



# **THE FIFTH QUARTER CENTURY: THE INTERNATIONAL PUBLISHERS ASSOCIATION**

1996-2021

By Hugo Setzer



The Fifth Quarter Century:  
The International Publishers Association 1996-2021  
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# FOREWORD



Hugo Setzer's *The Fifth Quarter Century: IPA 1996-2021* completes and updates the work of another IPA President, Fernando Guedes's *International Publishers Association: The First Century*, published in 1996. In his update, Hugo captures what it's like to work at an association that represents and defends a remarkable industry at a time of phenomenal change. He covers all the big controversies, but he leavens the mix with anecdotes and down-to-earth details.

There are a number of themes that recur in Hugo's journey through the past 25 years of the IPA. The most conspicuous one is that the IPA has been continually evolving over the past quarter century in response to the technological and social changes running rampant around it. Hugo breaks up his chronicle of the IPA's committee meetings—and their often heated, and sometimes esoteric, internal debates—with stark reminders of what was happening in the outside world. So, in these pages, you will not only learn when the Publishers Association of China finally became a member of the IPA, you'll also be informed when Jeff Bezos founded Amazon, when the last Concorde flew, and the year that the *Encyclopaedia Britannica* discontinued its print edition.

Hugo's narrative method showcases two things: that humanity is experiencing a wave of accelerating and vertiginous change that seems unprecedented; and that publishers have always been riding such waves because innovation has been part of our DNA since Gutenberg printed his first Bible and sold it at a fair in Frankfurt.

A second theme is that, despite the changes happening around us, the core values of the IPA remain remarkably resilient and relevant. This is the inspiring, persistent story of our ‘two pillars’: copyright and freedom to publish. Hugo’s history returns over and over again to these policy drivers and shows how central they are to what all publishers do, no matter what language they are implanted in or what social structure they are regulated by.

Finally, Hugo includes quotes from the many presidents, secretaries general and others he has interviewed and worked with over the years, and they all state emphatically how important their friendships with other publishers have been. It’s a recognition of the human, unpredictable part of why publishers decide to devote their lives to communicating the words and ideas of others to as many readers as possible.

Hugo has been part of the IPA for many of the 25 years he narrates and his deep emotional connection to the association, combined with his meticulous research, enable him to take the reader on an entertaining and informative trip through time. He shows us that the history of the IPA is more than just a list of presidents’ names.

So much has changed over the last 25 years, and yet the basics of our industry have not. Publishers are still dedicated to finding and sharing the words of great authors, developing the best educational resources, and providing access to accurate, verified, peer-reviewed research. What comes through clearly from Hugo’s book as well as from its predecessor by Fernando Guedes is that copyright and freedom to publish were as important 25 or 125 years ago as they are now, and will be tomorrow. We can look to the future with optimism built on strong foundations and a continued commitment to promoting the value of publishing at a global level.

If ever I needed reminding how lucky I have been to work at the IPA for almost 10 years and be its secretary general since 2015, then I now know exactly where to look. Thank you, Hugo.

José Borghino  
19 September 2022

# INTRODUCTION

The International Publishers Association (IPA) was founded in Paris in 1896 as a federation of national publishers' organizations. It was founded to promote the signing of the Berne Convention, which had been adopted only ten years earlier, and to defend the freedom to publish. Those were and still are our two pillars.

Up until 2022, the IPA has had 34 presidents. I have been inspired by all of them, but especially by those seven past presidents I have known personally and who are the protagonists of this story. I feel privileged to consider them my friends. In the words of Sir Isaac Newton, 'If I have seen further it is by standing on the shoulders of giants.'

We have also had ten secretaries general who have worked tirelessly to keep IPA's office running efficiently. I am particularly thankful to the incumbent, the indefatigable José Borghino, with whom it was an absolute pleasure to work. I also acknowledge the great work done by his two predecessors, Jens Bammel and Benoît Müller.

Recently, I have been reading *21 Lessons for the 21st Century*, where Yuval Noah Harari writes about the progress humanity has made over the centuries, learning to share the same beliefs and practices after having been isolated in tribes with completely different customs for so long. Harari says the following:

*For all the national pride people feel when their delegation wins a gold medal and their flags are raised, there is far greater reason to feel pride that humankind is capable of organising such an event.*

This book is dedicated to all the people who have worked hard to shape today's IPA: presidents and vice-presidents, members of the Executive and all other Committees, secretaries general, staff, and IPA member organizations.

They can all share in the kind of pride Harari talks about, because they have made the IPA possible, creating an association that bridges national and cultural differences to promote the written word, and help publishers globally

to provide reliable information, entertaining stories, education for our children and so much more.

During its first 100 years, the IPA was forced to weather many storms and survive two world wars; however, I am convinced that during the past 25 years the association has had to transform itself like never before. We have embraced technology and adapted to change. We have become a truly international organization with a global outreach.

I have used the historical records where they exist but decided to use a semi-fictional narrative voice for the sake of lifting the IPA's story above a dry chronicle of dates and facts.

Join me as I walk you through this inspiring story.





## CHAPTER 1:

# ALAIN GRÜND

(1996-2000)

Summer 1997. It was a comfortably warm afternoon in Geneva. The average temperature for July in the city is 20°C, but that day was a bit warmer. The International Publishers Association's secretary general Alexis Koutchoumow was sitting at his desk in the IPA office. He had just returned from lunch at his home, which was within walking distance from the office.

He usually preferred to use his car, but the weather was perfect for a short walk, and he needed to think about all the preparations for IPA's October meetings in Frankfurt.

Hired by the Dutch IPA president Ernest Lefebvre in 1969, Koutchoumow had been secretary general of the association for almost 30 years, taking over from Hjalmar Pehrsson. Since then, he had worked with eight IPA presidents, including incumbent Alain Gründ, from France.

The IPA office was in an old but comfortable Parisian-style building at Avenue Miremont 3, Geneva, in the elegant, residential neighbourhood of Champel. This is south of Lake Geneva, just between the large compound of the university hospital, HUG, and the Alfred Bertrand Park.

The office had been located here since 1963, when the IPA had moved from Zürich to Geneva.

In the far southwestern corner of Switzerland that extends out into France, Geneva is one of Europe's most cosmopolitan cities. International agencies such as the Red Cross, the World Health Organization and the World Intellectual Property Organization are based in the Nations district of the city just north of Lake Geneva. Here too can be found the Palais des Nations, once the site of the League of Nations, now the European home of the United Nations.

The move of IPA's headquarters from Zürich to Geneva in 1963 had followed the relocation in 1960 of the United International Bureaux for the Protection of Intellectual Property (BIRPI) from Berne, where it had been established in 1893, to Geneva. Just 7 years later, in 1970, BIRPI became the World Intellectual Property Organization (WIPO), the world's most important international copyright regulating body.

On that summer day in 1997, Alexis was thinking back on the recent International Publishers Congress. He had helped organize seven International Publishers Congresses, the last one in 1996, held for the second time in Barcelona.

This last Congress—the 25th—had been very special, in so many ways: it marked the occasion of IPA's 100th anniversary, with almost 1,000 publishers and accompanying guests from 47 countries attending the five-day event.

IPA president Fernando Guedes, from Portugal, who was succeeded later that year by Alain Gründ, had written a book about the first 100 years of the IPA, *International Publishers Association: The First Century*, which was printed in four languages (English, French, German and Spanish) and given to all participants of the Congress.

The Congress was also memorable because attendees had been able to celebrate the Festival of St George. *La Diada de Sant Jordi*, or the Festival of St George, is Catalunya's version of Valentine's Day, when people give each other red roses—but also books. This one-day festival, held every year on the 23rd of April, is inspired by the legend of Saint George, who has been the patron Saint of Catalunya since 1456.

The St Jordi celebrations in 1996 had been particularly special because in November 1995, Federico Mayor—a Spanish scientist, scholar, politician, diplomat and poet who served as Director-General of UNESCO from 1987 to 1999—had sent a letter to Pere Vicens, president of the Spanish Publishers Association (La Federación de Gremios de Editores de España), informing him that UNESCO had unanimously decided to declare the 23rd of April as 'World Book and Copyright Day'.

The date was chosen because on the 23rd of April 1616, three great writers of their time had passed away: Miguel de Cervantes, William Shakespeare and Inca Garcilaso de la Vega.

Mayor makes it clear in his letter to Vicens that, although this timely initiative was suggested by the Spanish government, its paternity can be attributed to publishers.

Among many other speakers at the 1996 IPA Congress, three publishers who delivered speeches would continue to actively work for IPA's objectives and play important roles within the association for many years: the president of the Congress Organizing Committee, Pere Vicens, Argentinean publisher Ana María Cabanellas, and myself.

At the time I was a board member of the Mexican Publishers Association (CANIEM) and chair of the Iberoamerican Chapter of the International STM Association. We were trying to set up a collective management organization in Mexico and I had the chance to speak in one of the sessions about the importance of copyright and the role of CMOs.

It had indeed been a memorable Congress and Alexis recalled the words of His Majesty, King Juan Carlos I of Spain, during the opening of the Congress:

*Each book you publish is a cultural vehicle, but taken as a whole, together with the work which you dedicate to their dissemination, they go beyond that, given that they express the values and needs and, in short, the image of the very nature of our time...*

*Books are—and should increasingly go on being—one of the factors which will improve and ease understanding between peoples, by establishing lasting bonds between different geographical and cultural areas. You publishers promote knowledge and cultural exchanges...*



King Juan Carlos and Queen Sofia of Spain (centre). To the right of the Queen is sitting IPA President, Fernando Guedes, future IPA President, Pere Vicens and former Mexican President Miguel de la Madrid, CEO of the largest state-owned publishing house, Fondo de Cultura Económica



While Alexis Koutchoumow was recalling his memories of IPA's last Congress, newly elected IPA president, the French publisher Alain Gründ was in his Paris office, making plans for the future of the organization. He had taken over from Fernando Guedes on 1 July 1996, and felt fully energized, with the support of his vice president, Charles Ellis from the USA.

Alain had taken over his grandfather's business, Editions Gründ, from his father in 1963. He began participating in the IPA in 1972 and very quickly had become an advocate of the French fixed book price system, known as the Lang Law. It was enacted in 1981 and named after Jacques Lang, the French Minister of Culture behind the law.

Alain had also been president of the Federation of European Publishers (FEP) from 1990 to 1992. The FEP had been founded in 1967 and is, like other valued regional associations, an IPA member. It is a trusted ally, especially in Brussels and in Strasbourg, where the plenary sessions of the European Parliament are held.



From left to right: Charles Ellis, Alain Gründ, and Pere Vicens

Charles Ellis was president and chief executive of the venerable family-owned publishing house John Wiley & Sons, a position he held from 1990 to 1998. From 1992 to 1994, he had been chairman of the Association of American Publishers.

Alain remembered the Executive Committee meeting of April 1996, held in Barcelona, right before the Congress, under the presidency of Fernando Guedes. After consultations with all EC members, Fernando, vice-president Philip Attenborough (UK), past president John Boon (UK) and Alain himself had formulated the priorities for the future work of the IPA.

They all agreed that if the IPA did not exist, it would need to be invented. They also re-iterated two key priority activities:

- 1) The promotion, protection and defence of copyright;
- 2) The promotion, protection and defence of all publishers' legitimate freedom to publish and to disseminate their works.

Alain was a visionary. He and Charles both agreed that the IPA needed to be a more international organization, having been mostly Eurocentric for all of its history. After its foundation in Paris in 1896, the International Publishers Congress, as IPA had been named until 1954, had endured and survived two world wars, thanks to the efforts of people like presidents Wilhelmus Petrus van Stockum (Netherlands) and Sir Stanley Unwin (UK).

In its first 100 years of existence, all of IPA's presidents had been European, with the exception of the Americans Storer Lunt (1965-1968) and Andrew Neilly (1988-1992). Although membership from other parts of the world had grown, IPA remained mostly European-centred, and Alain and Charles, as well as many members of the Executive Committee, thought it was time for this to change and for the IPA to become truly international.

IPA also needed to adapt to the times, to modernize. Technology was advancing fast, and Alain and Charles knew it would impact the industry. They had both seen Akio Morita, the CEO of Sony, give a speech during the Mexico City Congress in 1984. Mr Morita, as the audience watched in disbelief, had unveiled a CD-ROM and said it could contain the entire *Encyclopaedia Britannica*. This promised to be the future of reference publishing.

In July 1994, Amazon had been founded by Jeff Bezos. In June 1996, the Nintendo 64 had been released in Japan, along with its most popular title: *Super Mario 64*. In July of that year, Dolly the sheep, the first mammal to be successfully cloned from an adult cell, had been born in Scotland.

Sometime later, in January 1997, Madeleine Albright became the first female Secretary of State of the USA. In March, the DVD format had been launched in the United States. In May, IBM's Deep Blue defeated Garry Kasparov in the last game of a six-game match, the first time a computer had beaten a chess World Champion.



Alain Gründ (left) during the 25th Congress next to Spanish publisher, Josep Maria Boixareu

In June 1997, Bloomsbury Publishing had published JK Rowling's *Harry Potter and the Philosopher's Stone* in London. Later that year, in October, the first colour photograph would appear on the front page of *The New York Times*.

Such was the pace of change around the world.

Technology and the digital environment would have a profound impact on our industry and present a challenge to the copyright system.

Therefore, one of the first decisions of the newly elected IPA leadership, in September 1996, had been to hire a new staff member to strengthen its legal capabilities and help them modernize the association. The chosen candidate was a bright young Swiss lawyer, Benoît Müller, who was offered the position of Legal Counsel of the IPA.

Benoît used to arrive at the IPA office in his little Fiat. One of his first assignments was to paint the office, which was in dire need of maintenance. And then, a few weeks later, he was to attend his first Frankfurt Book Fair.

The IPA had decided, since 1969, to hold the meetings of its supreme governing body, the International Committee (IC), during the event that had gained the status of the world's most important book fair: the Frankfurt Book Fair.

The previous year's meeting of the International Committee, which in time would become known as the IPA's General Assembly (GA), had taken place on 5 October 1996, with the participation of 69 people representing 38 member associations. It had been the first meeting of the IC for Alain to chair.

In his opening remarks, Alain paid homage to their dear colleague, IPA president from 1972 to 1976 and honorary member, John Boon, who had died suddenly in July of that year. John had remained very active, participating on the Executive Committee and sharing his knowledge and experiences. He would be dearly missed.

Sadly, his was not the only loss to be mourned that year: past president from 1976 to 1980, Per A Sjögren from Sweden, would pass in December.

During the 1996 International Committee meeting, new Executive Committee members were elected: for Germany, Wulf von Lucius replaced Andreas Langenscheidt; for the Netherlands, Herman Spruijt replaced James Kels; for Spain, Pere Vicens replaced Germán Sánchez Ruipérez; and Ana María Cabanellas was elected to represent the organizing committee for the upcoming Buenos Aires Congress in 2000. Three of these newly elected members would eventually become IPA presidents.

At the time, style was as important as content. Most international trade associations resembled old gentlemen's clubs. And there is no surprise why. In the case of the IPA, many of the publishers who devoted their time and energy to strengthen the IPA were owners of longstanding, traditional publishing houses.

It was customary for international trade associations to hold their meetings at exclusive and lavish places, and IPA's Executive Committee meetings used to be held at one of Geneva's landmark hotels, the Beau-Rivage. It was, and still is, considered one of the most luxurious hotels in Geneva. Today, it is a member of the Leading Hotels of the World.

Dinners of the Executive Committee would be held in the fancy, Michelin-starred Le Chat Botté restaurant, which serves high-end French cuisine. Cigars and cognac used to follow sumptuous dinners.

Back at his desk, Alexis was making preparations for Frankfurt 1997. The largest book fair in the world was always a challenge. There would be,

as there was every year, meetings of the International Committee and the Executive Committee, among other committee meetings.

A lot of work had to be done. He counted on his right-hand man, Jean-Claude Viatte, and on the new team member, Benoît Müller. Jean-Claude had been Managing Director of Larousse Suisse in Geneva from 1970 to 1988 and had come to the IPA in 1988 as Alexis's assistant.

1997 had been a year of change at IPA headquarters. Alain and Charles knew the office needed to modernize and had therefore authorized desktop computers, which were quite expensive at the time, to replace the old Olivetti typewriters. Alexis had one for himself, but he still preferred to dictate letters to his assistant. Benoît had bought himself a small Toshiba laptop.

The IPA had just launched its website and Alain wanted e-mails to replace the old system of pigeonholes as soon as possible. Until then, correspondence to IPA members had been processed by regular post, and at the office they used small boxes on one of the walls, one for every member association, to sort out the mail. It was a rather cumbersome system, although it had worked well for many years.

Alexis was thinking about what was needed in the lead-up to Frankfurt, especially sending out the invitations to all members to attend the different meetings taking place at one of publishing's busiest weeks of the year.

They all knew the drill. They would pack Alexis's Toyota Crown station wagon with boxes full of documents, and then begin the six-hour drive to Frankfurt. Alexis wasn't looking forward to it. He wasn't keen on driving, so it was Jean Claude and Benoît who drove.



Benoit Müller

A few months later came the 4th IPA International Copyright Symposium, held in Tokyo from 22 to 24 January 1998. The three previous Copyright Symposia had been in Heidelberg in 1986, Paris in 1990, and Turin in 1994.

The Tokyo Symposium, which was organized by the Japan Book Publishers Association, whose president at the time was Takao Watanabe, attracted 308 participants from 40 countries.

As was usual during IPA congresses and other conferences, there was an Executive Committee meeting before the opening of the Symposium. At this meeting, president Gründ reminded everyone that two UN delegates, respectively from UNESCO and WIPO, would address the conference at the opening ceremony, and stressed the vital importance for IPA to collaborate with both organizations.

