

# annual report

**ASSOCIATION FOR THE EXPORT  
OF CANADIAN BOOKS**



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A E C D

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## List of Acronyms

ACP	Association of Canadian Publishers
ACSUS	Association for Canadian Studies in the United States
ACUP	Association of Canadian University Presses
ANEL	Association nationale des éditeurs de livres
BEA	BookExpo America
BEC	BookExpo Canada
BIBF	Beijing International Book Fair
BPIDP	Book Publishing Industry Development Program
CPC	Canadian Publishers Council
CTAT	Canadian Trade Advisory Team (Trade Routes, DCH)
DCH	Department of Canadian Heritage
DFAIT	Department of Foreign Affairs and International Trade
EEDF	Export Expertise Development Fund
EMAP	Export Marketing Assistance Program
FBF	Frankfurt Book Fair
FIL	Feria del Libro (Guadalajara)
FRMAP	Foreign Rights Marketing Assistance Program
ICCS	International Council for Canadian Studies
IMA	International Marketing Assistance
LBF	London Book Fair
LPG	Literary Press Group
PEMD	Program for Export Market Development (DFAIT)
PMA	Publishers Marketing Association
RECF	Regroupement des éditeurs canadiens-français

AECB Annual Report 2007 – 2008

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of Canadian Books 2008

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Canada

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# report of the chair

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*THE EXPORT OF BOOKS FROM CANADIAN PUBLISHERS to readers around the world continues to be an essential cultural and industrial activity. As I have said once before, writers' voices seek audiences regardless of where they are located. As those voices find receptive readers in other parts of the world, those readers learn something about the culture from within which the words were created. Those same writers, and the publishers who help them create and distribute their works, benefit by realizing the sales volumes which are necessary to sustain writing and publishing activities. The export of Canadian books is ever-more essential to maintaining a healthy and successful Canadian writing and publishing community.*



The AECB has been providing essential support to Canadian book exporters for close to thirty years, resulting in outstanding success for publishers who have increased

their sales to the world and expanded the presence of their titles and authors in over 100 markets. This being said, in light of the current funding climate and the evolving nature of the book publishing industry, the AECB finds itself facing a number of issues, placing the organization at an important stage in its history. Acknowledging this, the AECB commissioned in 2007-08 an independent Strategic Review of the organization; the objective of the Review was to examine and determine the most effective ways the AECB can move towards a strong and secure future acting on behalf of its publisher members.

Book publishing around the world is entering an exciting if little understood age where the development of digital delivery promises to have an impact on how readers will receive and engage in books. Canadian publishers will be players in this new world, and the export of books from Canada will feel the impact of this transition every bit as much, if not more, than the delivery of books within the country itself. A strong and healthy AECB promises to help Canadian publishers identify ways to ensure that the export of Canadian stories continues to enjoy the level of success that have marked the past decade and more.

Once again, I have been fortunate over the past year to have worked with a talented and experienced group of senior people from within the Canadian publishing community. These publishers have donated their time and publishing export experience to their role as Directors of the Association for the

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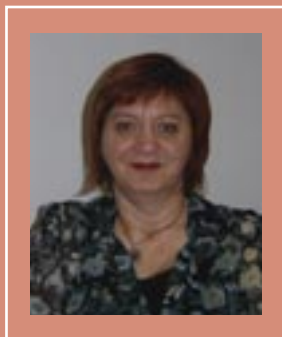
Export of Canadian Books. Together, all of us on the Board of the AECB acknowledge the hard work and commitment of the skilled group of employees who have ensured that the work of the Association is conducted efficiently and effectively. Under the capable leadership of the Executive Director, Suzanne Bossé, the Association for the Export of Canadian Books continues to contribute to the success of all the publishers it represents.

A handwritten signature in black ink, appearing to read 'Rob Sanders', with a large, stylized loop at the beginning.

Rob Sanders

# report of the executive director

WITHOUT A DOUBT, 2007-08 YET AGAIN PRESENTED *many great opportunities for the AECB Secretariat. The AECB has continued to pursue its work towards maintaining and further upgrading the value added by the organization in increasing the sale of Canadian titles on the world stage and in building the capacity and expertise of Canadian book exporters. Work at the AECB Secretariat has had its specific challenges, especially on the financial front, working within a context where all of AECB partners in Ottawa were going through reviews, evaluations and/or audits. Managing the AECB Secretariat again required a balancing act between the increasing and differing needs of Canadian book exporters and the reality facing the AECB in coping with continued pressure to deliver results.*



On the other hand, earlier delivery of BPIDP 2007-08 Contribution Agreement and the speedy delivery of BPIDP first payment to the Association were extremely helpful,

for both publisher beneficiaries and the AECB itself. Between April and September 2007 the challenge for the AECB remained to pursue our activities and confirm financial commitments (for upcoming fairs in fall 2007 and for fairs to be held in the 2008-09 financial year) despite the fact that the DCH support for 2007-08 had not yet been confirmed. This challenging aspect remains a concern for the AECB.

Adding to its core programs and services, major undertakings for the Secretariat included the delivery of US buyers' lists via our website, conducting a scouting mission to India with reports back to

publishers, providing funding support to publishers who benefited from our Mentoring Program, conducting seminars and posting intelligence about opportunities of new export sales channels for publishers via digitization and new technologies, and finally, the electronic distribution of thematic flyers in Canadian Studies materials. We have also seen increased traffic to the password-protected section of our website and will continue to monitor visits to specific pages, which will enable us to focus even more the intelligence posted for Canadian book exporters' benefit.

Even though further financial constraints are anticipated for 2008-09, the AECB will maintain the highest budget levels on those programs that are the most important to publishers and that have resulted in outstanding success and increase in export sales. The AECB will continue to design programs and services that respond to publishers diverse needs and priorities, and offer leadership in gathering intelligence and expertise to

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support publishers with new technology developments that impact on export (such as digitization). The AECB will continue to work closely with publishers in monitoring results and identifying performance indicators that accurately demonstrate an expanded presence of Canadian authors and titles on the international stage, despite the impact of the exchange rate on US sales figures.

The AECB Secretariat is proud of having delivered, over the last year, programs and value-added services which remain highly professional and cost-effective. We all look forward to the next year and working with the Board, publishers,

national trade associations and government partners in following up on the strategic review of the AECB. We take this opportunity to warmly thank all for their continued support and cooperation.

I also thank AECB Board members for their constant support and contribution, especially Rob Sanders, AECB Chair, who devoted much time and effort to the organization. Finally, many, many thanks to AECB staff who remains loyal and devoted to achieving the Board's objectives and remains in a good position for continued success.



Suzanne Bossé



# programs and activities



Building Export Capacity –  
International Marketing Assistance



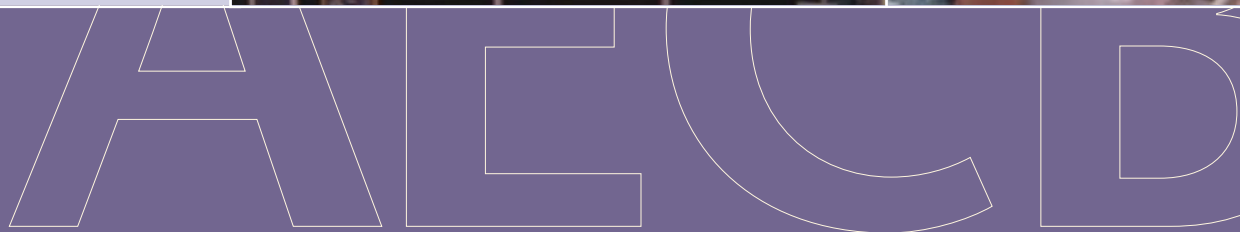
Building Export Expertise



Professional Book Fairs –  
the Canada Stand



Promotion



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THE AECB REMAINS VERY PROUD OF ITS ACHIEVEMENTS *over the last twenty years and Canadian publishers continue to express their satisfaction with AECB programs and services on numerous occasions. The outstanding results achieved by Canadian publishers and the AECB would not have been possible without the partnership between the AECB and the Department of Canadian Heritage (BPIDP in particular), the Department of Foreign Affairs and International Trade, Canadian embassies around the world, and national trade associations.*

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### **Building Export Capacity – International Marketing Assistance**

Acting as a third-party, the AECB has administered, on behalf of DCH, the International Marketing Assistance (IMA) component of the BPIDP since 1985. AECB's objective in doing so is to increase Canadian publishers' export sales and expand their export markets.

