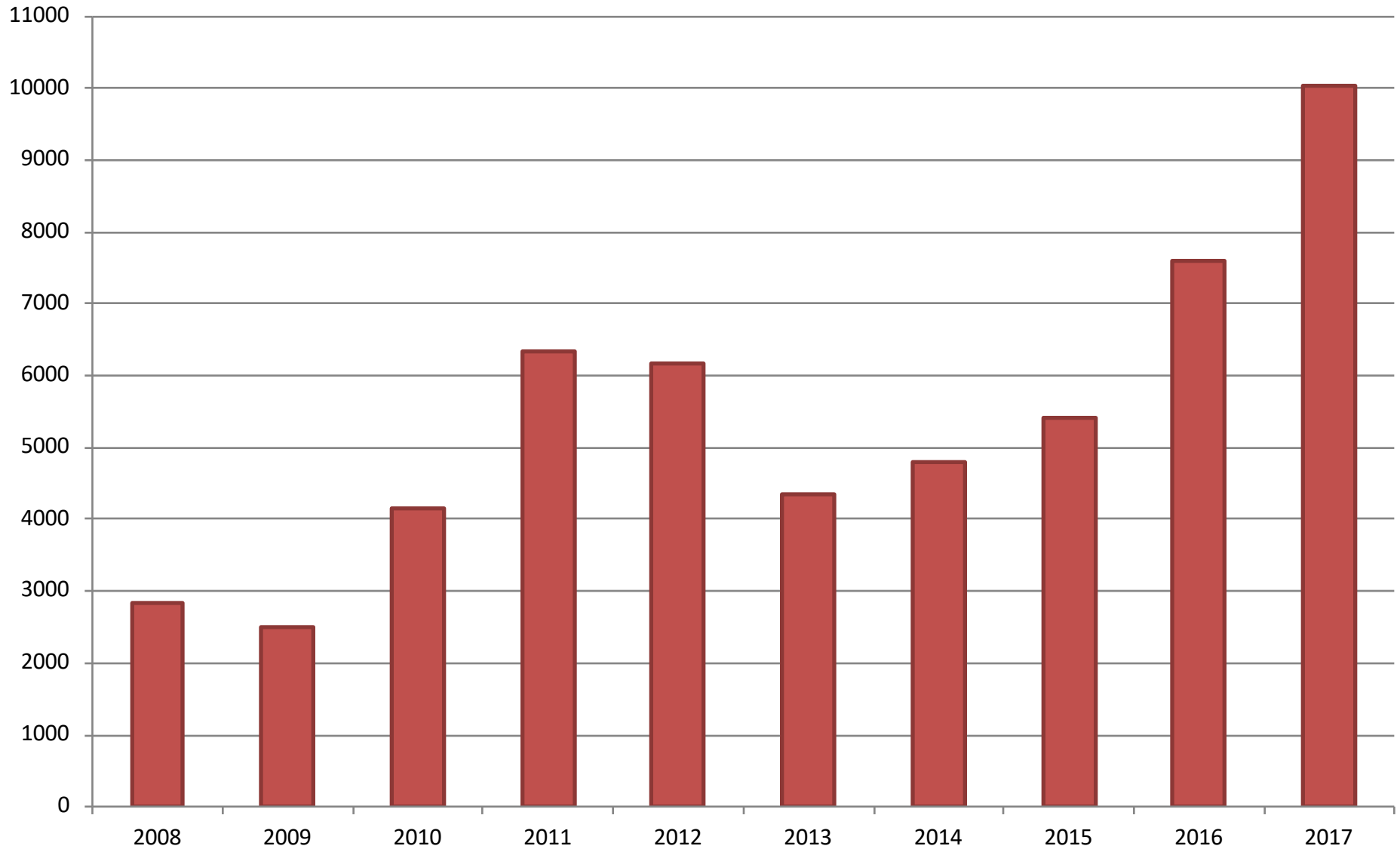
Numbers of Published Books in 2017 626.869.351
Numbers of Published Children's Books in 2017 41.867.509

Increasing Numbers of Children's Books

- Government Policy : In 2012 Reading Culture and Libraries Group Presidency was formed
- Teachers' aspect: Books are perceived as teaching materials
- Publishers' activities to promote books
- Increasing number of specialized publishers
- Demand for quality books
- Relations among international publishers: Dynamic Translation Movement