There was yet another interesting update on a project IPA's legal counsel, Benoît Müller, had been working on with IPA's vice-president, Charles Ellis. As Charles reported to this EC meeting:

*We know that it would be impossible to publish over the Internet without some means of identifying units of information and without, at the same time, some means of directing potential users and customers for the information we publish to ourselves, the owners of the information. Recognizing the importance of this new development for the industry and the fact that within the XXI Century that may become the principal means of publishing, the IPA, together with the International STM Association, formed a joint committee—The Information Identifier Committee.*

And indeed, Charles was right in thinking that publishing over the Internet would become increasingly substantial in the first 20 years of the 21st Century.

In September, Google, Inc. was founded in Menlo Park, California, by Stanford University PhD candidates Larry Page and Sergey Brin.

## BENOÎT MÜLLER, SECRETARY GENERAL 1999-2003

*IPA's key priorities and achievements during my term as secretary general included reinforcing its copyright expertise and advocacy, consolidating the Digital Object Identifier, strengthening freedom to publish interventions, and achieving financial and operational reforms. To reach those results, IPA reformed its Secretariat, deepened existing and developed new strategic partnerships with international organisations, both governmental and non-governmental. At the dawn of the new Millennium, IPA thus transformed into a modern trade body, representing and advising the world's publishers associations on challenges and opportunities arising from an increasingly digital and globally connected society and economy.*

## President's testimony—Alain Gründ (1996-2000)

*My Presidency coincided with the advent of the Internet, an acceleration of globalisation and a consolidation of the publishing industry. We fostered the integration of non-Western associations, and their representation on the Executive Committee and since then the IPA represents publishers from all continents.*

*Under the leadership of vice-president Charles Ellis and his American colleagues, we created the Digital Object Identifier to provide publishers with a resolvable content identifier they control in response to technology companies' drive for digital marketplace dominance. We transformed our then century-old IPA into a truly professional trade association, capable of bringing value to the industry, and carrying the global voice of publishers from all sectors and regions.*





## CHAPTER 2:

### **PERE VICENS** (2000-2004)

**F**rankfurt am Main, 16 October 1999. IPA's International Committee meeting was beginning.

Many momentous things happened during this particular meeting. A new president was going to be elected, and there were, for the first time in IPA's history, two candidates for the job. Trade associations would normally agree upon a single candidate for presidential elections, but now the International Committee would have to choose between two candidates.

One of the candidates was Pere Vicens, from Spain, who had chaired the organizing committee of the 1996 Barcelona Congress.

The other candidate was Wulf von Lucius, from Germany. He was an economist but had gone into publishing very early in his career. He had started in 1969 at Gustav Fischer Verlag, where he became CEO. Later, in 1996, he had founded his own publishing house, Lucius & Lucius. At the time of the election, he was chair of IPA's Copyright Committee.

Both candidates were about the same age, and both were passionately active within IPA. It would be a tough election—one that was a sign of the changing times. Another was the retirement of Alexis Koutchoumow, who, after 30 years of service as IPA secretary general, had left the association. IPA's legal counsel, Benoît Müller, had been appointed acting secretary general by the Executive Committee, and would later be ratified as secretary general from 1 January 2000.

And there was also a change of statutes, with the creation of two vice-presidencies instead of one. Ana María Cabanellas from Argentina, who



was chair of the 2000 Buenos Aires Congress Organizing Committee and Asoke Ghosh from India, who had replaced longstanding IPA member, Dina Malhotra, were unanimously elected as vice-presidents.

Dina Malhotra was a distinguished Indian publisher and had represented India on the International and Executive Committees for several years. He had been instrumental in setting up the first voluntary all-Indian body of publishers, the Federation of Publishers and Booksellers of India, and had served as its president from 1967 to 69. He would later also become president emeritus of the Federation of Indian Publishers.

The results of the presidential election came in: 69 votes in favour of Pere Vicens, 32 for Wulf von Lucius. Pere Vicens would therefore become the 27th IPA president, for a four-year term starting on 1 July 2000.

A couple of months later, in mid-January 2000, Pere Vicens was back in Barcelona, sitting in his office in the tasteful neighbourhood of Sarrià which, with its quiet, narrow streets and small squares, still resembles a village in the midst of one of the largest and busiest cities in Spain. Many famous writers, Mario Vargas Llosa and Gabriel García Márquez among others, lived in the area.

Pere was thinking of the plans he had for the IPA, once he came into office in the summer. He had a very clear idea of IPA's two pillars—copyright and freedom to publish—but he also had a plan to open up the IPA to new members in other regions of the world. He wanted to harmonize, modernize and enlarge the organisation.

He had had a successful career so far, founding his publishing house in 1961, and working tirelessly through the next 20 years to position his company as one of the leading educational publishers in Spain.

His first encounter with the IPA had been in 1962, when he had attended the 16th IPA Congress, celebrated in Barcelona under the presidency of Santiago Salvat. When he met publishers from all over the world there and heard what was being discussed, he realized the significance of these international meetings and the relevance of a global association such as the IPA.

At that time and throughout the IPA's history, until the late 1990s, the people who represented their national association at the IPA used to be the owners of large publishing companies. That was about to change.

In 1984, Pere became president of the Catalan Publishers Association. Then he was elected president of the Spanish Publishers Association (FGEE) from 1986 to 1988, when he also started participating on the Executive Committee of the IPA.

He attended the 1988 Heidelberg Copyright Symposium, the London Congress the same year and, in 1992, the IPA's New Delhi Congress. In 1994 he was once again president of the Spanish Publishers Association and in 1996 chaired the organizing committee of the 25th International Publishers Congress in Barcelona. In 1992, he had succeeded Alain Gründ as president of the Federation of European Publishers and was about to succeed him now as IPA president.

Pere was looking forward to the upcoming Buenos Aires Congress, which would still be presided over by Alain Gründ.

The 26th International Publishers Congress took place on 1-4 May 2000, in the Argentinean Capital, at the Sheraton Buenos Aires Hotel & Convention Center. Located in the Retiro neighbourhood, with its art galleries and chic cafes, the hotel overlooks the Torre Monumental, a clock tower given to the city by its British community in 1916 to commemorate the centenary of its independence from Spain.



From left to right: unknown, Charles Ellis, Ana María Cabanellas, Pere Vicens and Benoît Müller, Buenos Aires, 2000

During his opening speech, president Alain Gründ quoted past president Fernando Guedes: ‘If the IPA did not exist, it would need to be invented.’ He went on to say that: ‘publishing has become more international than ever’ and warned that publishing was facing challenges that had never existed before. He correctly identified one of them as the mistaken perception that everything online should be free. And this still remains one of our biggest conundrums today.

In July, back in Geneva, Benoît Müller was reflecting on the Buenos Aires Congress and on his mission to modernize the IPA. He vividly remembered the speech by Dick Brass, Technology Development vice-president of Microsoft. In a highly controversial speech, he said that publishing would soon become obsolete and that, by the year 2015, there wouldn’t be any more printed editions of newspapers available.

One of the things Mr Brass failed to understand at the time was that publishers are not printers. The value we add to the works we publish goes far beyond printing, or nowadays, making them available online.

That is also why the WIPO Copyright Treaty (WCT), approved just four years earlier in 1996, was, and still is, so significant for publishers. The WCT is a special agreement under the Berne Convention that deals with the protection of works and the rights of their authors and publishers in the digital environment.

Though contentious, Dick Brass’s speech raised some fundamental questions for the publishing industry, such as: How much print and how much digital content would readers demand in the future? Would print really be dead some day? How to protect copyright in the new digital environment? Would publishers be able to adapt?

Some of the speakers and panel chairs at the Buenos Aires Congress had made invaluable contributions to the IPA during their careers, like Fernando Guedes, Alain Gründ and Charles Ellis. Others, like Ana María Cabanellas, Ibrahim El Moallem, Asoke Ghosh, Herman Spruijt, Yu Kanehara and myself were only starting to make our own contribution. I had the opportunity to chair a panel about the Ibero-American book market.

Later that year, during the usual Frankfurt International Committee meeting in October, it was announced that ‘The Executive Committee confirmed that e-mail and Internet are the most efficient and less costly means of Communication with IPA members.’ These technologies would reshape the way the IPA operated.

Charles Piguet finished his second three-year mandate as IPA treasurer and was succeeded by Hans Peter Thür. Jean Claude Viatte retired, after 13 years at the IPA Secretariat, having done a great deal of work behind the scenes.

The economic importance of China as a publishing giant could not be ignored any longer. Of course, there were concerns about the treatment of copyright and freedom to publish in that country, but it was felt that a dialogue should be established. This started in 2000, when an IPA delegation, composed of president Vicens, past president Guedes and secretary general Müller accepted an invitation from the Publishers Association of China to go to Beijing.

The Executive Committee ‘considered it premature to engage in membership negotiations with PAC but welcomed a strengthened dialogue with publishers of China’. It was the beginning of a rich and fruitful dialogue with our Chinese colleagues, which continues today.

Also during that year, the IPA broadened its international reach by welcoming the Arab Publishers Association as a regional member and electing its chair, Ibrahim El Moallem, to the Executive Committee.



Ibrahim El Moallem, Suzanne Mubarak,  
and Pere Vicens in Cairo, 2004

In January 2001, iTunes and Wikipedia were launched. In July, the world's first self-contained artificial heart was implanted in Robert Tools in the United States. In October, Apple released the first iPod.

Tuesday, 11 September 2001: Benoît Müller and IPA treasurer Hans Peter Thür were having a meeting at the IPA office in Avenue Miremont in Geneva. At 8:46 am, US Eastern Daylight Time, 14:46 in Geneva, American Airlines flight 11 crashed into the World Trade Center's North Tower in New York City. Thanks to modern communications and digital technology, they, along with millions of people around the world, were able to watch live, in total disbelief, as the tragedy unfolded. The deadliest terrorist attacks in world history would have profound repercussions on every aspect of our lives.

One of many effects would be the grim mood of participants during 2001 Frankfurt Book Fair, just a month after the attacks. Suddenly there were security checks at the entrance of every hall, which actually worked very smoothly. The last thing the organizers wanted was an attack during the busiest book fair. But the organization was impeccable, and everyone felt, and was indeed, safe.

During the IPA's International Committee meeting, Richard Crabbe, chair of the African Publishers Network, gave a compelling speech inviting publishers to attend the 5th IPA Copyright Conference, to be held on 20-22 February 2002, in Accra, Ghana. In his passionate speech, he invited everyone to come to Accra: 'the centre of the world'.

Young

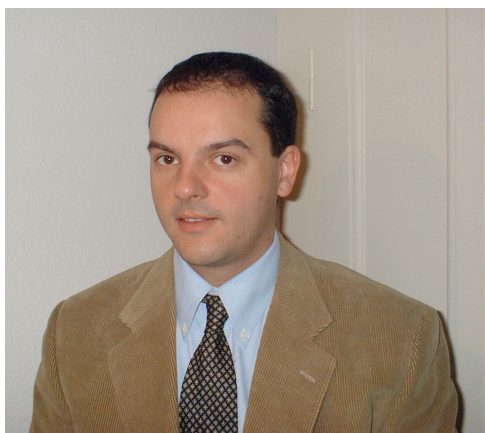
Just slightly north of where the Equator (0° latitude) crosses the Prime Meridian (0° longitude), literally the centre of the world, lies Ghana's capital and most populous city, Accra. It boasts glittering beaches, monumental buildings, museums, libraries, and traditional markets. It was to host the very first IPA conference on the African Continent.

In November 2001, invited by UNESCO's director general Koïchiro Matsuura, IPA president Pere Vicens had the opportunity to address UNESCO's General Assembly to put forth the proposal for a World Book Capital. Six years after the launching of the World Book and Copyright Day (23 April), IPA had the idea, inspired by the successful experience of the city of Madrid, to nominate the best city programme aimed at promoting books during the period between one 'Book Day' and the next.

Following IPA's urging, with the help of a proposal by the Government of Spain and supported by many other countries, the UNESCO General Conference decided, on 2 November 2001, that the Organisation would grant its 'moral and intellectual support to the conception and implementation' of the World Book Capital City initiative using that year's successful event in Madrid as a model and inspiration. Madrid was retroactively designated first World Book Capital and there have since been 21 other cities recognized for their commitment to promoting books and fostering reading.

After Benoît had been appointed secretary general, although he was himself a knowledgeable copyright specialist, the Executive Committee considered it important to fill the Legal Counsel's vacancy. In early 2002, Carlo Scollo Lavizzari—a smart young lawyer trained in Switzerland, admitted to the Bar in Basel, and an attorney at the High Court of South Africa—was chosen. He would in time become a leading international copyright expert and would advise the IPA for years to come.

man in a tie and jacket.



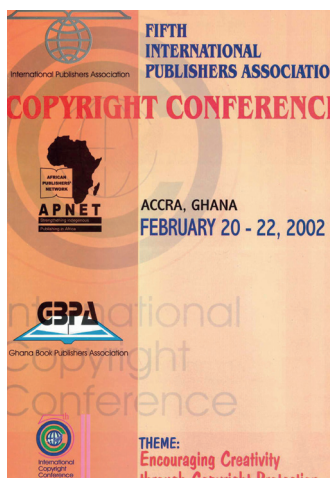
Carlo Scollo Lavizzari

The promotion of copyright had been at the core of the IPA since its foundation in 1896, and at the time, there was one arena that was crucial in monitoring copyright developments and defending publishers' interests: WIPO's Standing Committee on Copyright and Related Rights, or SCCR. Carlo would play an important role there for many years.

In January 2002, the Euro was officially introduced in the Eurozone countries.

20-22 February 2002: the 5th IPA Copyright Conference went ahead in Accra. IPA's recently hired Legal Counsel summarized the results of the conference in a special report:

*As can be imagined, challenges of copyright protection on the internet and technological progress took the centre stage at the 2002 conference. The 5th IPA Copyright Conference was stimulating and achieved its purpose of fostering debate among publishers and copyright experts. Richard Rudick, Chairman of IPA's Copyright Committee aptly summed this up by citing Oliver Wendell Holmes Jr. (1841-1935): 'Certainty generally is illusion, and repose is not the destiny of man. Lucky an industry that can have thought-provoking internal debates.'*



Poster for the 5th IPA Copyright Conference in Accra, Ghana, 2002

The first IPA Conference on the African continent had been a success, only to be overshadowed by the tragic assassination of Chief Victor Nwankwo, just a few months later, outside his home in Enugu, Nigeria. Chief Nwankwo, who was widely respected as one of Africa's foremost publishers, had been elected in 1993 as the first chairperson of the IPA regional member the African Publishers' Network (APNET).

On the 23 April 2002, Alexandria became the second World Book Capital. That same year the great Egyptian city reopened its library of ancient renown, which is a major project of our day.



In September 2002, Switzerland joined the United Nations as the 190th member state. In April 2003, the Human Genome Project was completed, with 99% of the human genome sequenced to 99.99% accuracy.

On 23 April 2003, New Delhi, which is home to the largest number of publishers in India, became the third World Book Capital City. Upon its nomination, it launched a programme to promote publishing linked to all professional associations concerned with books, including government services.

During the spring of that year, Benoît Müller resigned his position as IPA's secretary general to pursue a successful private career as copyright lawyer. Later that year, in September, Jens Joachim Bammel joined the IPA as the new secretary general. A lawyer by training, Jens had been CEO of the Publishers Licensing Society in the UK for five years. He would stay on for the next 12 years, serving under five different IPA presidents.



Jens Bammel

In July 2003, Tesla Inc., the American electric car company, was founded. In October, the Concorde made its last commercial flight, bringing the era of supersonic airline travel to an end.

On 23 April 2004, Antwerp became World Book Capital, thanks to its programme covering an immense range of subjects (promotion, sales, services, youth, book professions, cultural diversity and urban cultural minorities).

The IPA International Committee meeting, held in Frankfurt on 10 October 2003, was the first for Jens as IPA's secretary general. He hadn't done the



six-hour drive from Geneva, but rather an eight-hour train ride. One suitcase full of documents had substituted for Alexis Koutchoumow's packed station wagon. The rest had been sent to members beforehand, by e-mail.

At the meeting, Jens's opening speech as the new secretary general stressed that his role involved service, visibility, cooperation and change.

Wulf von Lucius presented, on behalf of the German Publishers Association, the Börsenverein des Deutschen Buchhandels, the program for the 2004 Berlin Congress.

The IPA president, Pere Vicens, presented the outcome of the search by the Nomination Committee for a candidate for the IPA presidency: Asoke Ghosh, from India, had been the chosen.

#### **ASOKE K GHOSH, VICE-PRESIDENT 2000-2004**

*When I attended my first General Assembly of IPA in Frankfurt in 1977, I felt that IPA was closely aligned with India's ancient philosophy of the World being One Family—Vasudhaiva Kutumbakam (a phrase from the Maha Upanishad and Rig Veda)—where I saw the world's publishers sitting together in one forum conveying the sacred message: 'The entire world is our family'. I still strongly believe in it.*

*During my journey of nearly five decades with IPA, I had the pleasure of meeting and listening to many great IPA leaders and got the chance to work with them. In my tenure, I also had the opportunity to serve on numerous IPA committees, as well as to chair and to address various sessions in IPA Congresses.*

*IPA is the organisation that most aligns with my personal values. I believe in IPA, and I am proud and honoured to be a part of it.*

#### **CARLO SCOLLO LAVIZZARI, IPA'S LEGAL COUNSEL 2002- 2022**

*IPA represents publishers world-wide. United in diversity, they share at least two values: publishers must not be imprisoned, and publishers must be paid for works they publish. IPA, with*

*ALAI, deserves credit for maintaining the international copyright system. For me, the footsteps Charles Clark left were both a challenge and an opportunity: the seismic shifts in technology and geography meant struggling to maintain a space for publishers between Internet Giants ('GAFA' companies) and Southern Giants ('BRICS' countries). This was a truly epic quest—while getting to know some of the best people I've ever met.*

### **President's testimony—Pere Vicens**

*I became president of the IPA in January 2000, a year that was marked by the dawn of the digital era. Once the Y2K scare, which posed the global danger of computers crashing, was overcome, the IPA entered the digital age. Newsletters began to be sent by e-mail, making communication by post obsolete. The IPA became an institution where all the publishers of the world found shelter and ceased to be predominantly Western. Finally, in 2001, through the mediation of the IPA and with the support of the world associations of booksellers, librarians and UNESCO, the project of an annual World Book Capital was established.*





## CHAPTER 3:

# **ANA MARÍA CABANELLAS**

(2004-2008)

**T**he world order had changed in November 1989 with the fall of the Berlin Wall—a barrier that for almost 30 years had symbolized the Cold War division of Europe. The developing world, namely the BRIC countries—Brazil, Russia, India and China, but also South Africa and Egypt—were pushing hard to show their international influence at all levels. They were pushing for reforms, and this generated tensions.