In designing and delivering these programs, a priority of the AECB's Board of Directors is to ensure that AECB programs demonstrate feasible effectiveness and flexibility in meeting publishers' export needs and priorities, allowing publishers to remain successful within the ever changing export environment. Furthermore, the AECB prioritizes the monitoring of programs' results to ensure they continue to be relevant to publishers, and to achieve results for Canadians.

In developing and administering its programs and services, the AECB remains committed to:

- Allocating funding support on the principle of cost sharing with participating publishers
- Allocating funding support according to a funding formula rewarding increases in export sales and/or to project-based applications
- Respecting individual corporate objectives and international marketing strategies
- Managing funds in a manner that is fair, accessible and effective for all involved, and that respects sound stewardship and the highest level of integrity, transparency and accountability.

During the revision of IMA programs for 2007-08, consensus was achieved among Board members regarding the current conditions of the EMAP, EEDE, and FRMAP programs: they are successful, they meet publishers' needs and

priorities, they provide flexibility, and they are not an administrative burden on publishers or the AECB Secretariat. Taking into account that funding support to AECB remained at the same level as 2002-03, the AECB had to make extremely difficult decisions on the funding support to be provided to publishers in 2007-08. With the objective of focusing its budget allocations to those programs that are the most important to publishers and that have resulted in outstanding success and increase in export sales, the AECB chose to suspend the EEDF program in 2007-08. (Despite this suspension, the EEDF will remain as an AECB's objective.) As a result, the AECB was able to extend EMAP and FRMAP budgets to the highest budget levels, thus ensuring that eligible publishers continue to receive essential support for their international marketing activities, their attendance at international book fairs, and their undertaking of export sales trips.

In 2007-08, the AECB provided support under three programs: Export Marketing Assistance Program (EMAP), Foreign Rights Marketing Assistance Program (FRMAP), and Mentoring Program – Funding support. Over 82% of BPIDP contribution to the AECB in 2007-08 was disbursed directly to 165 publishers and 4 national trade associations. The remainder of BPIDP's total contribution of \$4.8 million was directed towards initiatives to build publishers' export

expertise, to expand publishers' visibility on export markets, and a portion of AECB operating costs.

A summary of the applications and allocations is included in the table below. A complete list of IMA recipients by program, is available on pages 32-36 of this report.

### ***Export Marketing Assistance Program (EMAP)***

The objective of this *formula-funding* based program is to assist Canadian publishers in their efforts to develop and strengthen their sales on the international stage, expanding the foreign markets for their Canadian titles. EMAP operates on a cost-sharing basis between the AECB and eligible publishers. The AECB contribution is based on the expenses incurred by the eligible publisher for their export and international marketing activities and on the applicant's level of net export sales of eligible titles.

In 2007-08, 138 publishers and 4 national trade associations were allocated EMAP contributions for a total of \$3,245,039. Due to AECB outreach efforts and cooperating with national trade associations, the AECB succeeded in attracting 12 new publishers to the EMAP program (6 more than in 2006-07). The budget determined for the EMAP program was \$3.3 million, the maximum contribution allocated under the program was \$53,300. It is important

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#### ***AECB International Marketing Assistance, 2007–08***

	Applications submitted	Applications approved	Funding allocated	Maximum contribution
Export Marketing Assistance Program	148	142	\$3,245,039	\$53,300
Foreign Rights Marketing Assistance Program	164	160	\$669,581	n/a
Mentoring – Funding support	8	7	\$16,947	\$2,421

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to note that a portion of funds normally allocated to the EMAP program (\$25,000) was transferred to the Mentoring Program budget in order to enable the AECB to provide funding support to Mentored publishers for the first time (see below for details).

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*“With the aid of EMAP funding we were able to hire an excellent freelance children’s publicist, who sent out e-blasts, created a new and targeted mailing and arranged radio interviews for two of our authors. Working with several titles from our fall ’07 list [...], they were able to obtain many excellent reviews which in turn heightened our profile and increased sales”.*

(Crabtree Publishing, St. Catharines, Ontario)

Only one modification was made to the EMAP program for 2007-08, concerning beneficiaries’ eligible salaries for personnel devoted to international marketing activities under the program. The AECB acknowledges that the best results are attained by publishers with part or full-time personnel dedicated to export activities. Given that one of AECB’s objectives is to contribute to developing export expertise and capacity in Canadian book publishing firms, the AECB increased the maximum percentage of salaries devoted to international marketing activities to 50%.

### ***Foreign Rights Marketing Assistance Program (FRMAP)***

FRMAP’s objective is to foster Canadian publishers’ export sales by providing funding for export sales trips and participation in international trade events. This program operates on a cost-sharing basis between the AECB and eligible publishers. Furthermore, the program has a Sunset Clause whereby after three years

of consecutive funding under FRMAP, a company that does not meet the conditions stipulated in the Sunset Clause is no longer eligible for the program. To be readmitted to the program, the applicant must meet one of the conditions of the Sunset Clause.

The AECB received a total of 164 applications, of which 160 were eligible. Contributions allocated to eligible publishers totaled \$669,581. FRMAP funding made possible a total of 707 trips. Publishers travelled to 101 international trade fairs worldwide (compared to 92 in 2006–07) and received support for 79 individual export sales trips (85 in 2006–07). The program welcomed 14 new participants, another sign of the importance of export, and travel to international fairs as an efficient means of reaching targeted markets.

No modifications were made to the FRMAP program for 2007-08.

### ***Mentoring – Funding support***

Launched in 2007-08, the Mentoring - Funding support program is designed to give publishers the opportunity to benefit from the knowledge and expertise gained from their participation in the AECB Mentoring Program in the last two years, allowing them to implement a targeted marketing strategy in the US and France. In providing this support, the AECB’s objective is to assist these beginner exporters in increasing their export sales, thus becoming eligible under the AECB’s EMAP program.

AECB’s pilot funding support program allowed eight eligible publishers to benefit from a contribution equivalent to the minimum 2007-08 EMAP contribution (\$2,421). Having reached the \$15,000 minimum export sales requirement of the program, another mentored publisher had access to EMAP assistance in 2007-08.

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*This is the second trip we’ve made in the past 12 months. Results are staggering! We’ve increased sales by 132% to date. This trip alone resulted in immediate orders of 4100 books!*

(ECW Press Toronto, Ontario)

The AECB's objectives in making these improvements to the Mentoring Program ensure that the AECB continues to provide mentoring services while assisting smaller and beginner exporters in the development of their network of potential partners. The AECB works to provide such support to an increased number of publishers who could benefit from a more targeted approach, thus ensuring a higher "take-off" success rate.

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*"The most lucrative specific activity undertaken in 2007 was a direct mail campaign via a flyer piggy-backed onto the Association's newsletter. The strategy produced over \$8000 of export orders. An ad in a targeted magazine produced over \$4000 worth of sales"*

(DC Books, Montreal, Quebec)

### **Monitoring Results and Impact**

Committed to monitoring results and taking the lead on providing better performance reports to the industry and to stakeholders, the AECB devotes much time and effort to upgrading its performance evaluation framework.

The AECB revised the IMA reporting forms in 2007-08. Publishers must now provide additional details about each of the export trips or events they participate in; they must also report on their total investment in export activities.

Changes to application forms under EMAP and FRMAP also to be implemented in 2008-09, whereby publishers will be asked to provide the number of units sold per country; they are currently only required to provide sales figures.