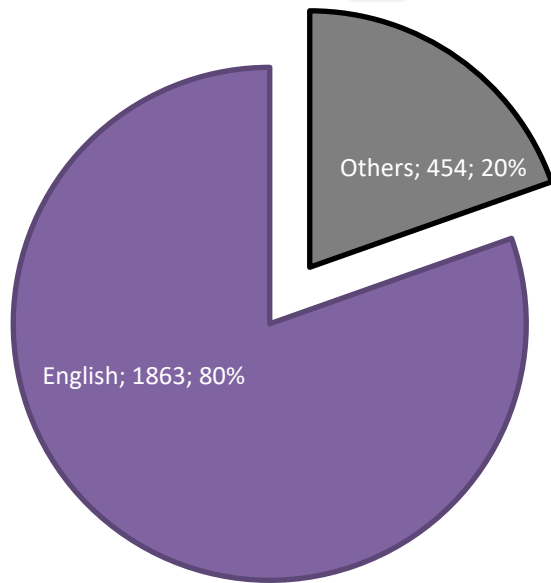
New Children's Books Titles According to the Years



Growth of Turkish Children's Book Publishing

Years	First Edition	First Edition of Children's and Young Adult's Books	(%)	First Edition of Translated Children's and Young Adult's Books
2008	32.339	2.829	8,75	
2009	31.286	2.499	7,99	856 (% 35)
2010	34.865	4.165	11,95	943 (%23)
2011	43.190	6.341	14,69	1.385 (%22)
2012	42.626	6.172	14,48	1.436 (%24)
2013	47.352	4.363	9,22	1.461 (%34)
2014	50.752	4.786	9,43	1.741 (% 37)
2015	53.604	5.414	10,10	1.871 (%35)
2016	54.446	8.618	15,83	1.737 (%21)
2017	60.335	10.043	16,65	2.319 (%23)

Translated Children's Books in 2017: 2317



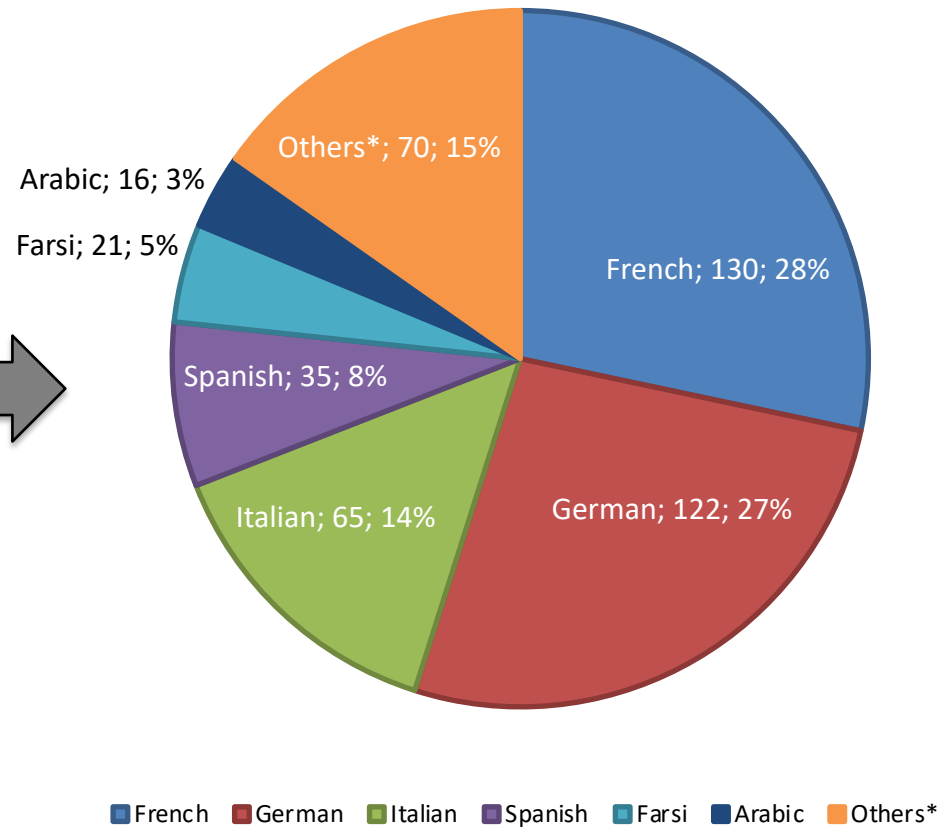
■ Others ■ English

*Others

Greek: 7
 Dutch: 6
 Swedish: 5
 Polish: 5
 Russian: 4
 Portuguese: 4

Korean: 4
 Azerbaijani: 3
 Czech: 3
 Chinese: 3
 Belgian Dutch: 3
 Norwegian: 3
 Circassian: 2

Indonesian: 2
 Finnish: 2
 Japanese: 2
 Hungarian: 2
 Hebrew: 1
 Lett: 1



■ French ■ German ■ Italian ■ Spanish ■ Farsi ■ Arabic ■ Others*

Number of Translated Children's and Young Adult's Books According to Years and Languages