The urge for change was reflected in the IPA as well. Traditional publishing nations had dominated IPA's work since its foundation in 1896. But now, for the first time ever, the IPA had had two vice-presidents coming from the developing world: Argentina, represented by Ana María Cabanellas, and India, represented by Asoke Ghosh. Soon they would confront each other in an eventful election for the IPA Presidency and for the first time in its history, the IPA would be led by someone from outside Europe and the US.

In 2004, the 27th International Publishers Congress, under the theme 'Publishing for a Better World' came to Berlin, the city that had been split apart for almost 30 years and was now reunited again.

The Congress, organized by IPA's German member, the Börsenverein des Deutschen Buchhandels, was held on 21-24 June 2004, at the upscale Intercontinental Hotel, conveniently located in the heart of Berlin, only minutes away from the Tiergarten Park and close enough to the iconic Brandenburg Gate for delegates to take a leisurely walk there.

A meeting of the International Committee was held with its most important agenda item being the election of the new IPA president. The Nominations Committee had identified and proposed the candidacy of vice-president Asoke

Ghosh. Asoke was a very well-known and respected Indian publisher, who had been a founding member of the Federation of Indian Publishers. He would later become its president emeritus.

Asoke had started his journey at the IPA in 1974, and in 1983 was elected to the Executive Committee until 1990. He had been responsible for bringing the 24th IPA Congress to New Delhi in 1992, where 850 attendees had met to discuss common issues under the theme ‘Breaking the Barriers: Publishing for one world.’

Later, in 1999, he was again elected to the EC, this time as IPA vice-president, for the term 2000-2004.

Some members felt that, after the last contested election, it was good to once again have a single candidate that would have the support of all. But times had changed. Agreeing on a single candidate before an election had become extremely difficult in a more complex, globalized world.

There were many members who supported a different candidate: the other vice-president: Ana María Cabanellas from Argentina.

After spending several years at a law firm, Ana María had started her own publishing house, Editorial Heliasta, in 1971 and in 1978 had acquired Editorial Claridad. She had been intricately involved with publishing trade associations for many years: being president of IPA’s Argentinean member, the Cámara Argentina del Libro, from 1993 to 2000, as well as chair of the organizing committee of the International Publishers Congress in 2000, president of the Interamerican Publishers Group, and IPA’s vice-president from 2000 to 2004.

Since there had only been one nomination before the deadline established by the Nominations Committee, the International Committee had to first vote to accept Ana María’s nomination. The result of this vote was a clear sign of the changing times and of the right of any member to stand for election: 74 votes in favour; 17 against. The majority was clear enough, but the process had also generated some tensions.

Then came the vote to choose the IPA’s next president. There had been a lot of discussion in the hallways and during the IC meeting. Both candidates had

the experience and the knowledge necessary to become an excellent president. But it could only be one of them.

The results came in: 66 votes were in favour of Ana María and 25 in favour of Asoke.

At the same meeting, the IC shortened the term of the president from four years to two, with candidates eligible for a second two-year term. Ana María would be president for the next two years. The election of vice-presidents was postponed until the Frankfurt Book Fair meeting.

While participants at the Congress had enjoyed warm and pleasant summer weather in Berlin, when Ana María got back home to Buenos Aires, it was winter in the southern hemisphere with average temperatures fluctuating between 8° and 15°C in July.

Ana María's office was in the busy Tribunales neighbourhood, with its beautiful Plaza Lavalle. This district encompasses the area surrounding the Supreme Court building and the famous Teatro Colón, which showcases the Italian and French influence on cultural architecture in Argentina and is considered one of the most emblematic historical monuments of the country. There are many shops of legal booksellers in this area, which makes it a convenient neighbourhood for a publishing house specialized in law.

With her election in Berlin, Ana María had become the first female president in the 108 years of IPA history. It was a sign of the times. It would only be in 2005 that Germany would elect its first female chancellor, Angela Merkel; and Chile in 2006 elected Michelle Bachelet as president.

There were many women working in the publishing industry, but few in leadership positions. This was slowly shifting, and Ana María's election was a positive sign in the right direction. In her life, Ana María had never thought that being a woman was different professionally to being a man. It had been part of her education, raised in a home where she and her brother had been treated equally and given the same opportunities and responsibilities. Now she intended to prove that she was perfectly able to do this job as well as any man.

She was concerned because she knew that not everyone was happy with how matters had been conducted over the past six years. Members felt there was a

need for more transparency, with some associations warning they could leave IPA. So Ana María felt that one of her immediate priorities would be to work to reunite the association.

In February 2004, Mark Zuckerberg launched Facebook.

October came, with the traditional Frankfurt Book Fair and all the IPA meetings usually held during the fair. The IPA president, as well as the International and Executive Committee members, received a strongly worded letter from the Italian member, the Associazione Italiana Editori, expressing their dissatisfaction with how some decisions had been taken in recent years. Thanks to this letter, the IPA embarked on a process of revision of its statutes, which would eventually result in reforms that would strengthen the association.

During the Executive Committee meeting, the Italian memorandum and a draft reply from IPA were discussed. The president also reported on the discussions with the Publishers Association of China.

The next day, at the International Committee meeting, some new members were voted onto the Executive Committee; among them Herman Spruijt, representing the Netherlands, and myself, representing Mexico. After many years of participation at IPA Congresses and on the Copyright Committee, this was the first time I was elected to be part of the Executive Committee. I felt honoured.

Vice-presidents were also elected, unanimously: Richard Rudick, from the US, and Herman Spruijt, from the Netherlands.

Richard (Dick) Rudick had studied at Yale Law School and had been Wiley's General Counsel since 1978. He was encouraged by Wiley management to become active in industry and copyright affairs, a company tradition. In 2000, he had succeeded Charles Ellis representing the Association of American Publishers on the IPA Executive Committee.

That same year he was also elected to succeed Wulf von Lucius as chair of IPA's Copyright Committee. At the time, high-level copyright policy was discussed and developed in a joint committee set up by Charles Clark and chaired alternately by STM and IPA: the International Publishers Copyright Council (IPCC).

Dick was also active on the Board of the Copyright Clearance Center, IFRRO and the STM Association.

Herman Spruijt had been on the EC representing the Netherlands since 1996 and had been special advisor to the president since 2001. He would succeed Ana María Cabanellas as IPA president in 2008.

In March 2005, an Executive Committee meeting was held in London, at the Publishers Association's offices at 29B Montague Street. There was an examination of IPA structures and statutes, led by vice-president Herman Spruijt, which concluded that there was a need for a complete reform.

The developments in different countries vis-à-vis Google and its library and book digitisation project were discussed, as was the possible membership of the Publishers Association of China. The EC considered that the PAC had still not been able to demonstrate support for the core objectives of the IPA: fighting against censorship, support for free and independent publishers, and the free circulation of books. Conversations would continue.

On 23 April 2005, the first ever YouTube video was uploaded. On the same day, Montréal became World Book Capital. The programme that secured Montréal's the title featured broad international coverage and comprised a whole series of subject areas worked out with the cooperation and commitment of the city's entire book chain.

In Frankfurt, on 19 October 2005, a meeting of the IPA's Executive Committee included the following topics:

- The possibilities of closer cooperation between the Publishers Association of China and the IPA;
- A lively debate on the proposed draft Statutes;
- A freedom to publish prize. Considering the importance of the freedom to publish since the foundation of the association in 1886, and that the unique contribution of publishers to enabling freedom of expression, debate, and dialogue by disseminating the works of others deserved recognition and protection, the EC agreed to establish a Freedom to Publish Prize (which would be renamed the 'IPA Prix Voltaire' in 2016). This Prize was meant to



honour, each year, an individual or organization anywhere in the world that had defended and promoted the freedom to publish, often at the risk of their own personal safety.

On 23 April 2006, Turin began its year as World Book Capital. Innovatively, Turin came up with a programme in collaboration with a second city. In this case, Rome created a programme of international book promotion as a back-up to Turin's, which was already varied and professional.



Logo for the 6<sup>th</sup> IPA Copyright Conference,  
Montreal, 2006

At the same time, to coincide with the closing celebrations of Montréal as World Book Capital for 2005, IPA's member in Quebec, the Association nationale des éditeurs de livres (ANEL) organized the 6th IPA Copyright Conference from 23-25 of April.

The venue of the Copyright Conference was the Hyatt Regency Hotel, which would later become the Doubletree Montréal Hotel, located in a shopping area in the very heart of the city. The hotel is just a short walk away from Saint-Catherine Street, Montréal's main commercial artery and home to an array of boutiques, restaurants, cafés and nightlife hotspots.

During the conference, chaired by IPA's Copyright Committee chair Dick Rudick, several topics of interest were discussed, such as copyright and legislation, educational exceptions, RROs, and new challenges in the digital era (Google). I had the opportunity to speak at the conference about the copyright situation in Latin America.

An EC meeting was held during the Conference with the attendance, among others, of Ana María Cabanellas, Ibrahim El Moallem, Asoke Ghosh, Yu Kanehara, Herman Spruijt, and myself.



From left to right: Ana Maria Cabanellas, Herman Spruijt and Dick Rudick, Montreal, 2006

Discussions included membership issues with the Flemish Publishers Association VUV and the Polish Chamber of Books having formally resigned. The conversation did not just concern exiting members, however, as there were also expressions of interest from publishers' associations in Algeria, Saudi Arabia and Lebanon and it was reported that there was further potential for membership from Romania, Georgia, and Armenia.

The situation with the Chinese Publishers Association was also discussed. The IPA had received a short and friendly response to its letter which had stated that a membership was not possible at that stage. Ana María Cabanellas was asked to meet representatives of the PAC.

Later that year, the first IPA Freedom to Publish Prize was awarded by president Cabanellas to Iranian publisher Shalah Lahiji during the opening ceremony of the Göteborg Book Fair on 21 September, 2006.

Born in 1942, Shahla Lahiji became the first woman publisher in Iran, where she had founded her publishing house Roshangaran in 1983. Her publishing activities were severely threatened and disrupted on many occasions: in 2000, she endured several months of imprisonment; in 2005, her publishing house was petrol-bombed by unknown assailants. There were countless daily incidents aimed at obstructing her fight for freedom to publish. However, even under these circumstances, Ms Lahiji continued to enthusiastically defend her ideals.

On 6 October 2006, the publishing world received the sad news that Charles Clark had died. Charles David Lawson Clark had been a publisher and copyright authority. His reputation as a champion of the rights of authors and publishers was established during a time of great change in the industry, with the advent of electronic publishing and the Internet. He coined the now famous phrase ‘the answer to the machine is in the machine,’ and he had been general counsel of the International Publishers Copyright Council (IPCC) from 1990 to 1999.

The Charles Clark Memorial Lecture, celebrating Charles’s achievements, would be established in 2008 during the London International Book Fair and would grow to become the fair’s most prominent lecture.

Later that month, as every year, came the Frankfurt Book Fair. The IPA General Assembly unanimously elected Swiss publisher Werner Stocker to the office of IPA treasurer. Herman Spruijt was re-elected as vice-president and Yu Kanehara elected as second vice-president, both unanimously.

On 23 March 2007, there was a meeting of the Executive Committee at the offices of the IPA’s French member, the Syndicat national de l’édition, at 115 Blvd Saint-Germain, Paris. The membership applications from Lebanon and Romania were received. After an intense debate, the EC decided that the possible membership of the Publishers Association of China could not be progressed as yet. It was decided that there should be ongoing communication, and that the EC would remain open to PAC’s membership of the IPA in the long term, but squarely based on IPA’s fundamental values of a free and independent publishing industry that is able to speak out and publish freely, defend its intellectual property, and circulate publishers’ works in freedom.

One month later, on 23 April 2007, Bogotá became World Book Capital. The Colombian capital’s programme included many creative activities for the promotion of reading, and involved all local public and private stakeholders in the book sector.

Meanwhile, that same month, France’s high-speed passenger train, the TGV, reached a top speed of 574.8 km/h breaking the record for the world’s fastest conventional train. The iPhone, the first modern smartphone, was released in the United States on 29 June 2007.

During the opening ceremony of the 2nd Cape Town Book Fair (16-19 June 2007), Zimbabwean publisher Trevor Ncube received the 2007 IPA Freedom to Publish Prize in recognition of his exemplary courage in upholding freedom of expression and freedom to publish both in his country and internationally.

On Saint George's Day, April 2008, Amsterdam became World Book Capital. According to the selection Committee, Amsterdam was selected because of the quality, variety and international aspect of its programme. The focus on freedom of expression was appreciated, too.



Logo for the 28<sup>th</sup> International Publishers Congress, Seoul

The 28th IPA International Publishers Congress took place in Seoul, Korea, on 12-15 May 2008. It attracted some 600 publishers and guests from 45 countries. The venue for an unforgettable Congress was the COEX Exhibition Centre. Situated next to Bongeunsa Temple (a magnificent Buddhist temple dating back to 794AD) and connected directly to the COEX Starfield Mall, the site offered visitors the chance to connect to both ancient history and modern pop culture.

There was an exciting program with interesting and prestigious speakers, including the 2006 Nobel Laureate in Literature Orhan Pamuk, author of *The Cult of the Amateur* Andrew Keen, CEO of Edis Alain Kouck, Burmese journalist Soe Myint, IFRRO's secretary general Olav Stokkmo, acclaimed French author and Nobel Laureate later that year Jean-Marie Le Clézio, WIPO's Director, Copyright and Related Rights Division Jorgen Blomqvist, Wiley's Senior vice-president of Corporate Communications Deborah E Wiley, and many others.

I had the chance of speaking in a session chaired by my dear friend, German publisher Albrecht Hauff, titled ‘Publisher Training: Local Needs, Global Challenges’.

The Spotify music streaming service was launched in Sweden in October 2008. The Large Hadron Collider, the world’s largest and highest-energy particle accelerator, located at CERN near Geneva, under the Franco-Swiss border, was also officially inaugurated in the same month.

On the 18th of September 2008, an international seminar on neo-censorship (Threats to the Open Book) was organised by Amsterdam World Book Capital and co-sponsored by IPA. The seminar opened at the famous historic Amsterdam landmark, the Portuguese Synagogue, and included the award ceremony for the 2008 IPA Freedom to Publish Prize. Amsterdam’s Mayor Job Cohen and William Nygaard, Norwegian publisher of Salman Rushdie’s *The Satanic Verses* delivered powerful speeches before Ana Maria Cabanellas awarded the Freedom to Publish Prize to Turkish publisher Ragıp Zarakolu for his exemplary courage in upholding the freedom to publish.

#### **RICHARD RUDICK, VICE-PRESIDENT 2005-2007**

*My term as vice-president and Copyright Committee chair spanned a period of transformation. Our first Congress in Africa (Ghana) marked a shift from a Eurocentric organization to one with a global outlook. We developed a strong professional staff, modernized our Statutes, reinvigorated our relationship with WIPO, began to deal with the challenges to copyright from the borderless digital world, and found our niche among the network of transnational publishing associations as the only body which brings together publishers of literature, educational materials and information throughout both the developed and less developed world. To be a part of that was exciting, rewarding and fun. Not least, it has left me with many warm and enduring friendships.*

## President's testimony—Ana María Cabanellas

*Being president of IPA was a wonderful experience in my life! I was not alone and got a lot of help from important members, the staff and especially the vice-presidents. Times were difficult so I travelled a lot explaining the advantages of being a member, the principles we defended, the services and work the association did for publishers. We also explained that free access and access for free in copyright were different concepts. Freedom to Publish took on a new life with the creation of the Freedom to Publish Prize, today's Prix Voltaire. We enhanced our relationships with many organizations like UNESCO, while activating the World Book Capital. And, between many other meetings, we organized two important ones, the Copyright Seminar in Montréal and the IPA Congress in Seoul, a wonderful closing of an exciting period of my life.*





## CHAPTER 4:

# HERMAN SPRUIJT

(2009-2010)

It was October 2008, time for the IPA's annual General Assembly. After two terms of a successful presidency by Ana María Cabanellas, a new president needed to be elected. Three candidates stood for election: Asoke Ghosh (India), Ibrahim Spahic (Bosnia-Herzegovina), and Herman Spruijt (Netherlands).

The vote was conducted by secret ballot. All voting GA delegates were asked to take their red voting card and mark one box next to the name of their preferred candidate. Following the vote count, IPA vice-president Yu Kanehara reported that Herman Spruijt had been duly elected president of IPA for 2009-2010, with a majority of 59 votes out of 81 valid votes cast.

Herman had had a long and distinguished career in key positions at market leaders in both national and international publishing. He had started his career in 1974 at Wolters Kluwer Publishing and later went on to Elsevier Science Publishers, initially as Managing Director of the Physical Sciences and Engineering Division, and ultimately as Chairman of Elsevier Science and Executive Director of the Board of Reed Elsevier.