It will take a minimum of three years before the AECB and its partners can confirm whether these specific indicators do in fact provide a better portrait of the impact of AECB funding programs on Canadian publishers' export sales and

on an expanded presence of Canadian titles and authors on the world stage. This same period will allow the AECB to demonstrate publishers' efforts and investments in attaining these results.

The AECB will instigate discussions with publishers and stakeholders about the specific data required to be provided by programs recipients. The AECB continues to work towards ensuring that information gathered does not create an administrative burden for publishers, for the AECB Secretariat or for BPIDP.

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## **Building Export Expertise**

Building upon success achieved over the last few years, the AECB continues to emphasize focus on expanding Canadian publishers' expertise on international trade and knowledge of export markets. Given the rapidly changing scene of export markets (concentration at the publishing, distribution, retail levels, etc.), and given the impact of new technologies on territorial rights and content delivery (rights sales and finished books), the AECB has increased its focus on activities, research and training providing the tools so that publishers can be more aware of technological developments as they affect export.

In order to achieve these objectives, the AECB continues to provide market intelligence to Canadian book exporters through its website and publication of reports, conducts seminars on markets and/or marketing strategies, provides advice and training to publishers about technological developments, provides mentoring services to small and beginner exporters specifically geared to distribution mechanisms in the US and France, and looks at new ways of also expanding Canadian publishers' network of potential trade partners.



### **Market intelligence**

The AECB has produced over 20 market guides and market profiles available to Canadian book exporters (on the US, UK, France, Spain, Australia, China, Japan, and Korea).

In 2007-08, the AECB upgraded its learning tools for publishers, developing more content to be posted to the password protected area of our website, and adding to our list of market guides.

While the AECB continued to focus on publishers' priority markets to develop further market intelligence on these markets (US, UK, France), we also explored emerging markets that might present great potential for Canadian publishers' authors and titles.

**The US, UK, and France** – Our continued posting of timely intelligence on US, UK and French markets have enabled publishers to know more on how to access sales channels and on specific market conditions. Publishers had access to expertise via the AECB website 'Ask an Expert' section; questions such as the following were forwarded and received a response via our website from experts commissioned by the AECB for each of these markets: "What information do I need to provide to US booksellers and other retailers so that they are more likely to carry my titles"? "What are

typical book pricing and payment terms in the US retail market"? "What are the costs and considerations for using an American-based distributor to reach US markets"? "How can I promote my children's books in the UK"? "How important is trade representation in the UK now"? "How can I sell my titles through book clubs in the UK"? "What is the best logistical option to begin selling to France from Canada"? "How do I coordinate a direct-mail campaign in France"? "What about the relationship between booksellers and librarians in France"?

Focusing on the UK market, the AECB assembled a UK Distribution Focus Group whose mandate was to review UK distribution of Canadian books in order to identify specific support services that could be implemented by individual publishers or by the AECB to increase the presence of Canadian titles on that market. Composed of a small but representative sample of Canadian publishers, the focus group recommended that the AECB arrange for UK expert Peter Kilborn to meet individually with interested publishers during the 2008 London Book Fair.

Looking to the US market and how the AECB can further support publishers targeting this market, the AECB commissioned research towards a compilation of awards, book fairs, festivals and major book reviewers in the US. This valuable information will be made available to publishers via AECB's website in 2008-09.

### **French-language books in the US** –

The US market accounts for about the same export sales as those to France for French-language publishers. The AECB researched how it could further assist French-language publishers in expanding their sales to the US market. Results

of our research were posted to our website in the form of a database of French-language outlets in the US. We were quite pleased to see that, on the very day we advised publishers of this posting, the AECB recorded an outstanding 32 visits to that page of our website!

**Scouting mission to India** – Pursuing its objective to identify new markets that might present potential for Canadian publishers and following up on the Canadian Embassy's in New Delhi recommendation that Canadian publishers attend this trade event, the AECB conducted a scouting mission to the 2008 fair in order to evaluate the opportunities to export Canadian books for finished English-language books and for rights sales in this important emerging market. The delegation consisted of 3 publishers representing the English and French-language sectors, trade titles as well as scholarly works. Publisher delegates met with numerous publishers, distributors, and agents, and a report on the scholarly, the trade, the French-language, and the children's books perspectives was made available to all via the AECB's website. Right on the day we advised publishers that the report had been posted on our website, 68 publishers accessed it. India indeed represents a market that the AECB will continue to monitor with a focus on the status of its



distribution infrastructure and its opportunities for Canadian publishers.

**Spain** – Following up on recent AECB initiatives in Spain and in preparation for Quebec as the featured guest at Liber 2008 (Barcelona), the AECB published a 2nd edition of its market guide on Spain (including a new section about Catalonia).

**Digitization and its impact on export** – Another area where the AECB continued to assume its leadership role was regarding digitization and its impact on export. The transition towards globalization and new communication technologies must be taken into account by the AECB when designing programs and services that will provide a cutting edge to Canadian publishers in their competing more effectively on export markets. Achieving export success within this new context is a slow, incremental, complex and expensive process. Intelligence must be gathered. Appropriate means and strategies for reaching particular markets must be considered, developed and implemented.

In 2007-08, the AECB consulted with national trade associations to discuss initiatives undertaken by each association. These lead to an agreement whereby the AECB will in 2008-09 implement a plan whose objective will be to distribute



information on digitization and its status in priority or emerging markets as well as to identify potential business opportunities in these same markets.

### **Seminars**

In addition to AECB's website, professional development seminars are an important mechanism whereby the AECB can deliver market intelligence, expanding publishers' knowledge of markets or niche markets as well as their network of potential partners in specific markets. Canadian publishers were very satisfied with the three seminars conducted by the AECB in 2007-08:

- *The Cutting Edge: The Future of Data for Digital Marketing and Greater Export Sales to the US* was an outstanding success. Held in conjunction with the Book Publishers Association of Alberta AGM in Banff, this AECB's seminar, moderated by Tom Woll and attended by more than 40 publishers, covered the many ways that data can be used to stimulate sales without any border constraints. At the end of the day, many of the attendees said the AECB seminar was "timely," "insightful" and "comprehensive."
- *Faire ses premiers pas sur le marché français* – Eleven participants from 10 publishing firms attended this AECB seminar, held in Montreal in February 2008. Participants were very satisfied with the intelligence provided during the seminar, which "enabled them to better select their titles for the French market," "to better focus their mar-



keting strategy," "to identify new sales channels" and "to better prepare meetings with their distributor."

- *Le référencement en France : un outil pour l'exportation* – Vincent Marty, Director, Dilicom (France), and Elizabeth Sutton, Web Marketing for Dunod and Armand Colin (France), joined consultant Isabelle Lambert in this one-day AECB seminar, which was attended by 16 participants from 12 publishing firms. Overall, participants indicated that the speakers provided comprehensive information about online marketing and specific bookselling websites as well as excellent advice adapted to their reality, that of supporting their French distributor from afar.

### **Mentoring Program**

Aiming to respond to the specific needs of small and beginner exporters, the AECB launched the Mentoring Program in November 2005. Eight publishers benefited from the Program in 2006-07 with another 6 joining in 2007-08.

The AECB added one new element to the 2007-08 conditions for the Program, whereby publishers eligible under the Mentoring Program were those with eligible export sales of less than \$25,000 over the company's last three financial periods (as compared with less than \$15,000 in 2006-07). In implementing

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*"Learned new things: community widgets; 2D barcodes; digital warehousing; loved the dynamic speakers. Thank you – Very eye-opening and helpful: high quality information; good opportunity to meet well-informed people – I thought it would be data-focused in a dry way. Ha! The presenters were superb and tailored their info to our level of knowledge and sophistication".*



this modification, the AECB was following up on a report prepared by Étude Économique Conseil in 2005, which indicated that publishers who had total exports of less than \$25,000 showed signs of lower average performance figures and that these publishers required additional support, beyond financial assistance, geared to their specific challenges.