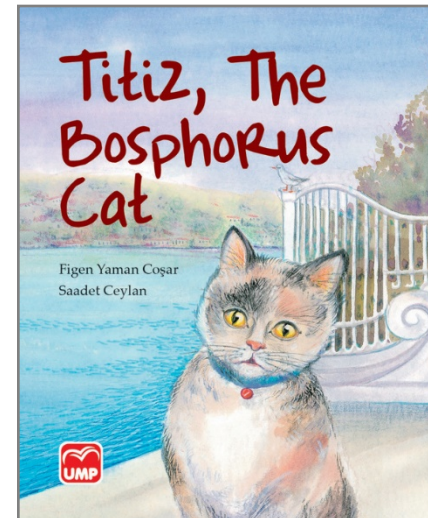
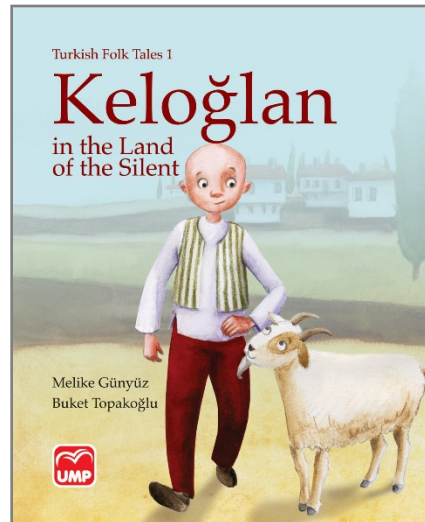
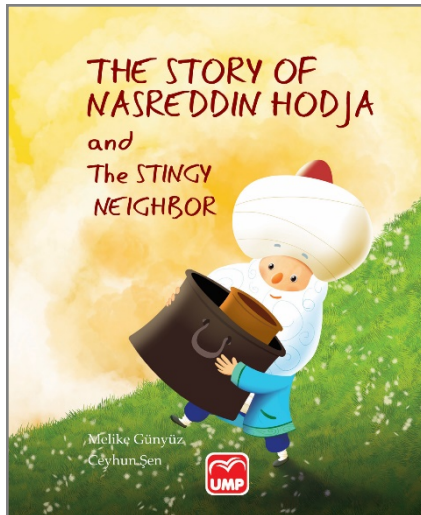
LANGUAGES	2009	2010	2011	2012	2013	2014	2015	2016	2017
Arabic	6	12	9	21	4	9	5	11	16
Chinese	0	0	1	0	0	0	29	8	3
English	535	534	921	1003	796	1141	1369	1221	1677
French	102	148	132	156	205	127	140	106	130
German	64	63	60	69	136	71	60	103	122
Italian	35	67	87	82	75	67	104	83	65
Japanese	0	1	1	2	5	1	14	15	2
Persian	28	15	9	7	11	4	15	33	21
Spanish	12	37	38	14	14	36	13	28	35
Turkish Dialects	35	29	44	44	173	216	45	74	180
Others (35)	49	26	44	48	41	65	69	45	68

Marketing of Pre-School Activity Books

- Exclusive Dealership System

Marketing of Children's Fiction Books

- Bookstore
- Distribution
- Dealership
- Website





TEDA



PROJECT



Translation Subvention Project

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

www.tedaproject.gov.tr



YATEDAM

Turkish Literature Abroad

- The project of **Turkish Literature Abroad** (YATEDAM in Turkish) is aimed to fill an important gap in publishing market of Turkey. The main aim of TURLA is to promote the Turkish publishers and authors abroad as well as support them to create and grow their international publishing network. With this aim of mind, the first step will be to establish TURLA as a permanent consultancy center like other successful publishing consultancy centers (NORLA, BIEFF, LTI Korea, Institut Ramon Llull) from all around the world.
- www.yatedam.org



Writers have sold the most books overseas in the last 3 years:

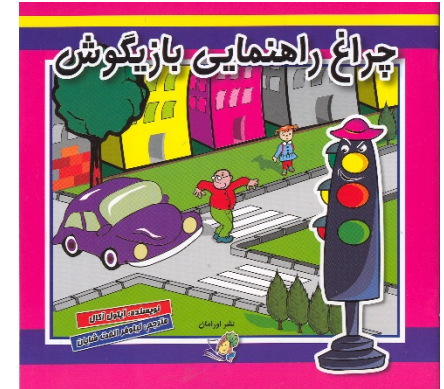
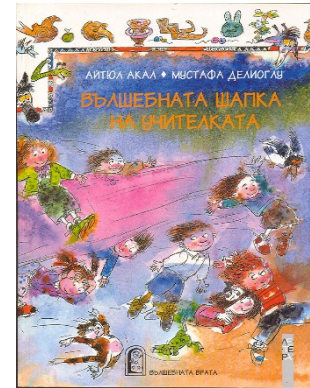
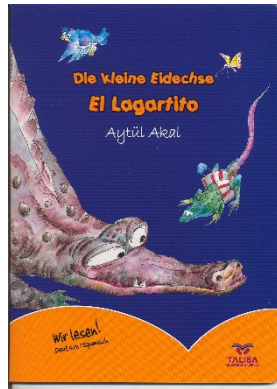
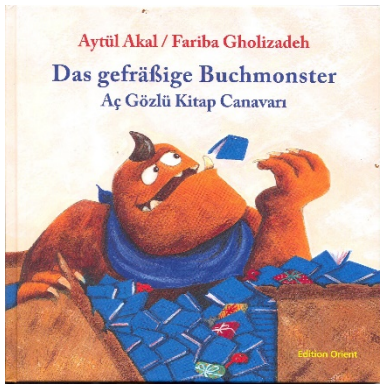
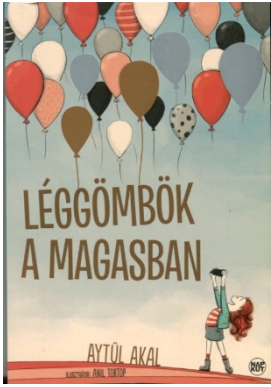
1. Melike Günyüz,

5 German, 6 Korean, 6 Bulgarian, 20 Arabic, 3 Serbian, 3 Gagauzian Turkish, , 3 Farsi, 3 French, 3 English, 8 Chinese, 3 Spanish, a total of 63 books.



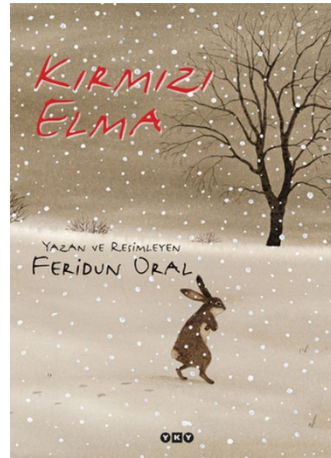
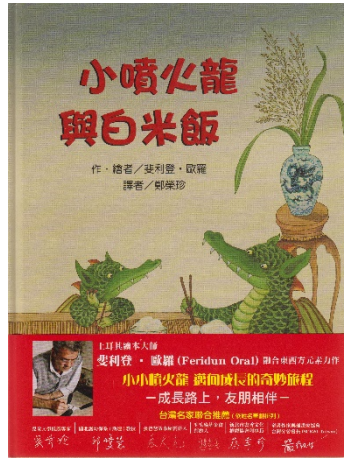
2. Aytül Akal,

7 German, 34 Persian, 4 Bulgarian, 1 Arabic, 1 Hungarian, A Total of 55 books.



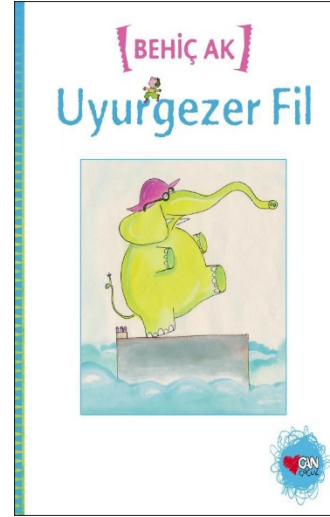
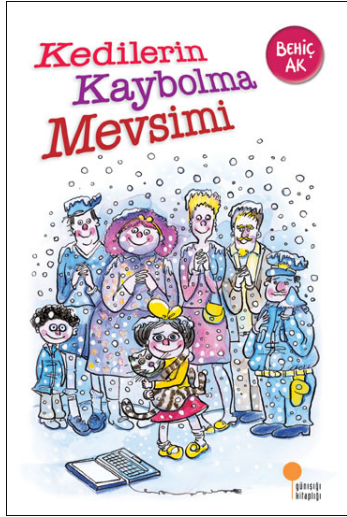
3. Feridun Oral,

3 Chinese, 1 Estonian, 1 Bulgarian, 3 Japanese, 7 Macedonian, 2 Arabic, A total of 17 books.



4. Behiç Ak,

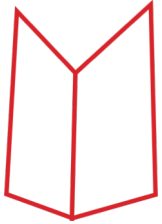
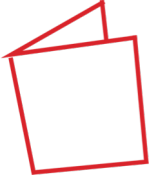
9 German, 5 Japanese, A total of 14 books.



5. Glsm Cengiz,

10 German, 1 Russian, 1 Serbian, 1
Albanian, A total of 13 books.





Thank you
Melike Günyüz