He had been a member of the Executive Committee of the IPA since 1996, special adviser to the president in 2000, and vice-president in 2004.

In 1998, on behalf of the IPA, he had founded and co-chaired the joint steering group of the IPA, the International Federation of Library Associations and Institutions (IFLA), and the International STM Association. He had also been a member of the executive board of STM from 1993 to 1999.

Though I knew Herman before that time, as he was a good friend of my family, I remember our time together on the board of STM. I served as chair of its Ibero-American Chapter from 1996 to 1998 and later as a board



member, from 1999 to 2004.

Herman had recently left Reed Elsevier and, though he continued to be active as a non-executive director in a variety of companies in the publishing and creative industries, he was now able to spend more time with the IPA. He alternated working from his offices in the Netherlands and the UK, both of which were in the countryside. The former was in a sandy wooded part of the Netherlands, 40 meters above sea level, between Utrecht and Arnhem. His office was covered with bookcases and had reading chairs and a fireplace. It was very traditional and efficient to work from. With Schiphol airport only 45 minutes away by train, the world was within easy reach. The latter office was also in the countryside, half an hour from Oxford, in a 16th century row of cottages with large inglenook fireplaces, exposed beam ceilings, and again, it was full of books.

It had been in these places that he had developed an action plan to campaign to become IPA president. In this plan, he had written the following:

*Active for more than a century, IPA has shown itself to be a capable structure, advocating worldwide for publishing as an important creative industry and the pillar of the increase of knowledge in society. It is very important to get the message across that the publishing industry is actively using new technology to increase and facilitate the access of the public to information and local culture worldwide.*

Herman thought that in the next few years, IPA should build on three areas:

1. efficient secretarial infrastructure and productive cooperation with other NGOs in the creative industries;
2. continue to stimulate active involvement and dialogue with IPA's members, further promoting membership to grow the IPA into an even more robust and distinguished organization;
3. strengthening the representation of publishers' interests on the international stage through organisations such as WIPO, WTO, UNESCO, World Bank, and other players in the information chain such as IFLA, IFRRO, PEN, etc.

Also during the October 2008 General Assembly, Ibrahim El Moallem and Yu Kanehara were unanimously elected vice-presidents for 2009 and 2010.

Ibrahim had started his publishing career in the late 1960s, when he worked with his father Mohamed El-Moallem at Dar El-Shorouk. By the late 1980s, Shorouk's Board of Directors, chaired by his father, appointed Ibrahim president.

He played an important role in advancing the interests of Egyptian and Arab publishers and authors. He spoke out in favour of the interests of the cultural and creative industries by defending the freedom of expression and intellectual property, and he was keen to promote inter-cultural dialogue and understanding within the international publishing industry. He had been president of the Egyptian Publishers Association (EPA) since 1996 and was president of the Arab Publishers Association (APA) from 1996 to 2007.

Alongside him was Yu Kanehara from Japan serving a second term as vice-president. After having worked for four years with CBS International Publishing in New York, in 1976 Kanehara had joined the family business, Igaku-Shoin, founded by his grandfather in 1944. He had become president of the company in 1987. Yu had been on the board of the STM Association from 1985 to 1991 and had been vice-president of the Japan Book Publishers Association since 2000. He had attended IPA congresses since Kyoto in 1976 and became a member of IPA's Executive Committee in 2001.



Jens Bammel shakes hands with WIPO Director General, Francis Gurry, Geneva, 2009

On 1 February 2009, Jóhanna Sigurðardóttir was appointed the new Prime

Minister of Iceland, becoming the world's first openly lesbian head of government.

On 23 April, Beirut became Word Book Capital, thanks to its program's focus on cultural diversity, dialogue and tolerance.

On 4 June 2009, IPA president Herman Spruijt formally awarded the 2009 IPA Freedom to Publish Prize to Sihem Bensedrine, Neziha Rjiba and Mohamed Talbi, founders of the Observatory for the Freedom of the Press, Publishing and Creation in Tunisia (OLPEC), for their exemplary courage in upholding the freedom to publish. The award ceremony took place on Kaholmen Island near Oslo, site of the historic Oscarsborg Fortress, as part of the Global Forum on Freedom of Expression (a Forum the IPA was a partner of). The award was given following speeches by State Secretary Wegard Harsvik, from the Norwegian Ministry of Culture, and PEN International's International Secretary, writer Eugene Schoulgin.



2009 IPA Freedom to Publish Prize laureates (from left to right ) Neziha Rjiba, Mohamed Talbi and Sihem Bensedrine, founders of the Observatory for the Freedom of the Press, Publishing and Creation in Tunisia (OLPEC)

The same month, the outbreak of the H1N1 influenza strain, commonly referred to as 'swine flu', was deemed a global pandemic.

In 2009 Herman wrote an article for the journal *Logos* where he summarized IPA's activities and talked about the challenges publishers had begun to face in the digital environment:

*Especially since the 1990s IPA has become more and more active as a global organisation. This was especially in response to the many threats that came with the digitisation of content such as the easy copy, paste and upload of any content to the World Wide Web. Also, and even more importantly, the arrival of new intermediaries like the telecoms and search engines required counteraction. These new players regard content as secondary to their business models, are financially very strong indeed, and show little regard for the principles of copyright...*

Once again, in October 2009, the traditional IPA meetings were held during the Frankfurt Book Fair. At the Executive Committee meeting, Herman Spruijt announced the upcoming expiry of the three-year term of appointment of treasurer Werner Stocker, and in the light of Werner Stocker's dedicated and excellent service to the association, recommended that the EC re-appoint him as treasurer for a further three-year period. The EC unanimously agreed.

One of the most important decisions taken by the Executive Committee at that meeting was the creation of a formal membership committee. It was agreed that the membership application process had to be formalised and that the IPA needed clearer and more transparent rules and admission criteria, which would include the involvement of the chairs of the Freedom to Publish and the Copyright Committees in all membership admission related decisions.



From left to right: Herman Spruijt, Jens Bammel, and Ana Maria Cabanellas  
at Frankfurt Book Fair; 2009

During the General Assembly, vice-president Yu Kanehara stepped down

as an EC member, so a new VP had to be elected. The General Assembly unanimously appointed Sok Ghee Baek from Korea as vice-president to complete Yu Kanehara's term.



YS Chi and Yu Kanehara

YS Chi was nominated by the Association of American Publishers as an EC member, which was unanimously approved by the General Assembly. According to IPA's statutes, Full Members that contributed at least 5% of the association's total subscription are entitled to nominate from Delegates one Director each to a Statutory Directorship. At that moment there were seven statutory directorships from: France, Germany, Italy, Japan, Spain, the UK and the USA.

The next IPA International Copyright Symposium was the 7th and was held in the run up to the Abu Dhabi International Book Fair, on 28 February to 1 March 2010, in the Intercontinental Hotel Abu Dhabi. The neighbouring emirate, Dubai, had officially opened the tallest man-made structure to date, the Burj Khalifa, just two months earlier.

Abu Dhabi, meaning 'Land of the Gazelle' in Arabic, was founded when a young antelope led a wandering tribe to fresh water on an island near the coast. This simple island settlement has since been transformed into a modern, cosmopolitan city and the high-rise capital of the United Arab Emirates. It is the location of the UAE government, and home to the legendary Al Nahyan family. The city of the Arabian nights has a desert climate, and its economy is

based mainly on its oil deposits.

For two days, more than 270 registered participants and global experts from 53 nations gathered to discuss copyright policy issues, which took centre stage in the debates about the future of publishing. E-books, Internet piracy, the Google Book Settlement, collective licensing and copyright exceptions were among the issues that were debated during the Symposium.

Holding the Copyright Symposium in Abu Dhabi was a way for the IPA to support its new Affiliate Member, the Emirates Publishers Association, chaired by Sheikha Bodour Al Qasimi, and show that respect for, and understanding of copyright, was an important part of any publishing policy. Delegates in turn also witnessed the strong exemplary commitment of Abu Dhabi and the United Arab Emirates for publishing in their country.

In April 2010, the first iPad was released. The same month, Ljubljana, Slovenia, became the tenth World Book Capital. Ljubljana had been selected for the quality of its application as well as for its diverse programme, widely and enthusiastically supported by all players involved in the book industry including publishers, bookstores and libraries.

On 6 October 2010, Instagram was launched.

Since Herman had decided not to run for a second term as IPA president, the need arose to have an election during the IPA's General Assembly, held, as usual, during the Frankfurt Book Fair.

Three candidates presented themselves for election: Youngsuk 'YS' Chi from the US, vice-president Ibrahim El Moallem from Egypt, and Alain Kouck, from France.

YS Chi had graduated *cum laude* from Princeton University with a BA in Economics and earned his MBA in Finance at Columbia University. In 2001, he had joined Random House, the world's largest general interest book publisher, as its Chief Operating Officer and moved quickly to the position of president. YS had then joined Elsevier in June 2005 as vice Chairman and Head of Global Academic and Customer Relations. He became a Member of the Management Committee of RELX in May 2009 and in December 2009, YS accepted additional responsibility as CEO of Elsevier Science &



Technology.

Alain Kouck had worked in the publishing industry for over 30 years, starting at Hachette in 1980 before joining Editis, where he became president in 2002. The same year he joined the board of the French publishers' association, the Syndicat national de l'édition.

At the Frankfurt General Assembly, there was a secret ballot where 76 votes were cast. The election officials (Sok Ghee Baek, Werner Stocker and Albrecht Hauff) announced the result: 34 votes for YS, 29 for Ibrahim and 13 for Alain. As there was no candidate with an absolute majority, a second round of voting took place between YS and Ibrahim.

The final outcome was 42 votes for YS and 30 for Ibrahim. Therefore, YS Chi was elected president of the IPA for 2011 and 2012.

Ibrahim and Alain were unanimously elected vice-presidents. There was also an election held for the Executive Committee. The UK publishers association put forward Richard Charkin as its new EC Director, replacing Nick Perren, and the General Assembly unanimously approved this appointment. Michiel Kolman, from the Netherlands, was also elected to the EC.

On 2 November 2010, IPA president Herman Spruijt formally awarded the 2010 IPA Freedom to Publish Prize to Israpil Shovkhalov and Viktor Kogan-Yasny, editor-in-chief and publisher respectively of Chechen Human Rights magazine *Dosh*, for their exemplary courage in upholding the freedom to publish. The event took place in Istanbul, Turkey, during the Istanbul Book Fair, marking the end of the International Days of the Fair's 29th edition.

Herman declared on that occasion that:

*Through Israpil Shovkhalov and Viktor Kogan-Yasny, we award the 2010 IPA Freedom to Publish Prize to the entire staff of Dosh Magazine, in deep respect for their courage, and as a salute to the passion, and the integrity that they so marvellously demonstrate.*

**YU KANEHARA, VICE-PRESIDENT 2007-2009**

*During those nine years while I was an Executive Committee member of IPA, I met with various publishers and representatives from a number of international organizations to talk and listen to publishing and copyright matters on many different occasions. All of these were not only valuable experiences for me, but also enjoyable participations in the international publishing scene globally. It is particularly true for me when I was one of the vice-presidents of IPA, and I am extremely thankful for Ana María Cabanellas and Herman Spruijt who gave me full support and guidance during this period. At IPA, we all speak different native languages, but we all speak one language—Publishing—as our common goal.*

### **President's testimony—Herman Spruijt**

*The first decade of the twenty-first century was a period of huge change in our industry: a very interesting time, in which we discovered by trial and error the opportunities and consequences of mass digitisation. Subjects such as database protection, digital rights management and standardization were hot, requiring massive re-positioning of IPA's agenda in discussions with, for example, WIPO, WTO, UNESCO. The goal? protecting our creative industry in the face of quickly developing players like Microsoft, Google and so forth.*

*During this presidency we started a new field of attention: the Educational Publishing Forum to exchange experiences, addressing unfair competition from governments in schoolbook publishing and the challenges for publishers to bring digital courses into the classroom.*







## CHAPTER 5:

### **YS CHI** (2011-2014)

**O**n a cold winter morning in January 2011, YS was at his New York City office preparing for his first Executive Committee meeting as IPA president, to be held in February in Paris.

YS had an office in NYC and another in London, both located in heavily business-oriented districts, where it was bustling with workers during the day, but dead quiet at night. He would work mostly out of his NYC office for the first two years of his presidency and out of his London office for the second two.

He was thinking about his priorities and what he wanted to achieve during his time as president. He was rather new to the IPA, as he had only been elected to the Executive Committee in October 2009, with few opportunities to attend meetings. Nonetheless, he considered his lack of history at the IPA as an advantage because it gave him a fresh perspective. He had no alliances and no obligations.

He thought that the association needed to adapt with the times. Never before had the publishing industry faced such enormous challenges. The technological innovations that demanded publishers embrace digital technology were obvious, but there were other, more serious dangers. The concept of copyright as the underpinning of our business was being questioned and attacked like never before.

Most of the companies that were threatening the copyright system didn't even exist before 1995 but were now in the process of becoming the largest and wealthiest corporations in the history of humankind. And copyright wasn't compatible with their business models. In the words of Franklin Foer, from his 2018 book *World Without Mind: The Existential Threat of Big Tech*:

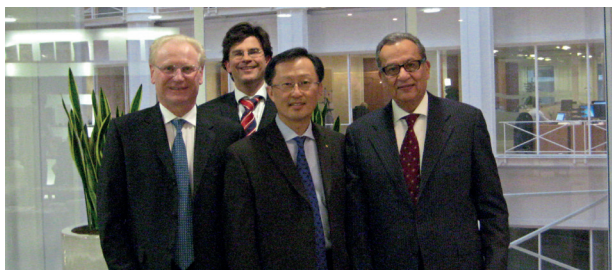
*The biggest tech companies are, among other things, the biggest gatekeepers the world has ever known [...] They want to overhaul the entire chain of cultural production, so that they can capture greater profit.*

The participation of the IPA in the discussions at the World Intellectual Property Organisation (WIPO) was vital. There were discussions taking place about a treaty to create a copyright exception for visually impaired people. YS fully backed and promoted IPA's position of support for this initiative, but it was fundamental that the IPA ensure that it was carefully and precisely worded. Otherwise, it could open the door to abuse of this exception by people who were not intended to be its beneficiaries.

At the same time, there was also a push by some member states in WIPO to create an international treaty broadening exceptions and limitations in copyright for education and for libraries. This was extremely dangerous, because it had the potential to erode the whole basis on which authors and publishers make their living. The IPA needed to be a part of these discussions and speak with one strong voice, on behalf of thousands of publishers globally.

YS felt uneasy about the IPA's capability to tackle all these challenges. He thought the IPA needed some restructuring to help it become more efficient and issue-driven. YS considered himself an operator, so he was well suited for the job.

There was also the financial problem. Because many members were not paying their dues on time, they were stressing IPA's finances. He was also concerned that the IPA office, at its current location in the quiet residential neighbourhood of Champel, was far from the action—too far from key international agencies like the World Intellectual Property Organization on the other side of Lake Geneva.



From left to right: Alain Kouck, Jens Bammel, YS Chi, Ibrahim El Moallem, London 2011

YS's first EC meeting as president took place on 11 February 2011, at the offices of Editis, located at 30 Place d'Italie, in the 13th arrondissement, south of central Paris. It was hosted by Alain Kouck, president of Editis and vice-president of the IPA. There was a discussion about the future of IPA Conferences and what kind of Congress IPA should plan in the future. This was to be continued at future EC meetings.

On 25 April, YS formally presented the 2011 IPA Freedom to Publish Prize to Bui Chat, founder of Giay Vun Publishing in Vietnam, in a ceremony hosted by the Buenos Aires Book Fair as part of the Buenos Aires World Book Capital programme. Giay Vun was devoted to printing and publishing the works of Vietnam's 'pavement poets' beyond the reach of censorship authorities. In his speech, YS declared:

*As we give Bui Chat the 2011 IPA Freedom to Publish Prize, please rise to honour the exemplary courage, determination, integrity, passion and forward thinking that he, and his colleagues, so clearly demonstrate. Thank you Bui Chat, and all the staff of Giay Vun Publishing. You are an inspiration to all of us.*

In accepting the award, Bui Chat said:

*Books have the power to make the world free; freedom for those who publish books and for those who read books. We hope this award will be a significant boost to the development of the independent publishing movement and civil society in Vietnam.*

In July the Executive Committee held one of its first meetings, if not the first ever, by teleconference. The world was becoming more global and interconnected, and the issues to be discussed and resolved were evolving faster than ever. It was imperative to make the best use of technology.

It was October 2011, and the time for the yearly Frankfurt Book Fair arrived. The customary IPA meetings were held during the fair. At the EC meeting, IPA treasurer Werner Stocker presented the treasurer's report, raising concern over the high sum of outstanding payments. Something needed to be done.

On the issue of books for the print disabled, Jens reported to the Committee on the most recent developments at WIPO. IPA was drafting suggested changes

to make the current text before the WIPO Standing Committee on Copyright and Related Rights (SCCR) more acceptable to publishers. This had been discussed in the STM Copyright Committee and the IPA Rightsholder Consultation Group, and had been circulated to the Copyright Committee Steering Group. The EC noted that the IPA might be asked to support such an amended text as a treaty.

On a different note, the group felt that the IPA needed regular IPA events to create a sense of community, and that the current four-year interval between Congresses was too long. It was therefore suggested that such meetings take place every two years.

During the General Assembly, elections were held as usual. Among others, Trasvin Jittidecharak, from Thailand, was elected to the EC.

On 26 November, NASA's Mars Curiosity rover was launched from the Kennedy Space Center. It would land on Mars on August 6th, 2012. Also in November, the WIPO SCCR discussed library exceptions and tried to agree on an 'international instrument' containing an exception for persons with print disabilities.