The Mentoring Program consists of a consultation with an expert on the eligible publishers' list potential in the

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*"The overview provided in the pre-BEA seminar in Toronto was very helpful, as were the booklets written by Tom Woll for the AECB. The material was well organized, clearly presented and practical. The overview of BEA in New York was also very valuable as an orientation to the fair. Introductions to Mid-Point and others were useful, and provide an avenue for follow-up and further development".*

(Oolichan Books, Lantzville, BC)

US or France; a one-day workshop on distribution in the US or France and on how to access the market (looking at basics such as title potential, promotional documents, etc.); and a one-day guided tour of BEA or the Salon du livre de Paris (including meetings with booksellers, distributors and/or wholesalers at the fair).

After attending the AECB's "Exploring the US market" seminar held in Toronto in May, the two publishers taking part in the Mentoring Program met with consultant Tom Woll at BookExpo America in New York City. Accompanied by the AECB, the group toured the exhibition hall, stopping at targeted booths and meeting with potential partners. The tour gave publishers a practical overview of the US book industry and allowed them to make personal contacts in the days that followed.

Some eight months later, four other publishers met in Montreal with experts Isabelle and Marie-Anne Lambert to prepare for their participation in the 2008 Salon du livre de Paris. During two days, they assessed the potential of their list for France, determined the best strategy to access the French market (distribution, rights sales, coeditions), identified potential partners, scheduled appointments, etc. Once at the Salon, they met with prospective buyers and spent time with sales reps, learning how to prepare their sales materials for bookstores and libraries.

The formula for the Paris Mentoring Program remains a huge success and continues to show positive results. Publishers participating in the Mentoring Program have been very generous in providing feedback to the AECB as to how the Program could be improved in order to better respond to their specific needs and the AECB will take these recommendations into account in revising the Program for 2008-09, especially regarding the formula for the US market.

### ***Expanding export markets for Canadian books***

The AECB continued to provide opportunities for Canadian publishers to maintain and expand their export markets. Offering a number of different services in addition to launching new initiatives, the AECB worked on various fronts in order to achieve its objective of further supporting Canadian book exporters. The AECB coordinated publishers' participation in major international professional book fairs, organised scouting missions, investigated digitization as a new way to access export markets, and launched Canada summits.

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## Professional Book Fairs – the Canada stand

The network of major international book fairs and salons remains the driving force for the development of Canadian book exports. In organizing the collective Canada stand at major international professional book fairs, the AECB provides administrative, logistical and promotional support before, during and after the fairs.

The AECB organizes collective stands ranging in size from 20 square meters to more than 200 square meters at some of the world's major book fairs, including the London Book Fair, the Bologna Children's Book Fair, BookExpo America, the Beijing International Book Fair and the Frankfurt Book Fair. Publishers can choose from two levels of service: a complete turnkey package with fully equipped collective stands and services; a pied-à-terre option for publishers who want to conduct meetings on the collective stand but not display books.

In coordinating the Canada stand at these major professional fairs, the AECB must deal with a number of significant challenges: healthy financial position while keeping a strategic location on the ground floor in addition to keeping building costs at reasonable levels to foster the participation of a growing number of publishers (including small and emerging exporters). The AECB succeeded in achieving these objectives in 2007-08 and publishers exhibiting on the Canada stand have indicated they were very pleased with a smooth and well-managed organization of the stand and overall logistics of their participation.

### *London Book Fair 2007 (April 16-18)*

Amongst the most important major professional book fairs, the London Book Fair attracted about the same number

of exhibitors (1,999 in 2007 vs 1,996 in 2006) with a decrease in the number of countries (59 in 2007 vs 115 in 2006) compared to 2006.

As for Canada's presence and new elements of AECB activities in 2007-08, the Canada stand was significantly more attractive and spacious at London 2007 (130 sq. m. in 2007 compared to 80 sq. m. in 2006). Thanks to a \$100,000 contribution from DCH (BPDIP), the



Canada stand benefited from a new design, thus attracting more visibility at the fair. DCH support enabled the AECB to purchase the stand for future use at London and possibly other European fairs.

Another positive was that the Canada stand was located on the first floor of Earl's Court in the General trade section, a central location near the main boulevard, thus with great traffic. 22 publishers registered on the stand (10 of which registered for the pied-à-terre option). 14 other Canadian publishers opted to exhibit on their own stand or the stand of their distributor.

The London Book Fair was a great success again this year. Moving the fair's first day from Sunday to Monday resulted in Monday being the busiest day in the fair's history. Publishers were able to enjoy the bright and spacious new Canada stand in its central location on the fair floor. The vibrant stand was

visible throughout the fair and served as a beacon for exhibitors and publishers alike.

The AECB was also able to coordinate a Canada stand reception in partnership with the Canadian High Commission in London and in association with the Ontario International Marketing Centre, the Québec Government Office, and the Alberta Government. The reception, which was held at the end of opening day and hosted by the Canadian High Commission in London, attracted over 200 guests, providing yet again a great opportunity for Canadian publishers to thank their current partners and expand their network of potential ones.

### ***Bologna Children's Book Fair 2007 (April 24-27)***

The Canada stand was 64 m<sup>2</sup> and again included an interpreter and pied-à-terre options. 8 publishers registered (2 of which took advantage of the pied-à-terre option). 8 additional publishers opted to exhibit on their own stand. The AECB also exhibited the Children's travelling trade collection on the Canada stand.

Canadian publishers attending were very pleased with meetings and business. There was an increased number of cold calls turning out to be potential serious leads.

### ***BookExpo America 2007 (New York, June 1-3)***

Again this year, there was a large contingent of Canadian publishers at BEA. Acknowledging the fact that Canada branding is a deterrent to selling titles in the US market, 23 publishers opted to exhibit with their US-based partners or on their own. Notwithstanding this factor, the AECB considers it is still important to have a Canadian collective presence and to offer meeting space to those publishers focusing on rights sales.



For a third consecutive year, the Canada stand occupied 200 sq. ft. 2 publishers benefited from the pied-à-terre option. BEA 2007 was also the second time that the AECB greeted publishers benefiting from AECB Mentoring Program.

With the objective of increasing Canadian publishers' export expertise, the AECB also advised publishers of the possibility of getting additional funding assistance for attending seminars in advance of BEA (e.g. those from the Publishers Marketing Association and other seminars), advising that extra days of per diem would be included in their FRMAP contributions.

### ***Beijing Book Fair 2007 (August 30-September 3)***

The BIBF continues to represent an important annual international book





fair for publishers targeting the Chinese market. 5 publishers exhibited on the Canada stand and attended the fair in 2007 (two more publishers than in 2006). The AECB reserved a 27 sq. m. stand, which was located on the same floor as US and UK publishers. Participating publishers had access to display shelves and a collective meeting area, with tables and chairs for business meetings shared by all.

For a second consecutive year, in addition to providing services to the individual publishers attending the fair, the AECB offered to other Canadian publishers the possibility of testing the market for some of their specific titles through a Pay-per-title option. 8 publishers registered for the Pay-per-title option for a total of 23 titles. This option, available for \$200/title, provided the possibility to add titles to an AECB Rights collection display assembled for the Canada stand at BIBF 2007. In addition to AECB staff monitoring interest, making notes and keeping business cards for future contacts, the AECB had again commissioned a Chinese Language Interpreter and Cultural Advisor, Ms. Xiaoyan Huang, who is well-informed of the Chinese market, to be present on the stand and answer questions about these titles.

Ms. Xiaoyan Huang who had accompanied the ACP mission in 2005 in Beijing

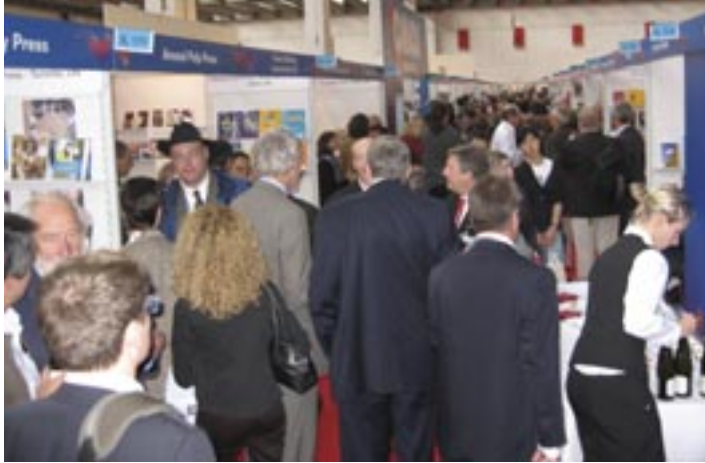
and Shanghai as interpreter and assisted the AECB and Canadian publishers participating in the 2005 and 2006 Beijing Book Fair, provided assistance to Canadian publishers in advance of the fair by analyzing publishers' catalogues, identifying titles or series that could have potential on the Chinese market. She then contacted potential Chinese partners and scheduled dozens of meetings for the attending Canadian publishers with Chinese colleagues at the Beijing Book Fair.

### **Frankfurt Book Fair 2007 (October 10-14)**

The 59<sup>th</sup> edition of this major fair, consisting of close to 7,450 exhibitors from 108 countries, was yet another outstanding success for Canadian publishers attending. The AECB again coordinated the Canada Stand in Hall 8 (dubbed "the English language hall"). In all, close to 50 publishers exhibited on the Canada Stand while 3 more took advantage of the pied-à-terre option offered by the AECB.

The AECB worked hard once again to promote the publishing industry, to strengthen the network of publishing professionals around the world and to facilitate contacts between publishers, national associations and publishing firms. The opening reception was again held on opening day, jointly organized by the Canadian Embassy in Berlin, Canadian publishers and the AECB, following the AECB-accompanied visit of Canadian Ambassador to Germany Paul Dubois to the Quebec and Canada stands.





Meetings were held with the Australian Publishers Association in preparation for a Canada-Australia Summit at FBF 2008, a new initiative of the AECB whereby publishers from specific markets (territory/language based) will meet with Canadian publishers attending Frankfurt to get a better knowledge of each other's markets, to discuss business opportunities, and to expand their network of potential partners.

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## Promotion

### *Expanding the visibility of Canadian titles and authors on export markets*

The AECB's collective promotion programs contribute to the success of Canadian books on the world stage. AECB's website, our *Rights Canada* catalogue, the *Canadian Studies* flyers, and fairs' directories introduce Canadian books to publishers, literary agents, distributors, booksellers, librarians, book reviewers, academics and more around the world. The AECB continually promotes its website in all its publications and on the Canada stand at major international fairs, affording Canadian books unparalleled exposure to readers everywhere. As well, the AECB works with trade and cultural officers at Canadian embassies and consulates around the world to promote Canadian publishing through its travelling book collections.

All these efforts and initiatives have had very positive results and the AECB will continue to build on its recent success by consolidating these initiatives and developing new ones in a timely fashion.

### *AECB website*

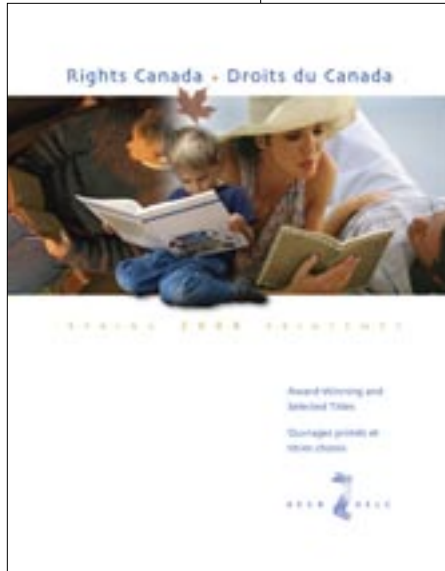
The AECB website allows international buyers to reach Canadian publishers and to obtain information about Canadian titles, authors, associations and more. Foreign publishers, libraries, booksellers, institutions, distributors and readers thus have access to 2,400 Canadian titles with contact information for 275 Canadian publishers in a fully searchable database.

Forms have been added to our website to encourage visitors to contact Canadian publishers about rights and book sales. Since the AECB activated this email form for visitors to contact publishers directly, we have registered hundreds of requests ranging from course adoption requests, enquiries about purchasing, publishing and rights acquisitions, as well as setting up meetings at upcoming international book fairs. We are very pleased with the quick results of this added tool.

Continued upgrades have been made to AECB's website to increase publishers' visibility and provide a more comprehensive profile of publishers (their titles, successes, stand number in upcoming book fairs, etc.). Publisher records, title promotion, market intelligence, direct links with publishers' websites, and more, significantly contribute to increase the visibility of Canadian titles and authors on the world stage, and to connecting Canadian publishers with new potential partners.

### *Rights Canada Catalogue*

The Fall 2007 edition featured 108 titles from 51 publishers and was distributed at the Beijing, Frankfurt, and Belgrade book fairs. The Spring 2008 edition of the catalogue listed close to 80 titles from 33 publishers.



The catalogue is mailed to over 2,300 international agents and publishers in advance of major international book fairs where the AECB coordinates a collective Canada stand (where we also distribute copies of the

catalogue). In addition to those major fairs listed earlier in this report, the AECB also distributed copies of the Spring 08 catalogue at the New Delhi World Book Fair.

We continue to receive very positive feedback from participating publishers on the effectiveness of the catalogue in reaching

prospective buyers. The AECB continues to add to its mailing list, working with publishers themselves to identify foreign publishers and agents who have recently bought rights and with the Canada Council for the Arts, adding those international publishers who have been allocated support via the International Translations Grant program.

### Canadian Studies initiatives

The AECB had to work within a new environment in 2007-08, whereby DFAIT was no longer supporting our *Books on Canada* catalogue and its traveling book displays. Notwithstanding this, taking into account that the Canadian Studies market is still significant for Canadian publishers, the AECB implemented in 2007-08 a new initiative by targeting, exclusively, those priority export markets where Canadian publishers already have distribution and order fulfillment. Thus, in lieu of a full *Books on Canada* catalogue, the AECB produced flyers featuring frontlist titles from the 2007 edition of the catalogue for distribution to selected academics based on their areas of specialization. For this pilot project, we decided to focus on three disciplines: Fiction and Literary Criticism; Social Sciences (including History), and Native Studies. The AECB objective was an upgraded targeted distribution that would boost the effectiveness of getting publishers' titles into the hands of those



making purchases for research, collections development, or course adoptions.

We worked in cooperation with the annual conferences of the Association of Canadian Studies in the United States (ACSUS), the British Association of Canadian Studies (BACS), Gesellschaft für Kanada-Studien (GKS), and the Association française d'études canadiennes (AFEC). The flyers were distributed to members of these associations, and were also inserted in the kit of over 600 participants in ACSUS conference held in Toronto in November 2007.

### *Directories of Canadian publishers at international fairs*

Another tool that complements AECB's promotional activities in advance of a major international book fair is the publication and distribution of a directory of Canadian publishers, at each international book fair where the AECB coordinates a collective stand. Each directory includes publishers who exhibit on the Canada stand and those who exhibit on their own or on their foreign distributor's stand as well as those who participate in the fair without exhibiting their material. The directories enable the staff on the Canada stand to direct visitors looking for a specific genre to Canadian publishers attending the fairs (for those publishers not attending, the AECB then relays messages upon its return from the fairs). Visitors to the Canada stand greatly appreciate this tool during and after the fair.

### *Travelling trade collections*

As indicated earlier in this report, budget cutbacks at DFAIT over the last two years have had a significant impact on the AECB and our partners' capacity to continue to support and implement some of our promotional activities. While AECB catalogues of two renewed trade collections continued to travel in 2007-08, the book collections themselves could not be

displayed in as many events as in recent years. These collections, made up of books donated by over 150 Canadian publishers, are mainly used by AECB's network of Canadian embassies around the world, who display the books at book fairs, conferences, etc. The AECB provided two different collections: a general kit consisting of 290 books in English and French in a variety of categories including children's books, adult Canadian fiction and non-fiction, coffee-table books, textbooks, etc., and an exclusive collection of 128 children's books in English and French. Both kits were accompanied by a full-colour catalogue.