In March 2012, 246 years after its first publication, the *Encyclopaedia Britannica* discontinued its print edition.

23 April, 2012, arrived and Yerevan, Armenia, became World Book Capital on account of the quality of its detailed, grass-roots program.



Logo for the 29th International Publishers Congress,  
Cape Town, South Africa, 2012

The 29th International Publishers Congress was held on 12-14 June, 2012, in Cape Town, South Africa. Delegates from every continent and more than

300 publishers from every sector imaginable—from trade to education to children’s books to STM, as well as writers, lawyers and policy makers from over 30 countries—came together for three days to discuss the opportunities and challenges of digital publishing, the slow recovery from the 2008 economic recession, the threats of state publishing, and raging debates on copyright law and intellectual property rights.

Following the success of the Copyright Conference held in Accra in 2002, this was the first time in 116 years of the IPA that an International Publishers Congress was held in Africa. During his opening speech, YS Chi said that:

*The theme of this Congress is ‘Publishing for a New Era’. I think you will all agree that this is a timely and relevant theme. We truly are entering a new era, and it is unbelievably exciting time to be in publishing.*

*We need to move towards change, to be the drivers of change. We need to work together to impact the future of publishing in positive ways. Behind many, if not all, of these changes is the digital revolution.*

*Publishers, at our core, are curators of high-quality content. We need to continue to do the same things we have been doing for centuries—finding the best authors and the best content and helping to bring that content to as many readers as possible.*

YS quoted the Register of Copyrights for the United States, María Pallante, when she said at a conference of the Association of American Publishers, that:

*[Publishers] are—and always have been—so much more than an industry. Since the very beginning of our nation, publishers have been catalysts for democracy, guardians of free speech, stewards of scholarship and education, disseminators of scientific discovery, and champions of literature. However one defines a knowledge economy today, it could not have emerged (and is not worth sustaining) without the production and distribution of books, journals and other professional content.*

The Congress ended with a celebration of the freedom of expression by the 2012 IPA Freedom to Publish winner Jonathan Shapiro (‘Zapiro’). As

tradition had it, IPA president YS Chi presented the award. Born in 1958 in Cape Town, Shapiro is South Africa's best known and possibly most successful political cartoonist. He has been criticized and publicly intimidated in South Africa—even receiving death threats. Bjørn Smith-Simonsen, chair of IPA's Freedom to Publish Committee, commented:

*Jonathan Shapiro is one of the brave voices speaking out against the dangers of corruption and authoritarianism, thus using with courage—through subversive humour—his right to freedom of expression and freedom to publish. Jonathan Shapiro exemplifies everything that the IPA Freedom to Publish prize stands for.*

In July, WIPO's SCCR discussed library and educational exceptions and tried to force the debate on a treaty for visually impaired people (VIP) to come to a conclusion.

In October, during the Frankfurt Book Fair, the IPA's Executive Committee discussed succession planning: EC members regarded it as desirable to establish a practice whereby the GA elected one vice-president who would later succeed the president in office. However, the EC felt strongly that this elevation should not be automatic, and that both vice-president and president should be individually elected.

The General Assembly that week saw YS unanimously re-elected as president for a second two-year term with Daniel Fernández, from Spain, and Karine Pansa, from Brazil, joining the EC. Werner Stocker was also re-appointed as treasurer for a third three-year term.

YS then asked the Assembly to elect Ibrahim and Richard Charkin as vice-presidents for a term of one year only, to allow the envisaged statutory reform to take place in 2013. The GA unanimously agreed.

In November, the IPA represented publishers at WIPO's SCCR meeting, the second for 2012, as it prepared a copyright treaty for print disabled persons.

A few days later, the IPA inaugurated its new offices. After 48 years based at 3 avenue de Miremont, the IPA Secretariat moved on 27 November, 2012. The new premisses were located at 23 avenue de France, where they remain to this day, in a state-of-the-art building in the heart of international Geneva—

near WIPO, WTO, ITU, the Palais des Nations, the Office of the High Commissioner for Human Rights and the ‘Maison de la paix’.

On 1 March 2013, there was an EC meeting held in New York, at the offices of HarperCollins Publishers, hosted by its CEO and president and EC member, Brian Murray. The membership fee issue remained unresolved and treasurer Werner Stocker stressed that it was unacceptable that so many IPA members were not paying their dues on time with YS underlining the serious long-term sustainability issue for IPA.

Secretary general Jens Bammel informed the EC that the IPA Statute revisions presented at the previous year’s General Assembly had been approved almost unanimously in an e-mail vote. The EC endorsed EPUB 3 as the preferred standard format for representing HTML and other web content for distribution as single-file publications. The IPA recommended that publishers and their national publishers’ associations familiarize themselves with EPUB 3 and explore how they could make the best use of its functionalities. The IPA urged all other publishing industry stakeholders to adopt EPUB 3 so that the publishing industry could achieve an interoperable and fully accessible global standard for e-books and other digital publications.



From left to right: Jens Bammel, Joanna Babczonek, and José Borghino

On 11 March 2013, José Borghino was appointed to the newly created position of policy director. José came to the IPA from the Australian Publishers Association, where he had served as Manager of Industry Representation. His previous professional roles included lecturer in journalism



and creative industries at the University of Sydney, editor of the online news magazine *NewMatilda.com*, executive director of the Australian Society of Authors, and senior positions at the Literature Board of the Australia Council. Previously, José had degrees in English literature from Sydney and Melbourne Universities.

On 23 April 2013 Bangkok, Thailand, became World Book Capital for its community-focused program.

Back on the copyright front, after a long period of discussion at the SCCR, WIPO decided to convene a diplomatic conference to devise and conclude a treaty containing copyright exceptions to help visually impaired people, in June in the city of Marrakesh.

YS led the IPA delegation in Marrakesh and was eager to speak for the first time at a WIPO meeting on behalf of world publishers. The delegate from a developing country questioned the position of publishers on the possible treaty. There were diverging opinions and many people thought that publishers were trying to block an agreement. But YS and the IPA didn't want to preclude a treaty; rather, they wanted to find a way to do it right. The question gave YS the opportunity to state the IPA's position clearly and he said that *'every single book we publish should be accessible for all'*. The room went silent.



YS Chi addressing the WIPO Diplomatic Conference for Visually Impaired Persons where the Marrakesh Treaty was signed

He went on to explain that technology now allowed publishers to do so. Had the delegates read the 2012 IPA Annual Report, this would not have come as a surprise. In his message in this report, YS had said that:

*I want to emphasise that our industry is committed to finding solutions to make publications accessible to all readers. We believe that equal access will be achieved only if accessible formats become the norm, not the exception, and that voluntary agreements and collaboration achieve better results than legislative solutions. As these discussions continue, IPA will focus on ensuring the protection of copyright, which is essential to the creation and dissemination of knowledge, while working to find solutions that extend access to all readers.*

The Marrakesh Treaty that establishes a copyright exception for people with print disabilities, was finally adopted on 27 June 2013, with the strong support of the IPA.

It was an amazing moment for YS. He felt proud of the work done. The IPA had been able to show its support for this important cause while, at the same time, ensuring a very clear wording that would prevent misuse of this copyright exception. It had been important to ensure that this new treaty did not change the fundamental principles of international copyright law. The preservation of the so-called ‘three-step test’ as the limitation for any exceptions had been successful. As of June 2022, 89 countries representing 115 WIPO member states, including the European Union counting as one, were contracting parties to the Marrakesh Treaty.

Meanwhile in the USA, same-sex marriages were being granted federal recognition as its Supreme Court overturned a key section of the Defense of Marriage Act in the case of *United States v. Windsor*.

In July 2013, IPA Policy Director José Borghino was invited by the Turkish Publishers Association and the Turkish Freedom for Journalists Platform to speak at the 2nd Freedom for Journalists Congress, held in Istanbul, across Taksim Square from Gezi Park, the scene of a wave of demonstrations that lasted months. The IPA used the platform to protest strongly because, at that time, not only were there 64 journalists in Turkish jails, but there were also Turkish publishers, writers, and translators (like Deniz Zarakolu, son of 2008 IPA Freedom to Publish Prize laureate, Ragıp Zarakolu), as well as teachers,

thinkers and ordinary citizens incarcerated—all threatened by laws that gave the state draconian power over their lives.

On 10 October 2013 the IPA General Assembly met in Frankfurt for the first meeting since the adoption of its new Statutes. One of the most important changes was that now the IPA would have one vice-president instead of two and that the VP would in turn, after their two-year term, become president. The other major change was an ultimately successful provision designed to improve IPA's finances: members that had not paid their membership fees were not eligible to vote at the GA.

Under the new Statutes, the GA had to elect the VP who would succeed YS as IPA president in 2015. Two candidates presented themselves for election: Trasvin Jittidecharak and Richard Charkin.

Trasvin was a respected publisher both in Thailand and in the international community. She had founded Silkworm books, a general and independent publisher of English-language books, in 1991. She was serving as an advisor to the Publishers and Booksellers Association of Thailand (PUBAT), chairing the organizing committee of the 2014 Bangkok Congress and had been a focal person of the Bangkok UNESCO World Book Capital City Programme.



2012 YS Chi at the MoU signing in Bangkok for the 30th International Publishers Congress to be held in 2014

Richard Charkin was the Executive Director of Bloomsbury Publishing and had been on the EC since 2011, representing the Publishers Association of the UK.

Following a secret ballot vote, Richard was duly elected vice-president of IPA for 2014. Afterwards, Richard said:

*Publishing is an honourable business. Authors are at the heart of our industry—novelists, poets, dramatists, textbook writers, scientists, scholars, illustrators—and the IPA needs them to support us if we are to continue to invest securely for the future. I have been extraordinarily lucky in my career to have worked in such a great industry with such great people. I am honoured to repay some of the debt I owe to that industry and to those people. I am proud to serve the global publishing family.*

At that General Assembly, elections were also held for EC directors. Among others, Michiel Kolman from the Netherlands was elected for a second three-year term. I had stepped down from the EC in 2010 after having served for 6 years but was nominated again by the Mexican Publishers Association and was re-elected. I was convinced of the importance of the IPA and wanted to continue serving on its Executive Committee.

IPA's Annual Report was also presented at the GA. Secretary general Jens Bammel said in his introduction that:

*Publishers are at the centre of the knowledge economy, contributing our expertise to improve educational materials and scholarly communication. In the 21st century, publishers are drivers of the new digital economy.*

In early January 2014, the Thai government declared a 60-day state of emergency in Bangkok and the surrounding provinces. This had prompted increased levels of unrest, with a protest leader having been killed in Bangkok. With IPA's 30th Congress scheduled to take place in March, the Association announced the postponement of the Congress to March 2015.

The 2014 IPA Freedom to Publish Prize was given to Ihar Lohvinau, of Belarus, in recognition of his courageous efforts to defend freedom of expression despite the government removing his publishing licence. The prize was accepted on his behalf by his daughter and co-worker, Alexandra Logvinova, during the London Book Fair, held on 8-9 April.

On Saint George's Day 2014, Port Harcourt, Nigeria, became World Book Capital on account of its focus on youth and the potential to improve Nigeria's culture of books and reading, as well as its literacy rates.

On 9 July 2014, an EC meeting was held by teleconference. After the resignation of the EC director from Germany, Urban Meister, and following the suggestion of the Börsenverein des Deutschen Buchhandels, the EC voted unanimously to appoint Joachim Kaufmann as his replacement for the remainder of Meister's term in 2016.

Jens Bammel informed EC members about the newly established WIPO Accessible Books Consortium, which included five representatives from each of the following constituencies: publishing stakeholders (with reserved seats for IPA, IFFRO and the IAF), organizations representing people with print disabilities, and delegations from WIPO member states. This composition later changed to four organizations representing people with print disabilities, four organizations representing authorized entities that are able to provide accessible copies of books to beneficiaries, five organizations representing copyright owners, and up to five donors. Jens went on to inform the EC that the IPA would be forming a working group on inclusive publishing to encourage publishers to make their works, in particular e-books, more accessible to persons with print disabilities. The ABC Charter for Accessible Publishing was presented and endorsed by the Executive Committee.

## President's testimony—YS Chi

*With only six months experience at IPA, I was underprepared to assume the presidency in 2011; but eager to serve at that pivotal moment of change in the industry. Issues like exceptions for visually impaired readers, for example, was boiling at WIPO. We worked hard to transform IPA into a stable institution over the following four years as we focused on resetting our weak financial status, fragile membership, and scattered missions. It is thanks to the boundless energy and dynamic teamwork of fellow members and staff altogether that we brought IPA's relevance and stature with its global network to new heights.*



## CHAPTER 6:

# **RICHARD CHARKIN** (2015-2016)

**R**ichard Charkin had been voted in as IPA president for the term 2015-2016 at the General Assembly on 9 October 2014.

Of all the EC directors stepping down, YS Chi especially thanked Ana María Cabanellas and Ibrahim El Moallem for their invaluable service to the IPA, as they had both completed their second three-year term and were therefore not eligible to stand again.

The GA re-elected Asoke Ghosh and Trasvin Jittidecharak for a second term and elected Bodour Al Qasimi from the United Arab Emirates, and Brian Wafawarowa from South Africa to the EC. There was also the election for vice-president, who would in turn become president in 2017. The two candidates were Trasvin Jittidecharak and Michiel Kolman. Following the secret ballot, the outcome was announced: Michiel Kolman had been duly elected IPA vice-president for 2015-2016.

In November of 2014, the Intergovernmental Panel on Climate Change (IPCC) released the final part of its Fifth Assessment Report, warning that the world faces ‘severe, pervasive and irreversible’ damage from global emissions of CO<sub>2</sub>.

Richard had had a long and satisfying career in publishing. He had started in 1972 as commissioning editor for George Harrap & Co. and had since held many senior posts at major publishing houses, including Macmillan, Oxford University Press, Current Science Group, and Reed Elsevier. He was currently Executive Director of Bloomsbury Publishing and had also been president of the UK PA.

Richard lived in Hackney, in north-east London, about six and a half kilometres from his office in Bedford Square, which is in the fashionable

residential area of Bloomsbury, in London's West End. Bloomsbury is the home of the British Museum, the largest museum in the United Kingdom, and several educational institutions. Many literary figures, such as JM Barrie, Charles Dickens, EM Forster, Virginia Woolf and William Butler Yeats had lived in the neighbourhood.

Richard thought that the role of the IPA was crucial and would be even more relevant in the future. Companies that were threatening our industry were global. The IPA was the only organization that could really address global issues. Richard didn't know that a few years later, in 2018, bestselling author Yuval Noah Harari would expand on this thesis when he wrote in his book *21 Lessons for the 21st Century* that:

*The big challenges of the twenty-first century will be global in nature. [...] The whole of humankind now constitutes a single civilization, with all people sharing common challenges and opportunities.*

Richard was right. Publishers needed an association like the IPA like never before.



Logo for the 30<sup>th</sup> International Publishers Congress, Bangkok, 2015

The 30th International Publishers Congress was finally able to take place on March 24-26, 2015, and brought more than 300 delegates from 38 countries to Bangkok. Publishers from all around the world enjoyed three days of debate, discussion and networking. Among the Congress resolutions announced by the IPA's secretary general, there was a call on governments to ensure that authors and publishers have the freedom to express criticism of political, royal and religious authority.

Just under a month later, Incheon, Republic of Korea, became World Book Capital 2015.



The Bangkok Congress would prove to be Jens Bammel's last. After 12 years as IPA's secretary general, Jens thought it was time to move on to pursue other projects. He had been discussing this with Richard for some time and they had both agreed for him to step down at the end of August. The next secretary general would be IPA's then policy director, José Borghino.



From left to right: Richard Charkin, Trasvin Jittidecharak, Bodour Al Qasimi, and Ibrahim El Moallem at the International Publishers Congress, Bangkok 2015

On July 14th, NASA's New Horizons spacecraft performed a close flyby of Pluto, becoming the first spacecraft in history to visit this distant world.

On 2 September, there was an EC meeting by teleconference. Richard thanked Jens Bammel in absentia for making the transition to a new secretary general as effective and pleasant as it had been, and welcomed José Borghino as the new secretary general.

Membership applications from China and Saudi Arabia were discussed, as they were highly controversial. The main concern in both cases was the freedom to publish. YS explained the historical background, including previous discussions for many years concerning Chinese membership. It was noted that in discussions with IPA members, some reservations had been expressed but that, in general, they were supportive of PAC becoming a member of the IPA.

Some members, however, had serious concerns and had warned they could leave the association if China was accepted. The next EC meeting took place on 13 October 2015, at the Haus am Dom in Frankfurt.



After presentations by the Publishers Association of China and the Saudi Arabian Publishers Association, there was an EC discussion. Strong views were expressed both for and against the admission of both applicants. Doubts were presented as to their independence from their respective governments, as well as their commitment to freedom to publish and freedom of expression. Richard, YS and Joachim Kaufmann described their recent visits to China, and YS and Ana María Cabanellas described the previous years' meetings, dialogues and visits to China. It was agreed that the two applications would be put forward to the GA without a recommendation from the EC.

At the General Assembly, held on 15 October, there was a lively discussion about the candidates for membership. The Assembly had a number of membership applications to consider. Three Provisional Members, from Saudi Arabia, Slovenia and Tunisia, had applied for Full Membership, four publishers associations from Bangladesh, Greece, Jordan, and Peru had applied for Provisional Membership, and the Publishers Association of China had applied to become a Full Member.

Most of the discussion centred on the application from China. Some members argued that the IPA was not ready to accept the Chinese applicant as a member. There were concerns about the independence of the applicant from the Chinese government, and there were fears about what accepting the applicant might do to the credibility of the IPA. For the sake of openness, Richard stated his personal position that accepting the applicant could benefit the IPA in many ways, including in the debates around copyright in Geneva as well as in Freedom to Publish issues.