The AECB general and children's trade collections were displayed at BookExpo America 2007, the 2007 Frankfurt Book Fair, the 2007 Turku International Book Fair (Finland), the 2007 Belgrade Book Fair, and at the 2008 Bologna Book Fair. Reports prepared by Canadian embassies are subsequently published in our electronic news bulletin *AECB News*, which is sent to over 700 subscribers every three weeks. Upon returning from the fairs, AECB staff also contacts Canadian publishers on specific requests and enquiries received during the fair.

Despite challenges, the AECB travelling trade collection initiative remains an excellent example of a successful partnership between the AECB, DFAIT, and Canadian posts in attaining a common objective: helping Canadian exporters compete and succeed in international markets and, in more general terms, promoting Canada's image and Canadian culture around the world.

We will continue to partner with the embassies in touring the collections in 2008-09 and work with DFAIT in determining whether we should review this initiative to adapt to the current context of Canadian posts abroad.

# the board and staff of the aecb



A E C B



A E C B



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## Board of Directors

The AECB's 12-member board represents the Canadian publishing industry and federal government, who work hand in hand in policy and program development to expand the presence of Canadian books on the world stage, and to build the Canadian book publishing industry's viability and capacity. Members include publishers affiliated

with the Association of Canadian Publishers (ACP), the Association nationale des éditeurs de livres (ANEL), the Association of Canadian University Presses (ACUP) and the Canadian Publishers' Council (CPC), as well as representatives of the departments of Canadian Heritage (DCH) and Foreign Affairs and International Trade Canada (DFAIT).

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### EXECUTIVE

<b>Chair</b>	Rob Sanders	Publisher, Douglas & McIntyre/Greystone Books (ACP)
<b>Vice-Chair</b>	Ginette Tremblay	President and Director, Éditions l'Artichaut (ANEL)
<b>Vice-Chair</b>	Brian Lam	President & Publisher, Arsenal Pulp Press (ACP)
<b>Secretary-Treasurer</b>	Philip Cercone	Executive Director & Senior Editor, McGill-Queen's University Press (ACUP)

<b>MEMBERS</b>	Gaston Bellemare	President, Écrits des Forges (ANEL)
	Antoine Del Busso	Director, Presses de l'Université de Montréal (ACUP)
	Jordan Fenn	Publisher, H.B. Fenn and Company (CPC)
	Annette Gibbons	Associate Director General, Canadian Heritage (DCH)
	Gilles Herman	Director, Éditions du Septentrion
	Robert Lawrence	Deputy Director, Cultural Industries, Foreign Affairs and International Trade (DFAIT)
	Max Permingeat	President, Éditions de Mortagne (ANEL)
	Margie Wolfe	President & Publisher, Second Story Feminist Press (ACP)

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## Secretariat

The AECB currently employs an efficient, knowledgeable and responsive staff of seven who administer programs,

develop and deliver market intelligence and professional development, and provide promotional and logistical support to publishers.

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<b>Executive Director</b>	Suzanne Bossé
<b>Programs Manager</b>	François Charette
<b>Export Expertise Officer</b>	Francis Farley-Chevrier
<b>Coordinator, Communications &amp; Promotions</b>	Bianca Spence
<b>Finance &amp; Operations Manager</b>	Pierrette Boulerice
<b>International Events Officer</b>	Christy Doucet
<b>Programs Assistant</b>	Julie Goguen
<b>Administrative Assistant</b>	Danielle Fauteux

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\*\* Please note that Francis Farley-Chevrier, Bianca Spence and Julie Goguen are absent from the staff photo.

# financial statements



## AUDITORS' REPORT

To the Members of the Association for the Export of Canadian Books:

We have audited the statement of financial position of the Association for the Export of Canadian Books (the "Association") as at March 31, 2008 and the statements of operations, changes in net assets, and cash flows for the year then ended. These financial statements are the responsibility of the Association. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

The Association expenses property and equipment. Canadian generally accepted accounting principles require that property and equipment be recorded at cost on the statement of financial position and amortized over their estimated useful lives. If the Association had recorded property and equipment as required, the statement of financial position, statement of operations and the statement of changes in net assets would be affected. We have not quantified the effects of this departure from Canadian generally accepted accounting principles as management does not want to change their previous accounting policy for property and equipment as disclosed in Note 1.

In our opinion, except for the effects of the failure to properly record property and equipment as described in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2008 and the results of its operations and changes in its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

*Logan Katz LLP*

Chartered Accountants  
Licensed Public Accountants

Ottawa, Canada  
May 12, 2008

**Statement of financial position**  
*as at March 31, 2008*

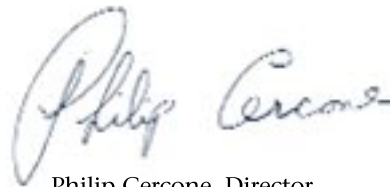
<b>ASSETS</b>	<b>2008</b>	<b>2007</b>
<b>CURRENT ASSETS</b>		
Cash	\$ 331,866	\$ 275,045
Accounts receivable	95,889	130,483
Government grants receivable	1,316,071	1,416,594
Goods and Services Tax receivable	9,854	9,304
Prepaid expenses (Note 3)	162,168	118,438
	<u>\$ 1,915,848</u>	<u>\$ 1,949,864</u>
 <b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 1,166,804	\$ 1,105,114
Revenue received in advance (Note 3)	169,916	232,432
	<u>1,336,720</u>	<u>1,337,546</u>
 <b>NET ASSETS</b>		
Unrestricted	254,128	287,318
Internally restricted for contingencies	325,000	325,000
	<u>579,128</u>	<u>612,318</u>
	<u>\$ 1,915,848</u>	<u>\$ 1,949,864</u>

Economic capacity (Note 1)  
 Commitments (Note 5)  
 Financial instruments (Note 7)

ON BEHALF OF THE BOARD:



Rob Sanders, Director



Philip Cercone, Director

# financial statements

## Statement of operations year ended March 31, 2008

	<u>2008</u>	<u>2007</u>
<b>REVENUE</b>		
Department of Canadian Heritage ("DCH") contribution (Note 2)	\$ 4,825,000	\$ 4,900,000
Foreign Affairs Canada ("FAC")	15,000	33,500
Program for Export Market Development ("PEMD")	100,721	79,394
Trade Routes	–	1,500
Publishers		
• fairs	293,523	155,752
• publications	27,775	58,021
• workshops	7,133	6,225
In-kind revenue (Note 4)	–	41,485
Interest	16,295	14,183
Other	62,498	8,208
	<u>5,347,945</u>	<u>5,298,268</u>
<b>EXPENDITURES</b>		
Capital assets		
Property and equipment (Note 1)	86,412	130,965
Operations		
Rent (Note 5)	69,188	69,017
Board and annual report (Note 8)	113,288	83,124
Travel	4,019	12,204
Office and general expenses	51,140	34,596
Database	405	675
Professional fees and salaries	428,957	418,731
Interest recovery on prior year's DCH funding (Note 6)	2,982	11,954
Goods and Services Tax	7,112	6,776
	<u>677,091</u>	<u>637,077</u>

**EXPENDITURES cont'd**

	<u>2008</u>	<u>2007</u>
Programs		
Export Marketing Assistance Program ("EMAP")	3,245,039	3,382,005
Foreign Rights Marketing Assistance Program ("FRMAP")		
• Contributions to publishers	669,581	604,385
• Canada Stand	422,348	238,176
Export Expertise Development Fund ("EEDF")	1,958	67,312
Trade Missions	52,880	-
Promotion and information (Note 4)	67,615	146,509
International market developments		
• Professional development and seminars	25,798	62,966
• Mentoring	57,719	29,232
• Market research and development	66,136	99,077
Internet	5,289	1,330
Foreign exchange	3,269	(1,293)
	<u>4,617,632</u>	<u>4,629,699</u>
<b>TOTAL EXPENDITURES</b>	<u>5,381,135</u>	<u>5,397,741</u>
<b>EXCESS OF EXPENDITURES OVER REVENUE,</b> before other item	(33,190)	(99,473)
Other item		
Reduced program assistance payments relating to previous years	-	140,627
<b>NET EXCESS OF (EXPENDITURES OVER REVENUE) REVENUE OVER EXPENDITURES</b>	<u>\$ (33,190)</u>	<u>\$ 41,154</u>

**Statement of changes in net assets**  
*year ended March 31, 2008*

	<u>2008</u>	<u>2007</u>
<b>UNRESTRICTED</b>		
<b>BALANCE AT BEGINNING OF YEAR</b>	<u>\$ 287,318</u>	<u>\$ 246,164</u>
Net excess of (expenditures over revenue) revenue over expenditures for the year	(33,190)	41,154
Internal restriction for contingencies	-	-
	<u>(33,190)</u>	<u>41,154</u>
<b>BALANCE AT END OF YEAR</b>	<u>\$ 254,128</u>	<u>\$ 287,318</u>
<b>INTERNALLY RESTRICTED FOR CONTINGENCIES</b>		
<b>BALANCE AT BEGINNING OF YEAR</b>	<u>\$ 325,000</u>	<u>\$ 325,000</u>
Internal restriction from Unrestricted Net Assets	-	-
<b>BALANCE AT END OF YEAR</b>	<u>\$ 325,000</u>	<u>\$ 325,000</u>

# financial statements

## Statement of cash flows year ended March 31, 2008

	2008	2007
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Excess of revenue over expenditures	\$ (33,190)	\$ 41,154
Changes in non-cash operating working capital balances:		
Accounts receivable	34,594	25,386
Government grants receivable	100,523	(173,844)
Goods and Services Tax receivable	(550)	2,709
Prepaid expenses	(43,730)	(49,553)
Accounts payable and accrued liabilities	61,690	(459,019)
Net revenue received in advance	(62,516)	116,582
<b>INCREASE (DECREASE) IN CASH</b>	56,821	(496,585)
Cash at beginning of year	275,045	771,630
<b>CASH AT END OF YEAR</b>	<b>\$ 331,866</b>	<b>\$ 275,045</b>

## Notes to financial statements year ended March 31, 2008

### GENERAL

The Association for the Export of Canadian Books (the "Association") was incorporated under the Canada Corporations Act on November 15, 1972 as a non-profit corporation without share capital to foster and facilitate the continued growth of export sales by Canadian publishers.

In 1985, the Association agreed to administer the International Marketing Assistance component of the Department of Canadian Heritage's ("DCH") Book Publishing Industry Development Program ("BPIDP"). Funding is allocated by DCH for the delivery of financial assistance and value-added services to Canadian book publishers. The Export Marketing Assistance Program ("EMAP"), the Foreign Rights Marketing Assistance Program ("FRMAP"), and the Export Expertise Development Fund ("EEDF") are the three programs to which Canadian publishers can apply for funding of their international marketing activities.

Ad hoc contributions from the Program for Export Market Development ("PEMD"), Foreign Affairs Canada ("FAC"), and revenue received from publishers participating in the Association's initiatives provide additional revenues for the Association to deliver enhanced support to the industry: coordination of the Canada Stand at international book fairs; promotion of Canadian titles through the Association's catalogues, travelling book displays and website; preparation and distribution of market reports to the industry; and, conducting seminars on foreign markets.

## **1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

### ***Economic Capacity***

DCH allocates a contribution to the Association on an annual basis for the delivery of BPIDP funding assistance to individual publishing companies and to assist the Association in providing value-added services to the industry. Should DCH terminate or not renew its contribution to the Association, the Association would need to re-examine its priorities, risk of financial viability, and to identify new resource generation in order to pursue its delivery of value-added services currently provided to the industry. The current agreement expires June 30, 2008 and represents activities up to March 31, 2008. DCH has indicated that it intends to renew the agreement for the fiscal year 2009.

### ***Property and Equipment***

The Association expenses property and equipment in the year of acquisition.

### ***Use of Estimates***

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires the Association to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenditures during the reporting periods. Actual results could differ from these estimates. The estimates are reviewed periodically, and, as adjustments become necessary, they are reported in earnings in the period in which they become known.

### ***Revenue Recognition***

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Endowment contributions are recognized as direct increases in net assets.

### ***Foreign Currency Transactions***

The Association uses the temporal method to translate its foreign currency transactions.

Monetary assets and liabilities are translated at the rate of exchange in effect at year end. Other assets and liabilities are translated at their historic rates. Items appearing in the statement of operations are translated at average year rates. Exchange gains and losses are included in the statement of operations.

# financial statements

## 2. MEMORANDUM OF AGREEMENT

Under the terms of the Memorandum of Agreement between the DCH and the Association, if, upon fulfillment of the terms and conditions of the agreement the Association has been paid an amount that, in the opinion of the Minister, exceeds the value of the activity performed, the Association shall refund the excess upon demand by the Minister.

## 3. PREPAID EXPENSES AND REVENUE RECEIVED IN ADVANCE

These represent funds paid out or received prior to the year end, which pertain to fiscal year 2009 activities and programs.

## 4. IN-KIND REVENUE

The Association did not receive any in-kind contributions in the fiscal year 2008. In the fiscal year 2007, the Association received in-kind contributions in the form of book display kits from various publishers with an aggregate estimated fair value of \$41,485. The offsetting expenditure was included in promotion and information.

## 5. COMMITMENTS

The Association has a lease commitment for office premises which expires November 30, 2008, as well as various equipment under operating leases. Future minimum payments to expiry are approximately as follows:

	PREMISES	EQUIPMENT
2009	44,131	\$ 4,635
2010	—	1,269

During the fiscal year 2008, the Association entered into an agreement to develop its business plan. The required payment for the fiscal year 2009 is \$27,480.

## 6. INTEREST REIMBURSEMENT ON DCH FUNDING

The Association must reimburse the estimated interest it earns on the cash flow generated from its funding from BPIDP. For the current year, the Association has accounted for the estimated interest it earned on its cash flows generated from its funding from BPIDP for the fiscal year 2008.

## 7. FINANCIAL INSTRUMENTS

### *Fair Value*

The Association's financial instruments consist of cash, accounts receivable, government grants receivable, Goods and Services Tax receivable, and accounts payable and accrued liabilities. Unless otherwise noted, it is management's opinion that the Organization is not exposed to significant interest or credit risk arising from these financial instruments. The fair value of these financial instruments approximate their carrying values, due to the short term nature of these instruments, as well as the capacity for prompt liquidation.



***Currency Risk***

The Association holds activities in foreign countries and as such is exposed to the fluctuations of the foreign currencies and Canadian currencies.

***Interest Rate Risk***

The Association's line of credit bears interest at a variable rate. Accordingly, the Association is subject to interest rate risk. The risk arises from changes in the interest rate and the degree of volatility of these rates.

***Credit Facility***

The Association has available a \$350,000 credit facility with a chartered bank, which remained unused as at March 31, 2008. The credit facility bears interest at the chartered bank prime rate of interest and is guaranteed by a General Security Agreement.

**8. BOARD AND ANNUAL REPORT**

During the year, the Association incurred costs of \$44,631 (2007 - \$Nil) for a Strategic Review of the AECB. The consulting firm selected to undertake the Review was mandated to focus on specific areas with the objective of maximizing cost efficiencies at the Association: identify strongest export program needs for publisher members; identify effectiveness and value of current programs and delivery for publisher member; examine structural alternatives for AECB (governance models, staff size and skill requirements) in relation to contextual climate and program needs; recommend financial resources required to achieve required programs; identify security of financial resources as far as is possible, and propose branding recommendations appropriate with program and structural recommendations.