Once the debate was closed, a secret ballot was conducted. Incoming secretary general José Borghino announced to the GA that all applicants had been successful in their applications. China had finally been accepted as a member of the IPA. This decision would have important consequences for the future of the association.

During the GA, there was also an emotional farewell to outgoing secretary general, Jens Bammel. Richard spoke about Jens's long career at the IPA and presented him with a parting gift.

A few weeks after the GA, Richard and José started to receive letters from some European members expressing their disapproval of how the election

process had been held. Some said they would be resigning from the IPA but left a door open for possible dialogue. This prompted an EC teleconference on 15 December. Representatives from the complaining associations had met earlier in Milano, prompting the moniker ‘the Milano Group’. At the teleconference, Richard stated that, although the elections had been conducted in accordance with IPA Statutes and accepted procedures, the IPA took the current criticisms seriously and proposed a process of reform that would include the setting up of four Working Groups. The first one would review IPA’s Statutes to try to find ways for improvement. This WG would be chaired by Joachim Kaufmann from Germany, with the participation of Jessica Säger, also from Germany, Giovanni Hoepli from Italy, Brian Wafawarowa from South Africa, Bodour Al Qasimi from the Emirates, our treasurer, Werner Stocker, secretary general José Borghino, and myself.

The other working groups were going to focus on Membership, Copyright and Freedom to Publish, and would be led by the chairs of those committees: Michiel Kolman, Paul Doda and Ola Wallin, respectively.

On a different note, José reported on the discussions at WIPO SCCR, which had just been held from 7-11 of December. He stressed the need for a coherent strategy for engagement with WIPO in general, but especially with regard to the debate around exceptions and limitations for libraries, archives and education.

On 22 January 2016, the IPA received a letter from the Milano Group, in which nine IPA member associations requested a Extraordinary General Assembly (EGA) to be held in April, at the time of the next IPA Congress in London. In their letter, the nine associations expressed their serious concern at the implications of certain decisions that had been taken at the last GA in Frankfurt. They called for changes within the IPA in order for them to remain as members.

February was a frantic month, with regular teleconferences of the different Working Groups. The WG that worked on IPA’s Statutes, where I participated, was particularly sensitive. It was hard work, because we had opinions that at first seemed irreconcilable.

It was a stressful but fascinating period where I learned so much about what we as human beings are able to accomplish when we act with goodwill and

engage in sincere, open and constructive dialogue. Even though we thought differently, we all wanted the best for the IPA, had open minds, and were willing to listen to other opinions.

One of the key elements was leadership. Joachim Kaufmann had an almost impossible task, but he did a fantastic job and managed to harmonize all the different viewpoints. He was able to patiently lead our discussions to a successful conclusion, so that we were able to recommend a set of changes to IPA's Statutes to the EC that all of us agreed would strengthen the organization.

The other Working Groups had similar results and we were all ready to present our conclusions first to the EC and then to the EGA that was going to be held on 11 April, at the Hilton London Olympia Hotel. At this meeting, the chairs of the Working Groups presented a new set of Statutes and committee guidelines, meant to serve as an appropriate framework for a modern IPA. Their proposals to clarify the governance of the IPA as well as the Membership, Copyright and Freedom to Publish Committees were overwhelmingly adopted by the IPA membership.

The IPA had once again successfully weathered a storm. It had been an intricate and demanding period, from which our association emerged strengthened. All nine associations that had considered the possibility of resigning, renewed their membership and remain valued members of the IPA.



Logo for the 31st International Publishers Congress, London, 2016

The 31st International Publishers Congress, under the theme 'Publishing Now: Creativity, Commerce', took place from 9-12 April 2016. It gathered more than 220 delegates from 41 countries in London's majestic Olympia Conference Centre. This was the second time the Congress had taken place in the UK capital, but the first time it had run parallel to the London Book Fair.

Sunday 10 April was a day of debate about the big issues facing publishers, such as the changing global copyright landscape, challenges and opportunities of the digital world, and the deteriorating state of the freedom to publish in many parts of the world. There was a keynote speech by the CEO of Hachette Livre, Arnaud Nourry entitled ‘Digital Revolution in Book Publishing: The Best Is Yet to Come’, where he stated that:

*Books have proven, again, their staying power in the face of the social, economic and technological transformations that have affected the world since books were invented 560 years ago.*

*In a world overflowing with data, works and opinions, people need familiar landmarks more than ever—brands that act as quality labels and ensure that the goods on offer have been curated, checked, approved and deemed worthy of their attention and money by people who put their reputation and livelihood on the line by doing so.*

That evening, during the gala dinner, the first winner of the IPA Prix Voltaire, formerly the IPA Freedom to Publish Prize, was announced. The IPA had renamed the prize as a tribute to French philosopher and writer François-Marie Arouet (penname ‘Voltaire’), a pioneer and advocate for tolerance and free expression, who is purported to have said: ‘*I may not agree with what you have to say, but I will defend to the death your right to say it.*’ In addition, from 1755 to 1759, Voltaire had lived in Geneva, Switzerland, home of the IPA.



From left to right: Carlo Scollo Lavizzari, Hugo Setzer, Werner Stocker  
at the IPA Congress, London, 2016

The first IPA Prix Voltaire went to Raif Badawi, the jailed founder of Free Saudi Liberals Forum, a secularist website that enabled political and religious debate. By the time of the ceremony, he was four years into a 10-year prison term and had received 50 of 1,000 lashes for hosting online commentary deemed blasphemous. His wife, Ensaf Haidar, received the award on his behalf. IPA president Richard Charkin said:

*The worldwide publishing community will continue to highlight the plight of oppressed publishers and writers like Raif. If we don't, unscrupulous regimes everywhere will only tighten their grip further. Grateful thanks to our generous sponsors, without whom the Prix Voltaire would not be possible.*

The Congress was followed by the London Book Fair where the Charles Clark Memorial Lecture was delivered by Professor Michael Fraser, founder and previous CEO of the Copyright Agency Limited in Australia, where he had worked for twenty-one years. I was happy to hear Michael, since I had known him for many years and considered him a dear friend.

In his lecture, Michael challenged the long-held view that copyright exists to balance owners' rights with access for users, which he labelled a 'false dichotomy'. Instead, Michael affirmed that copyright is the legal expression of the human right of authors to protect moral and material interests in their works, and of authors and publishers 'to participate in the cultural life of the community' by giving access to their works, which he described as their vocation. He added that copyright is a pillar of freedom of expression, supporting quality writing and publishing. He made it clear that high-quality original works require long and continual professional dedication from authors and publishers, who should be paid for their efforts. He supported this by arguing that the ideology behind free content is flawed, and that pirates and anti-copyright campaigners are authoritarian rather than freedom fighters, and pitting against that ideology the human right to copyright.

It was at the time of the London Book Fair in 2016 that some colleagues and friends from the Executive Committee encouraged me to run for vice-president in the election that was coming up in October. Michiel was set to be elected president and we needed a candidate for VP. I wasn't sure if I was prepared for such an enormous responsibility. I had always loved participating in the IPA, but never really imagined becoming president. When I was back

in Mexico, after having given the idea enough thought, I decided to go ahead and present my candidacy.

St George's Day 2016, and Wroclaw, Poland, became World Book Capital 2016.

Two months later, on 23 June, the United Kingdom voted in a referendum to leave the European Union. Richard was in Dhaka, Bangladesh, when he received the news.

During the summer—it must have been July—I got news from my friend Daniel Fernández, who was president of the Federación de Gremios de Editores de España, that he was going to run for vice-president as well. Daniel had studied Spanish philology and had a graduate degree in administration of cultural enterprises. He had 30 years of experience in different publishing houses such as Ediciones Grijalbo and Edhasa. He had also served with publishers' associations and had been president of the Catalan Publishers Association, and an IPA EC member.

It was going to be a tough election, so I sent letters to all member associations to introduce myself and had many stimulating phone conversations with their presidents and CEOs.

On 28 September, Global CO<sub>2</sub> levels exceeded 400 particles per million (ppm) at the time of year normally associated with minimum levels. A 400ppm level is believed to be higher than anything experienced in human history.

IPA's General Assembly was held on Thursday, 20 October. We welcomed five new Provisional Members from the Ivory Coast, Iraq, Mauritania, Morocco and Senegal.

Michiel was elected IPA president unopposed, his term starting from 1 January, 2017. He thanked the GA and the outgoing president, Richard. He said that the IPA had undergone a major but well-handled restructuring in the past 12 months, which now put it in a good position to move forward, looking outwards at the challenges facing publishers around the world.

Eva Bonnier from Sweden was re-elected to the Executive Committee. Gbadega Adedapo from Nigeria and Rudy Vanschoonbeek from Belgium, were elected to the EC for the first time.

The IPA Statutes had been interpreted as stating that a candidate for vice-president needed to already be a member of the Executive Committee; therefore, the EC elections were conducted first, to ascertain if I was eligible to stand as vice-president. It was soon clear that I had retained my seat on the EC and could therefore present myself for election.

The VP election then took place, and I obtained a majority of votes. I thanked the Mexican Publishers Association for nominating me, the friends who had encouraged me to stand, the General Assembly, and Daniel Fernández for having been the most honourable of adversaries.

2016 had been quite a year, for IPA, and for me, but it also included one particular moment of sadness for many of us connected to IPA. On 1 August we received the news that Nick Perren, British publisher and dear friend, with whom I had served on the IPA's Executive Committee from 2004 to 2010, had passed away. In response to this news, president Richard Charkin said:

*Nick was a great friend, publisher and supporter of our trade associations, national, regional and international. He was an immensely consistent and strong supporter of freedom to publish and never shirked his responsibilities. I know that all his friends in international publishing will feel that our world will be poorer without him. I certainly do.*

It was my case as well.

#### JENS J BAMMEL, SECRETARY GENERAL 2003-2015

*During the twelve years I was secretary general, I was able to witness and support the publishing industry as it adapted to the digital environment. Publishing has always been an international business, but during this time the advent of the Internet accelerated and exacerbated the effects of globalisation. Whether new business models, new technologies or new legislation, a new initiative in one corner of the world could quickly affect the publishing industry around the globe. During these twelve years, publishing's value proposition has changed dramatically in detail, but remained the same in principle: to connect readers with the content they want and need, where and when and how they want*

*it. I am grateful that I was able to contribute to this transition and am confident that, moving forward, authors, readers and society as a whole need expert publishers more than ever.*

## **President's testimony—Richard Charkin**

*I stood for president of IPA with some trepidation. The politics of international organisations can be fraught, but I wanted to help build a stronger international publishing community. I thought there were three main challenges: finding leadership to follow the irreplaceable Jens Bammel; expanding the membership of the IPA significantly more than its European/Western legacy; and strengthening IPA's determination to protect copyright particularly against the copyleft instincts of the Internet giants. And at a personal level to make even more friends around the world of international publishing. I think we made some progress then and even more in the following years.*







## CHAPTER 7:

### **MICHIEL KOLMAN** (2017-2018)

The incoming IPA president was Senior VP of Information Industry Relations and Academic Ambassador at Elsevier. He was the executive sponsor of Elsevier Pride and had been listed two years in a row in the *FT*'s Top100 ranking of most influential LGBT senior executives. Since joining Elsevier in 1995, Michiel had held various core publishing roles in Amsterdam and Tokyo. He had launched one of the first online journals in the industry in 1996: *New Astronomy*. For 10 years, he had spearheaded academic relations for Elsevier, building up a global network of ambassadors engaged in strategic discussions with research leaders. Prior to Elsevier, he had worked for Wolters Kluwer in a division that is now part of Springer Nature. He holds a degree from Leiden University in the Netherlands and a PhD in astrophysics from Columbia University in New York, where he studied with a Fulbright scholarship.

He had been elected to the EC in 2010 and as vice-president in 2014. Michiel had always been very interested in international affairs and was convinced that publishers could really make a difference. Innovation was important, with a sound business model of course supported by copyright. This, he thought, in combination with the freedom to publish, was very powerful, so the IPA ticked all the boxes for him.

Elsevier's headquarters, where Michiel had his office, were located on the 23rd floor of the Millennium Tower in the dynamic Sloterdijk district, an area dominated by shiny office towers and large-scale infrastructure in west Amsterdam. Michiel used to bike to work through the parks from his home in the south of the city.

During the first days of January 2017, Michiel was preparing his speech for the Academic Publishing in Europe (APE) Conference. Under the theme

‘Publishing Ethics: Doing the Right Thing’, the APE Conference would take place, as it did every year, in Berlin on 17-18 January, and Michiel would give the opening remarks.

After this first activity as IPA president, Michiel attended the London Book Fair, 13-16 of March, there were a lot of IPA activity. All of its committees had meetings planned—among them, of course, the Executive Committee and also the Educational Publishers Forum, where Wilmar Diepgrond (Germany) would be taking over as chair from Jay Diskey (USA).

There was also the 7th Charles Clark Memorial Lecture that addressed the compromise between exclusive rights and reasonable ‘fair uses’ in the digital age, led by two experts on the Fair Use doctrine. Judge Pierre Leval was one of the most important figures in the historical development and interpretation of Fair Use in the US, and one of the authors of the Google Books decision. He was joined by Jon Baumgarten, widely recognised as one of the leading domestic and international intellectual property lawyers in the US, with particular emphasis on copyright matters. The discussion made for compelling listening.

At the IPA’s Executive Committee meeting, there was a discussion about the latest survey of members. Michiel had proposed a strategic review of the IPA for 2017-2020. The questions aimed to identify members’ perception of the IPA, and to know what was important to them: What should the IPA focus on in the future?

The results of the survey demonstrated a message that was loud and clear to all present: the two main topics of interest for IPA members remained copyright and freedom to publish. Of course, other activities were also identified, but without adequate copyright protection and without being able to publish freely, the rest lost relevance. Thus, the EC decided to focus on these two priorities, which would become known as the IPA’s ‘two pillars’.

In fact, this was no surprise—these two concepts had been the cornerstones on which the IPA had been founded 121 years earlier. But it was good to re-affirm the IPA’s common purpose.

On 23 April, 2017, Conakry, in the Republic of Guinea, became World Book Capital with the local government recognising that education and reading for pleasure are the drivers of change and social progress.

From 21-23 June, the IPA leadership visited Brussels for meetings with our regional member and key ally in the region, the Federation of European Publishers (FEP). Besides highly productive meetings with FEP, there was also a meeting of IPA's Executive Committee by teleconference. The meeting was hosted in the offices of the FEP. I remember the seven or eight of us, sitting in a small meeting room during an unseasonably hot summer's day, with temperatures above 30°C, all trying to talk into a speakerphone placed at the centre of the table.

The first documented IPA EC meeting by teleconference had been in 2011. I had since participated in many more. It was a cumbersome process to find a local number to dial in, and then try to concentrate on the different voices on the phone and hope you would not suddenly be cut off. The possibilities for real interaction were low, so it was more like a barely adequate way of informing EC members of the IPA leadership activities. At the time of the Brussels meeting, we were using one particular conference call platform, which made teleconferences possible, but with many hurdles. I remember Michiel's chief of staff, Rachel Martin, trying frantically to get everyone in different parts of the world to join the call. A lot has changed since then.

I had been asked by Michiel to chair the New Delhi Congress programming committee and act as main liaison with our colleagues at the Federation of Indian Publishers (FIP). Because of this, we agreed that it would be good for me to visit New Delhi and have an on-the-ground conversation with the local organizing committee. The dates were 1-8 of July.

I took the opportunity to have a stopover in Dhaka, Bangladesh, where I was warmly received by our colleagues at the Academic and Creative Publishers Association of Publishers of Bangladesh (ACPAB). They had organized a lunch meeting of their executive committee in the presence of the Minister of Cultural Affairs, Mr Asaduzzaman Noor. I underlined during my speech the importance IPA gives to the freedom to publish and referred to the grave concerns we had following the assassination of publisher and ACPAB member Faisal Arefin Dipan in 2015.

In New Delhi, I received a similarly warm reception thanks to our colleagues in FIP. It was my first visit to India, and I have to say that it was a really enjoyable experience. I learned many things. For example, I learned that conversation is an integral part of Indian tradition. And precisely that is what

our congresses have been all about since the beginning in 1896: a unique forum to interact with colleagues from all around the world, to be able to have a conversation face to face, to have a productive dialogue around common interests and at the same time to learn from each other.

My next trip on IPA business was to the Göteborg Book Fair in Sweden where the 2017 IPA Prix Voltaire was awarded to two separate recipients: Turkish publisher Turhan Günay and the Evrensel publishing house, also from Turkey. The Freedom to Publish Committee's decision to jointly award the 2017 prize came at a time when the Turkish government was remorselessly purging critical voices in the media, academia, and all areas of cultural life.

Turhan Günay was an executive at Cumhuriyet Books, the book publishing branch of the daily *Cumhuriyet* newspaper, and editorial director of the Cumhuriyet Book Supplement. Günay and 10 colleagues had been arrested on groundless terrorism-related charges in November 2016 and spent nine months in pre-trial detention.

Evrensel, meaning 'universal', had been summarily shuttered following sweeping emergency powers assumed by the Turkish government after the July 2016 coup attempt. The publishing house had been unduly forced to stop trading when its accounts were abruptly frozen and its assets seized.

In Gothenberg, I gave a short introduction to the Prix Voltaire and said that:

*The IPA Prix Voltaire is unique because it recognizes the courage of publishers who enable writers to spread their ideas—despite sometimes very serious personal danger. And there are far too many who find themselves in that predicament today.*

The chair of the IPA's Freedom to Publish Committee Kristenn Einarsson, presented the award and mentioned in his speech that:

*The freedom to publish situation in Turkey is severely limited today, and we chose to recognize the immense courage of Turkish publishers who dare to keep working, despite huge risks. Both Turhan Günay and Evrensel are deserving recipients of the IPA Prix Voltaire, for both embody the determination to publish freely in a country where the authorities will apparently stop at nothing to silence them.*

With October came the Frankfurt Book Fair and a packed agenda, including meetings of all IPA Committees, and farewells to José Manuel Gómez, who was standing down as chair of the LIBS committee (being succeeded by Brian Wafawarowa), and Trasvin Jittidecharak, who was finishing her second term on the EC.

From 13 to 17 November the IPA leadership team went to Geneva to attend the WIPO SCCR, comprising intense meetings with WIPO officials, representatives of member states, regional blocs and ambassadors.

The following year, on 10-14 February 2018, over 300 delegates from India and across the world came together in New Delhi for the 32nd International Publishers Congress, under the theme ‘Shaping the future: Innovation meets Experience’. For Michiel, it was a unique experience: for three days, the IPA would really be the centre of international publishing, with so many fascinating sessions and inspiring guest speakers, such as Francis Gurry, director general of WIPO, who was going to have a ‘fireside chat’ with María Pallante, CEO of Association of American Publishers, about the future of IP in publishing. Michiel said during his opening remarks that:

*As an industry, we are permanently looking to the future. Our strength is centuries of experience, bringing authors’ works to their readers, and we are constantly innovating in the way we do this.*

The president of PEN International, Mexican-American author Jennifer Clement delivered a keynote speech during one of our sessions dedicated to freedom to publish and said that:

*PEN International is an organisation that was founded in 1921 to promote friendship, intellectual co-operation and exchange between writers from around the world. PEN also stands for freedom of expression and acts as a powerful voice on behalf of writers who are harassed, imprisoned and even killed for their work. We are happy to join hands with the IPA to campaign together in defence of freedom of expression everywhere it is threatened.*

During the Congress we witnessed a special Prix Voltaire ceremony, held during the gala dinner. The 2018 Prix Voltaire was awarded to Hong Kong/Swedish publisher Gui Minhai, but there were also posthumous awards for

Chinese author Liu Xiaobo and murdered Bangladeshi publisher Faisal Arefin Dipan.

Gui Minhai specialized in producing fast-moving political potboilers that were critical of Chinese leadership through his Mighty Current publishing house and Causeway Bay Bookstore in Hong Kong. He was kidnapped by Chinese agents from his holiday home in Thailand in October 2015, resurfaced in Chinese custody several months later and, following a period of doubt over his whereabouts, was reportedly snatched from a train in January 2018.



Angela Gui address the 32nd International Publishers Congress at the 2018 IPA Prix Voltaire Ceremony, New Delhi

His daughter, Angela Gui, received the award in her father's name. Unfortunately, she could not travel for security reasons, but connected online and gave a moving speech to those present in New Delhi. She spoke about Voltaire's *Candide* and the true meaning of optimism. She shared with the audience that her father had told her in December 2017, when he was under residential surveillance, that despite everything that had happened, he remained an optimist. And Angela went on to say that:

*I think that my father's version of optimism is perhaps precisely the kind that Voltaire describes. It's an optimism that in the face of unimaginable cruelty still believes in change. And it's an optimism that isn't crushed by lies, force and humiliation.*

In one of the breaks during the Congress, a staff member told me there was someone I needed to meet and took me to the Green Room. There I was, suddenly standing in front of a striking young lady dressed in a sari who shook my hand and gave me a gracious smile. The staff member said: 'I would like you to meet Ms Razia Rahman Jolly, the widow of Faisal Arefin Dipan.'

I wasn't prepared, so I was speechless. What could I possibly say to this person, whose life had been shattered by the tragic experience of the vicious murder of her husband? But, despite all that had happened to her, Razia had such an inner peace that it was contagious. That calmed me down and we had a really lovely conversation. She is an admirable woman.

Later that evening, during the gala dinner, Razia accepted the special posthumous award in the name of her husband Faisal. She gave an emotional speech, where she told the audience that: *'We have sacrificed our sunshine. We are in darkness.'* But she vowed to continue her husband's work and keep publishing books in Bangladesh.

The London Book Fair took place from 10-12 April, and IPA's leadership team was there to work on a bustling agenda for the week. This time there was no EC meeting in London because it had taken place in New Delhi.

From 16 to 19 April, José and I visited Bogotá, Colombia, to attend the growing Bogotá Book Fair and meet with the Cámara Colombiana del Libro. After that, José rushed to meet Michiel in Athens for the opening ceremony of World Book Capital 2018. The aim of Athens's programme was to build a society of knowledge by making books accessible to the city's entire population, including migrants and refugees, and involving the whole book industry.

On 9 May, 16 years after the accomplished Copyright Conference in Accra and 6 years after a fascinating International Congress in Cape Town, the IPA returned to Africa to hold its first African Regional Seminar in Lagos, Nigeria—an initiative that EC member Bodour Al Qasimi had championed. With a focus on the sustainable development of publishing in Africa and with speakers and guests from across the continent, the seminar was a huge success.

180 delegates came to the seminar, which was opened by Gbadega Adedapo, president of the Nigerian Publishers Association and member of the IPA's Executive Committee. Michiel was fascinated by the vibrant and dynamic seminar. He used his opening remarks to underline the connected nature of the publishing industry in a globalised world, telling the audience that:



*Almost none of our challenges exist in isolation. We can all learn from each other. The challenges faced in Nigeria today may be those faced somewhere else tomorrow.*

Coincidentally, and as a curious sign of the IPA's global outreach, the very same day that the IPA's president was addressing his African colleagues, the vice-president was 8,920 kilometres away in Toronto, Canada, presenting the IPA's position at the hearings of the Canadian government's Standing Committee on Industry, Science and Technology.

The issue was the broad copyright exception introduced in Canada's Copyright Modernization Act of 2012, which had subsequently crippled English-language Canadian educational publishers and authors, resulting in over \$US100 million in lost licensing revenues.

At the hearing, I presented evidence of the damaging effect this exception had had on the Canadian education system and how Canada was perceived in the international community as an outlier in relation to copyright protection. I stated that:

*Nowhere in the industrialised world outside Canada is 'education', in the generic sense, a permitted purpose for an unremunerated fair dealing exception.*

From 28 May to 1 June, Michiel, José and I led a strong publishers delegation at WIPO SCCR. It was my second time at an SCCR meeting, and I was still shocked by the aggressive push for broader copyright exceptions coming from many NGOs, most of them financed by a few gigantic companies.

On 24 June 2018, Saudi Arabia allowed women to drive.

On 30 July, IPA learnt with great sadness of the passing of Alain Kouck, president of the Editis Group and former vice-president of the IPA (2010-2012). Former IPA president, YS Chi, said:

*I had the pleasure of working with Alain during my first term as president of IPA. His expertise and lifelong devotion to publishing—first at the Hachette Book Group and then during his tenure at*

*Editis, which he chaired for 16 years and helped shape into what it is today—made him an invaluable asset to IPA’s senior management. We met frequently for Executive Committee and presidential strategy meetings, and his dedication and knowledge of the industry was always both instructive and inspiring to everyone in attendance. He will be greatly missed by all those who have been fortunate enough to work with him.*

On 2 August, 2018, Apple. became the world’s first public company to achieve a market capitalization of US\$1 trillion.

During August I made my first visit to Beijing, and a few days later joined Michiel for visits to our members in Seoul and Tokyo.



From left to right: Yumiko Hoshiba, Michiel Kolman, Hugo Setzer, Norio Yamamoto, Yu Kanehara and Seiichi Higuchi, Tokyo, 2018

In September, Michiel, José and I went to Ottawa to talk to Canadian members of parliament about the Copyright Modernization Act and try to explain to them the harm this broad copyright exception was causing not only to Canadian authors and publishers, but to Canadian students as well. After Ottawa, we travelled to New York City to attend the Annual General Meeting of the Association of American Publishers (AAP).

On 8 October, the UN’s Intergovernmental Panel on Climate Change released its Special Report on Global Warming, warning that ‘rapid, far-

reaching and unprecedented changes in all aspects of society’ are needed to ensure that global warming is kept below 1.5°C.

The IPA General Assembly was held in Frankfurt on Thursday, 11 October. It was a beautiful, sunny and warm autumn day. I was elected president and my colleague and friend Bodour Al Qasimi vice-president.



From left to right: José Borghino, Bodour Al Qasimi, Michiel Kolman and Hugo Setzer, Frankfurt, 2018

Bodour was the CEO and founder of Kalimat Publishing Group. She had been an avid advocate of the role of books and literacy to enlighten children, and had led, through her own Kalimat Foundation, a number of campaigns to provide thousands of books for refugees and children affected by conflicts and hardship worldwide.

Her exemplary work over decades to further Sharjah’s contributions as a hub for reading, literacy and culture would culminate in global recognition for the emirate as World Book Capital 2019.

In my acceptance speech, I thanked Michiel. For me it had been a privilege to serve as VP under his leadership. He was a great teacher and mentor and I went on to say that:

*We can all be proud of our profession. We work to make a better world by bringing the creations of the intellect of countless authors to as many readers as possible. We entertain, we educate, we bring curated scientific information to those who need it. In short, we make our contribution to humanity by supplying stories and validated information to everyone. Let us be proud of it.*

At the GA we had two fantastic guest speakers: Georgian author Tamta Melashvili and WIPO deputy director general, Sylvie Forbin.

A number of publishers were appointed to the Executive Committee including Roberto Banchik (Penguin Random House Grupo Editorial), YS Chi (Elsevier), Yumiko Hoshiba (Discover 21) and Patrici Tixis (Planeta) as the new Directors from the Mexican, US, Japanese and Spanish publishers' associations respectively. William Bowes took over as chair of the Copyright Committee from Paul Doda.

Outgoing IPA president Michiel Kolman thanked Asoke Ghosh, Brian Murray, Norio Yamamoto, and Daniel Fernández for their contributions to the IPA's work. Pierre Dutilleul from the French publishers' association (SNE) was re-appointed for a second three-year term, and IPA's treasurer, Werner Stocker, was re-appointed for one year.

One more election saw Gvantsa Jobava of the Georgian Publishers Association elected to the IPA's Executive Committee, taking the seat vacated by Karine Pansa of Girassol Publishing in Brazil whose second term had come to an end.

On Saturday, Michiel, José and I had a lunch meeting with Sherri Aldis, Chief of United Nations Publications, and Irina Lumelsky, who was on Sherri's team. The weather was still fantastic, so we sat on a terrace overlooking the Main River, while we discussed our most important collaborative project with the United Nations so far: the Sustainable Development Goals Book Club.

On 31 October and the first days of November, José, Michiel and I were generously hosted in Sharjah by our friends at the Emirates Publishers Association and the Sharjah Book Authority. It was my first visit to the Sharjah International Book Fair, which I found fascinating.

## WERNER STOCKER, TREASURER 2007-2019

*Not many people have the chance to participate on a board, where a good dozen publishers—from Norway to South Africa, from China to America—with a wide variety of mentalities and political interests are unified to develop an international industry policy and want to expedite key topics such as copyright and Freedom to Publish. I have been privileged to share these challenges with (six) engaged presidents and wonderful people of the Executive Committee. The thirteen years of fruitful collaboration as treasurer with a small, powerful team in Geneva, led by (two) secretaries general, active and eloquent but also very cost-conscious, allowed a positive evolution of the IPA finances. This period has been one of the most important in my life as a publisher. I'm very grateful for that, as well as for the marvellous friendships.*

## President's testimony—Michiel Kolman

*I reflect on my presidency as a period of stability with the IPA Congress in New Delhi as a highlight, although no one could have imagined that that Congress would be the last one for many years to come. There, we celebrated Freedom to Publish with Gui Minhui, the Swedish publisher from Hong Kong, being awarded the Prix Voltaire 2018 and the Bangladeshi publisher Faisal Arefin Dipan the posthumous award. Two new themes were introduced during my presidency: the SDGs with an immediate concrete outcome: the SDG Book Club; and Diversity & Inclusion. Both themes have been going from strength to strength ever since.*



## CHAPTER 8:

# HUGO SETZER

(2019-2020)

**I**n January 2019, I was in my office in the Hipódromo neighbourhood in downtown Mexico City. The name comes from the dawn of the twentieth century, when there was actually a horse racing track in this area. But the racing track didn't last long and during the 1920s and 30s it became a residential area. Nowadays, this quarter is still well known for its many Art Deco buildings.

I was reflecting on the many things to be done during the next two years. I felt energized after the past two years as vice-president. I was grateful to Michiel, because he had given me a lot of leeway to do things and always asked my opinion. I had had the chance to travel and meet many of our members on the ground. During those two years I had made 32 trips and visited 22 different countries.

I wanted to work to keep the IPA united and to strengthen our bonds. Michiel had left me a stable organization, with healthy finances. My challenge was to take on board and try to harmonize the different viewpoints of members spread around the world. At that time, I knew nothing of a different challenge we would have to overcome the following year.

Our first trip was to the London Book Fair, from 12 to 14 March, where we had a packed schedule. One of the highlights was the Charles Clark Memorial Lecture, delivered by an old friend of mine, Professor Daniel Gervais.

I had met Daniel while we were on the board of IFRRO. He was the author of a number of books on copyright- and trade-related issues and at that time was Director of the Vanderbilt Intellectual Property Program at Vanderbilt Law School, in Nashville, Tennessee. Daniel reinforced what good publishers have always known; namely, that it is key for us to work with authors on issues of

copyright and that we must continue to find ways, somehow, for everyone to legitimately access all our works.

In March, Europe's antitrust regulators fined Google €1.49 billion for freezing out rivals in the online advertising business, bringing the total cost of EU fines against Google to nearly €8.76 billion.

Also in March, the European Parliament voted in favour of the EU Directive on Copyright in the Digital Single Market, which expanded legal liability for websites.



Hugo Setzer and Bodour Al Qasimi, Sharjah, 2019

From 22 to 27 April, I had the chance to visit Sharjah again for the opening ceremony of World Book Capital and then go to Abu Dhabi for the opening of its book fair. I was really impressed by what Sharjah, under the rule of His Highness Sheikh Dr Sultan bin Muhammad Al-Qasimi, had been able to accomplish in promoting reading, books and literature. Sharjah had been selected as World Book Capital because of the very innovative, comprehensive and inclusive nature of its application, with a community-focused activity program containing creative proposals to engage the city's large migrant population. Sharjah's objective was to foster a culture of reading in the United Arab Emirates and establish new initiatives to meet the challenge of literary creation in the region and in the rest of the Arab world.

The opening itself was followed by a world class performance inspired by the *The Thousand and One Nights*. It was spectacular.



From 30 May to 2 June, I visited Tbilisi for the opening of its book fair. On that occasion I said that:

*We are very pleased to support the Georgian Publishers and Booksellers Association in their work. But this support also works the other way. Part of what makes the IPA unique as an international association is how diverse our members are and how well they work together. You may consider your national publishing industry to be small, but your voice is vital on the world stage.'*



Hugo Setzer and Gvantsa Jobava, Tbilisi, 2019

I kept on the move in June with a two-week trip to meet IPA members in Kenya, Germany and Korea. It was a highly enriching trip that gave me the opportunity to experience first-hand different cultures and ways of thinking, and showed me that, irrespective of those differences, publishers have to confront similar problems everywhere.

My first stop was Nairobi, Kenya, to attend the IPA regional seminar ‘Africa Rising’, superbly organized by IPA’s vice-president Bodour Al Qasimi and the Kenya Publishers Association, presided over by Lawrence Njagi. Within the IPA leadership team, we thought it important to look to Africa. According to an article by John McKenna in a WEF publication:

*...by 2030 one in five people in the world will be African. Combine the continent’s soaring population with technology, improvements in infrastructure, health and education, and Africa could be the next century’s economic growth powerhouse.*



In Berlin, Germany, I participated in the General Assembly of the Börsenverein des Deutschen Buchhandels, as a guest of its president Heinrich Riethmüller. I was able to address their assembly in German, my second language, about the work we do at the IPA to represent publishers' interests around the globe, especially in relation to copyright and freedom to publish.

Then I went on to Seoul to attend the Seoul International Book Fair and a special Prix Voltaire ceremony. After having organized an extremely successful IPA Congress in Seoul in 2008, the Korean Publishers Association, now presided over by Yoon Chul-Ho, was back on track after a couple of years of limited international engagement. The 2019 Prix Voltaire went to imprisoned Egyptian publisher Khaled Lotfy. Founder of Cairo's Tanmia Bookshop and publishing house, Khaled had been sentenced to five years in prison on charges of divulging military secrets and spreading rumours for having distributed an Egyptian edition of an Arabic translation of the book *The Angel: The Egyptian Spy Who Saved Israel*, by Uri Bar-Joseph, despite the fact that the book had already been translated into Arabic and was widely available.



Mahmoud Lotfy delivering a speech on behalf of his brother, Khaled, at the 2019 IPA Prix Voltaire ceremony, Seoul

The KPA did a wonderful job organizing the Prix Voltaire ceremony in the magnificent Changdeokgung Palace, one of the five grand palaces of Seoul. The moving event was held in front of what used to be the library of the palace, in the presence of the laureate's brother Mahmoud Lotfy who

delivered an emotional speech on behalf of his unjustly imprisoned brother.

There were numerous local and international guests and I felt honoured to be there to present the Prix Voltaire together with the chair of the Freedom to Publish Committee Kristenn Einarsson. I said during my speech that:

*This is the one part of my duties at the IPA that I wish I didn't have to do. I wish that someday we were unable to award the Prix Voltaire because we couldn't find a censored, threatened or imprisoned publisher. But I fear it doesn't seem possible at present.*

*It is vital that we stand together as a publishing community. What one publisher cannot say, the combined industry can. If we fall silent, our freedoms will erode.*

The National Oceanic and Atmospheric Administration (NOAA) reported, on 15 August, that July 2019 had been the hottest month on record globally, at 0.95°C above the 20th-Century average.

From 21 to 25 August, I had the opportunity to visit Beijing for the second time, attending its international book fair and giving a speech during the opening of the International Publishing Forum, organized jointly by the Publishers Association of China (PAC) and the IPA.

During my visit to Beijing, where I was generously hosted by our colleagues at the PAC, I enjoyed a series of very open and sincere conversations with their leadership in the interest of improving mutual understanding. I was able to understand the Chinese way of thinking a little better and at the same time, I think I was able to explain to them how the IPA works and why the freedom to publish is so dear to us. At the International Publishing Forum, I said:

*China and the international publishing community can, and will have to, cooperate more to ensure the future success of our industry. Besides copyright, one of the other very important policy issues for IPA is freedom to publish. At the IPA we strongly believe that authors should have the freedom to express their opinions and publishers should be free to publish any kind of work they believe is relevant. The freedom of expression and the freedom to publish are absolutely essential to*

*a strong and participatory society in the knowledge economy we are living in. The IPA is committed to the freedom to publish and supports publishers around the world deprived of that freedom.'*

October and the first days of November were very busy. I visited four different countries and three book fairs over the course of three weeks. First was the traditional Frankfurt Book Fair, with a lot of work for the IPA: meetings of all its committees, including the Executive Committee and the General Assembly, during which we welcomed three new Provisional Members (Ghana, Libya and Russia) and one Provisional Member was approved as a Full Member (Côte d'Ivoire).

During my annual report to the GA, I noted that between José, Bodour and I, we had visited 25 different countries during the first year of my mandate, covering all regions of the world—from Kenya to Georgia, from Peru to Indonesia, from France to China, and from Germany to the UAE. I welcomed the new chair of our Copyright Committee, Jessica Sängner, from Germany, who had taken over from William Bowes. Werner Stocker was retiring as IPA treasurer, after having loyally served in that position for 13 years. I had met Werner during the 2008 Seoul Congress and had found him to be a truly humble, intelligent and efficient person. At the General Assembly we wished him well.

I went on to mention that the challenges we face are global in nature, and that is why we need an organization like the IPA. The support of all our members and the active engagement of so many individuals from many different nationalities participating on our committees, together with the work of a committed and professional team at our office in Geneva, is what makes IPA's global activity as relevant as ever.

The General Assembly elected new members to the EC: Karine Pansa from Brazil, Lawrence Njagi from Kenya, Gbadega Adedapo from Nigeria (re-elected) and Heidar Ingi Svansson from Iceland newly elected.

Norway was guest of honour at the fair, which reminded all of us of our next appointment: the 33rd IPA International Publishers Congress, which would take place in Lillehammer, Norway, on 28-30 May, 2020.

After an extremely busy week in Frankfurt, I spent the following week in

Geneva for the 39th session of WIPO's SCCR. Here I joined a delegation of about 20 publishers and many other allies from creative sector organizations, such as authors and CMOs, to defend rightsholders interests from the threat of more copyright exceptions and limitations. The strategic work of the IPA in this forum, in coordination with our allies, is of the utmost importance at a time when copyright is under serious threat.



IPA delegation at SCCR38 in Geneva in 2019. Back row (from left to right): Glenn Rollans, Jessica Sanger, James Taylor, Dante Cid, and Gvantsa Jobava. Front row: Jos Borghino, Hugo Setzer, and William Bowes

After Geneva I had the privilege of participating at the opening of the Sharjah International Book Fair and two important seminars. I was once again impressed by this fair and its myriad events, as well as the efficiency and hospitality with which the fair is run and all the guests are welcomed.

Finally, I visited Istanbul for the first time, where I was superbly hosted by my friends at the Turkish Publishers Association. I was astonished, first by this magnificent city itself, with its rich tradition of 2,500 years serving as a bridge between Europe and Asia. A beautiful city that is able to bring together the best of both worlds and have different creeds and cultures coexisting peacefully together. But I was also impressed by a huge international book fair and a vibrant publishing industry, that in spite of the freedom to publish restrictions it faces and other pressing problems, is able to turn out 67,000 new titles every year.

During my speech at the opening ceremony of the fair, in the presence of Turkey's Minister of Culture and Tourism, Mehmet Nuri Ersoy, and Istanbul's charismatic and popular new Mayor, Ekrem İmamoğlu, among many

other high-ranking officials, I said that this peaceful way of living and the democratic values that have characterized Turkey since the days of president Kemal Atatürk were nowadays at risk because of censorship and, increasingly, self-censorship.

Furthermore, I said that the rest of the world was watching and demanding that freedom of expression and the freedom to publish be restored and guaranteed in Turkey again. Publishers from around the world were inspired by how their Turkish colleagues were bravely fighting for their freedom to publish.

Those three weeks of travelling on behalf of the International Publishers Association were intense and productive, and enabled me to meet so many of our members and marvel again at our international publishing industry.

On 5 November, 11,000 scientists from around the world published a study in the journal *BioScience*, warning ‘clearly and unequivocally that planet Earth is facing a climate emergency’.

On 1 December, the first known human case of the coronavirus disease, COVID-19, was detected in Wuhan, China.

On 24 December, Khaled Lotfy’s final possible appeal against his five-year sentence was rejected. His publishing house was then excluded from the biggest book fair in Egypt.

In February 2020, we were preparing at the IPA leadership for the very busy weeks to come. We had a packed schedule of meetings planned for London Book Fair, followed by a Conference on Inclusive Publishing in Malmö, Sweden, with a stopover to visit our Danish member on the way. After the Nordic countries I would finish my trip in Paris at the Salon du Livre and meet our colleagues at the SNE as well as IPA past president Alain Gründ. All of this would be ahead of our 33rd International Publishers Congress in May in Norway.

We had been following with concern the sanitary crisis in China, but never would we have thought, at that moment, that COVID-19 would unfold to be the deadliest and most prolonged pandemic the world had seen since the Spanish Flu of 1918-19.

On 11 March the World Health Organization declared the COVID-19 outbreak a pandemic and much of the world came to a standstill as most countries went into lockdown. Like many at the time, we hoped the lockdowns would be shortlived. We had to cancel our meetings in London in early March, but thought Paris would still be possible. That too proved overly optimistic and left us needing to have difficult discussions about the prospects for our Congress.

On 16 March we let the world know that the IPA and the Norwegian Publishers Association (NPA) had taken the painful decision to cancel the 33rd International Publishers Congress, which had been scheduled for Lillehammer, Norway, from 28-30 May, 2020.

At the IPA's leadership we were in constant communication, trying to find the best way to continue with our mission under these extreme circumstances. On 1 April we shared a video where I sent a message to our membership:

*Many of us are currently living in isolation, but let me assure you, you are not alone. We belong to this great international publishers' family. We are in this together, together also with our authors, with the booksellers, and together we will come out of this. The role of publishers today is more important than ever. We help educate our children, we provide entertaining stories and curated scientific information. Through the books our authors write and that we publish, we bring to readers knowledge, entertainment, solace, the possibility to travel to distant places or in other times, the possibility to dream.*

We set up video calls with our members and between José, Bodour and I, in a period of just a few weeks we were able to speak to all of our members to find out how they were coping and what we could do to help.

On World Book Day (23 April), we released a joint statement with the International Authors Forum (IAF), the European and International Booksellers Federation (EIBF), the International Federation of Reproduction Rights Organisations (IFRRO) and the International Association of Scientific, Technical and Medical Publishers Association (STM), saying that we were convinced that we needed each other, at that moment, more than ever. In our statement, we said:

*We, the undersigned representatives of the global book industry, urge governments all over the world to recognize, support and celebrate the importance of books, learning solutions, and professional and scholarly content by adopting economic stimulus packages to sustain their respective publishing sectors and the value chains that surround them.*

One of the many trips I regretted I was unable make was to the opening of World Book Capital in Kuala Lumpur, which followed Sharjah. Our friends and colleagues in Malaysia had put in so much effort to organize a superb program, and it was a shame that we had to do everything online. I said in my recorded message for their opening:

*At this confusing and challenging time ... the slogans of these two capitals have never been more appropriate: Sharjah's 'Open Books, Open Minds'; and Kuala Lumpur's 'Caring Through Reading'. Books and reading are the lifeblood of our modern civilization. They entertain us, they educate us, and they are a society's moral conscience. They are the way we tell ourselves who we are, what we've done, and what we could be one day. They chronicle, inspire and admonish us. As Audrey Azoulay, director general of UNESCO said in her message on 2019 World Book Day: 'books are the doorway to mutual respect and understanding between people.'*

On 18 May, in a historic move, the World Health Organization held its annual World Health Assembly using video conferencing instead of in-person meetings. On 24 May, Egyptian president Abdel Fattah el-Sisi pardoned 3,157 prisoners to celebrate Eid al-Fitr. Khaled Lotfy was not among them.

On 3 June we had an online ceremony to award the 2020 Prix Voltaire to Liberal Publishing House in Vietnam. This clandestine publishing house was founded in February 2019 in Ho Chi Minh City as a direct challenge to the Vietnamese government's control of the publishing industry. In a recorded video message, Liberal Publishing House's spokesperson Pham Doan Trang, a Vietnamese author and journalist, said:

*The men and women who work for the Liberal Publishing House every day risk their safety, their freedom and even their lives altogether just to publish books. The award that we receive today does not just*



*recognize our tireless efforts but it represents the bravery of tens of thousands of Vietnamese readers who have been harassed, who have been arrested and interrogated simply for reading our books ... For us books are not simply books. For us, books mean lives, books mean freedom.*

In a sad subsequent development Pham Doan Trang was arrested by the Vietnamese authorities in October 2020 for ‘making, storing, spreading information, materials, items for the purpose of opposing the State of the Socialist Republic of Vietnam’. She was subsequently sentenced to 9 years’ imprisonment and in late 2022 her appeal against this sentence was rejected. The IPA continues to condemn the Vietnamese authorities and call for her unconditional release.

Besides being in close contact with our members, we wanted to have some other means to provide information about what was happening in different parts of the world. We all felt somewhat isolated and at the IPA leadership we thought we could help our members. Because of this, from May onwards and during the summer, we launched a series of interviews with many of our national and regional members, as well as other important stakeholders, like authors and booksellers, about the challenges the sector was facing in different regions and what the future might hold. I also had a fascinating conversation with the director general of the World Intellectual Property Organization, Francis Gurry.



Flyer for the online conversation between WIPO Director General, Francis Gurry, and IPA President, Hugo Setzer

On 28 June, the number of confirmed cases of COVID-19 passed 10 million. The pandemic was lasting longer than anyone could have imagined. Even



Frankfurt was planning to go online and we had to decide what to do about our General Assembly.

After much discussion we chose to have our first-ever virtual General Assembly and to do so at a later date than our traditional Frankfurt gathering. It was a challenge, because we had to be sure to cover all legal requirements, there were questions about technology to be solved, and we had come up with a valid and easy-to-use voting system.

The date chosen was 23 November. In the meantime, we wanted to support the virtual Frankfurt Book Fair, so we started to plan a whole set of online events to have during the fair.

On 26 August, Amazon CEO Jeff Bezos became the first person in history to have a net worth exceeding US\$200 billion, according to Forbes.

On 1 October 2020, Daren Tang succeeded Francis Gurry as director general of WIPO. Before his appointment, Daren had been Chief Executive of the Intellectual Property Office of Singapore (IPOS), and then chair of WIPO's SCCR.

Following a successful collaboration between the United Nations and the IPA (alongside other book sector stakeholders) that had resulted in the successful launch of the SDG Book Club (and subsequent chapters in other languages), a new project was launched on Wednesday 14 October during the virtual Frankfurter Buchmesse: The Sustainable Development Goals Publishers Compact. The compact features 10 action points that publishers, publishing associations, and others can commit to, in order to accelerate progress to achieve the Sustainable Development Goals by 2030. Signatories aspire to develop sustainable practices and act as champions of the SDGs during the Decade of Action (2020-2030), publishing books and journals that will help inform, develop and inspire action in that direction.

The first three signatories were Dr Nadja Kneissler, Chairwoman of the Publishers' Committee of the Börsenverein, as well as Juergen Boos, CEO of the Frankfurter Buchmesse, and myself, on behalf of the IPA.

On Thursday 15 October, the IPA launched a new set of seven reports looking at key aspects of the international publishing industry. These reports were a

legacy of our cancelled Congress and contained a wealth of information for publishers and publishers' associations around the world to use in their work and in their interactions with local governments.

On 17 November, the number of confirmed cases of COVID-19 passed 55 million worldwide, with around a million cases recorded every two days on average.

23 November was the date of our first ever virtual General Assembly. It had taken a lot of planning and heavy work by our team in Geneva, but in the end everything ran smoothly. We had 163 participants, between delegates from 69 countries and invited guests. We had the honour of hosting two stellar guest speakers: United Nations secretary general António Guterres and Zimbabwean novelist, playwright, and filmmaker Tsitsi Dangarembga, who shared truly inspiring messages.

Bodour Al Qasimi from the UAE was elected president, and Karine Pansa, from Brazil, vice-president, starting from 1 January 2021.

I said during my farewell speech, quoting the late Stephen Covey, that my aim had been to *'leave this world better than it was when I got here'*. I had wanted to build upon the stable foundations left to me by my predecessors, and to continue building an even stronger, more united international association of publishing colleagues and, more often than not, friends. To be able to represent and to defend in the best way possible, publishers' interests globally.

We have come a long way. In order to adapt to change and to make sure we serve our members' needs in the best way possible, the IPA has transformed itself in remarkable ways during the past 25 years. From managing our communications using wooden pigeonholes and having to carry boxes full of printed documents to Frankfurt, we were able to hold our first completely virtual General Assembly, which was a great success. At the end of 2021, we had grown to 89 members in 73 countries.

As you have been able to read in this story, twenty years ago there were some who affirmed that publishing would soon become obsolete, that technology would make us redundant. We have proven them wrong. We have successfully adapted to change. We have embraced technology. We have played our role and served society by bringing the creation of the intellect of

thousands of authors to millions of readers.

What figures show us so far in 2022 is that sales in both print and digital formats in many markets have increased. Sales were, of course, affected by the COVID-19 pandemic in different ways around the world, but the different formats seem to be striking an interesting balance. In any case, we as publishers are here to serve readers in any format they choose.

If Georges Masson and the many other distinguished publishers who founded the IPA 125 years ago were alive today, they would be satisfied and proud to witness what the association they created has become.

We can safely say that today, the IPA is as strong and relevant as ever. The next chapter starts with the association led for the first time by a female president and vice-president. Alain Gründ's vision, 25 years ago, of a more inclusive and representative IPA is coming to fruition. The IPA had welcomed its first president from the developing world and had now elected its first ever president from the Arab world. The IPA's founding pillars of copyright and freedom to publish have consistently brought the IPA's membership together and stood strong despite many threats.

The IPA embarks on the next 25 years well prepared to tackle the challenges of the future and to fulfil its mission to serve and represent publishers' interests worldwide.

# IPA PRESIDENTS

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1896: Georges Masson (1839–1900), France

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1897: Emile Bruylant (1839–1926), Belgium

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1899: John Murray (1851–1928), UK

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1901: Albert Brockhaus (1855–1921), Germany

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1906: Tito Ricordi (1865–1933), Italy

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1908: José Ruiz López (1875–1945), Spain

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1910: Wilhelmus Petrus van Stockum (1848–1927), Netherlands

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1913: Viktor Ranschburg (1862–1930), Austria–Hungary

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1922: Wilhelmus Petrus van Stockum, Netherlands

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1927: Ove Tryde (1870–1956), Denmark

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1931: Louis Hachette (1870–1941), France

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1933: Théophile Zech-Levie (1871–1944), Belgium

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1936: Stanley Unwin (1884–1968) UK

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1938: Karl Baur (1898–1984), Germany

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1947: Stanley Unwin (1884–1968), UK

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1954–1956: Gustav Keckeis (1884–1967), Switzerland

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1956–1959: Antonio Vallardi (1882–1965), Italy

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1959–1962: Fritz Ross (1889–1964), Austria

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1962–1965: Santiago Salvat Espasa (1891–1971), Spain

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1965–1968: Storer Lunt (1897–1977), USA

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1968–1972: Ernest Lefebvre (1905–1980), Netherlands
1972–1976: John Boon (1908–1996), UK
1976–1980: Per A. Sjögren (1921–1996), Sweden
1980–1984: Manuel Salvat Dalmau (1925–2012), Spain
1984–1988: Johan Somerwil (1926–2009), Netherlands
1988–1992: Andrew H. Neilly (1923–), USA
1992–1996: Fernando Guedes (1929–2016), Portugal
1996–2000: Alain Gründ (1939–2022), France
2000–2004: Pere Vicens Rahola (1939–), Spain
2004–2008: Ana María Cabanellas (1945–), Argentina
2008–2010: Herman Spruijt (1949–), Netherlands
2010–2014: YoungSuk ‘YS’ Chi (1961–), USA
2015–2016: Richard Charkin (1949–), UK
2017–2018: Michiel Kolman (1963–), Netherlands
2019–2020: Hugo Setzer (1965–), Mexico
2021–2022: Bodour Al Qasimi (1978–), UAE
2023–2024: Karine Pansa (1978–), Brazil

# IPA SECRETARIES GENERAL

1896: Lucien Layus\*

1901–1920: Alfred Melly

1922–1929: R. von Stürler

1929–1952: A. Velleman

1952–1963: Hans Conzett\*

1963–1969: C. J. Hjalmar Pehrsson

1969–1999: Alexis Koutchoumow

1999–2003: Benoit Müller

2003–2015: Jens Bammel

2015: José Boghino

\* Honorary position



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