# international marketing assistance



EMAP   
FRMAP

MENTORING   
BEA 2007/Paris 2008



# A E C D

### Funding by recipient 2007-2008

Recipient	EMAP	FRMAP	MENTORING	BEA 2007/ PARIS 2008
400 Coups, Éditions	\$18,743.00	\$1,256.10		
Alire, Éditions	\$7,046.00	\$5,053.32		
Alliage Éditeur	\$2,421.00	\$2,003.75		
Altitude Publishing	\$30,600.00			
Anne Sigier, Éditions	\$11,262.00	\$3,129.15		
Annick Press	\$53,300.00	\$9,186.68		
Arsenal Pulp Press	\$38,752.00	\$5,195.24		
Artichaut, Éditions L'	\$53,015.00	\$12,373.06		
Association nationale des éditeurs de livres (ANEL)	\$15,948.00	\$16,534.35		
Association of Canadian Publishers (ACP)	\$11,914.00	\$4,539.47		
Bayard Canada Livres	\$8,502.00	\$4,811.25		
Bayeux Arts	\$17,182.00	\$10,874.51		
Beauchemin Éditeur, Groupe	\$6,856.00	\$984.36		
Beauchemin International, Éditions	\$28,547.00	\$9,885.98		
Béliveau Éditeur	\$2,513.00	\$2,836.61		
Berger, Éditions	\$6,206.00			
Between the Lines	\$7,496.00	\$991.53		
Boomerang éditeur jeunesse	\$2,491.00	\$4,567.04		
Boréal Express, Le	\$21,336.00	\$6,715.91		
Boston Mills Press	\$4,256.00			
Bouton d'or Acadie, Éditions		\$4,268.56		
Brault et Bouthillier, Éditions	\$5,117.00			
Breakwater Books		\$5,072.52		
Brick Books		\$2,843.52		
Broadview Press	\$47,970.00	\$5,745.63		
Broquet	\$39,447.00	\$991.53		
Canadian Scholars' Press	\$17,098.00	\$7,255.03		
Captus Press	\$4,724.00			
CCI Learning Solutions	\$31,096.00			
Chenelière, Éditions de la	\$52,733.00	\$6,172.83		
Chouette, Éditions	\$45,659.00	\$10,958.79		
Coach House Books	\$5,215.00	\$3,628.53		
Collector's Guide Publishing	\$43,437.00	\$1,857.93		
Company's Coming Publishing	\$23,409.00			
Coteau Books/Thunder Creek Co-op, Éditions de la	\$2,987.00			
Courte échelle	\$16,891.00	\$5,411.55		
Crabtree Publishing Company	\$47,970.00	\$10,230.21		
David, Éditions			\$2,421.00	
DC Books		\$1,697.22	\$2,421.00	
Décarie Éditeur	\$3,071.00			
Detselig Enterprises	\$8,103.00	\$1,857.93		
Douglas & McIntyre	\$47,970.00	\$9,223.80		
Dundurn Group	\$19,360.00	\$8,537.22		

Recipient	EMAP	FRMAP	MENTORING	BEA 2007/ PARIS 2008
Écosociété, Éditions	\$10,655.00	\$1,110.32		
Écrits des Forges, Éditions	\$14,511.00	\$7,563.87		
ECW Press	\$47,970.00	\$8,408.93		
Édimag, Éditions	\$2,515.00	\$3,092.94		
Fernwood Publishing Co.	\$6,330.00	\$3,217.48		
Fiddlehead Poetry Books & Goose lane Editions	\$12,471.00			
Fides, Éditions	\$21,283.00	\$2,330.15		
Fifth House Publishers	\$2,881.00	\$607.70		
Firefly Books	\$49,044.00			
Fitzhenry & Whiteside	\$50,419.00	\$9,986.66		
Folklore Publishing	\$4,174.00	\$2,052.30		
Formac Publishing/ James Lorimer & Company	\$27,756.00	\$3,472.86		
Frederick Harris Music Co.	\$53,148.00	\$9,570.57		
Groundwood Books	\$47,970.00	\$9,843.96		
Guérin Éditeur	\$3,251.00	\$2,693.87		
Guides de voyage Ulysse	\$34,971.00	\$11,481.47		
Guy Saint-Jean Éditeur	\$33,595.00	\$6,208.56		
Hancock House	\$30,352.00			
Harbour Publishing Co.	\$26,747.00			
Heritage House Publishing Co.	\$11,895.00	\$980.85		
Héritage, Éditions	\$20,809.00	\$7,916.31		
House of Anansi Press	\$34,020.00	\$9,662.81		
Hurtubise HMH, Éditions	\$28,981.00	\$9,235.66		
Hyperion Press	\$22,716.00			
Insomniac Press	\$6,241.00	\$1,540.80		
Instant même, Éditions de l'	\$5,582.00	\$1,090.73		
International Self-Counsel Press	\$47,970.00	\$6,544.23		
Intouchables, Éditions des	\$12,309.00	\$7,165.28		
Irwin Law	\$12,987.00			
J.C.L., Éditions	\$32,075.00	\$2,240.45		
Key Porter Books	\$47,970.00	\$6,830.99		
Kids Can Press	\$47,970.00	\$11,121.43		
Leméac Éditeur	\$47,005.00	\$2,596.67		
Lingo Media	\$47,970.00	\$9,731.81		
Literacy Services of Canada	\$7,913.00			
Literary Press Group (LPG)	\$14,736.00			
Lone Pine Media Publishing	\$47,970.00	\$4,096.82		
Louise Courteau Éditrice	\$35,300.00			
Loup de Gouttière, Le	\$2,705.00	\$6,707.30		
Lux Éditeur	\$3,523.00	\$3,432.93		
Manor House Publishing		\$2,394.26		
Maple Tree Press	\$32,288.00	\$6,419.81		
Marcel Didier	\$2,561.00	\$1,149.29		
Marie-France, Éditions	\$3,304.00	\$2,013.61		
Master Point Press	\$28,194.00	\$6,321.37		

Recipient	EMAP	FRMAP	MENTORING	BEA 2007/ PARIS 2008
McArthur & Company Publishing	\$5,949.00	\$5,005.10		
McClelland & Stewart	\$7,233.00	\$4,153.81		
McGill-Queen's University Press	\$47,970.00	\$8,769.97		
Médiaspaul, Éditions	\$14,739.00	\$4,409.26		
Mediscript Communications	\$11,655.00	\$4,879.41		
Michel Brûlé, Éditions	\$2,947.00	\$3,650.23		
Modulo, Groupe	\$21,291.00			
Modus Vivendi, Publications	\$44,588.00	\$9,631.24		
Monde Différent, Éditions, Un	\$33,634.00	\$1,634.98		
Mortagne, Éditions de	\$37,300.00	\$7,617.15		
Multimondes, Éditions	\$6,169.00	\$3,639.11		
New Society Publishers	\$32,900.00	\$5,968.99		
New Star Books		\$4,803.13		
Newest Publishers		\$3,784.68		
Nimbus Publishing	\$11,788.00	\$2,407.78		
Noroît, Éditions du		\$2,122.49		
Nouvelles, Éditions/ASMS	\$11,475.00			
Novalis, Éditions	\$41,573.00	\$8,466.96		
Oolichan Books				\$1,652.66
Orca Book Publishers	\$53,300.00	\$10,752.22		
Passage, Éditions du				\$1,024.00
Pastèque, Éditions de la		\$4,295.99		
Pembroke Publishers	\$47,856.00	\$3,906.00		
Perce-Neige, Éditions		\$2,604.19	\$2,421.00	
Phidal, Éditions	\$53,300.00	\$7,749.83		
Plaines, Éditions des		\$1,495.77	\$2,421.00	
Planète Rebelle		\$3,046.03		
Pleine lune, Éditions de la		\$1,062.70		\$922.69
Porcupine's Quill	\$2,434.00			
Portage & Main Press	\$40,726.00	\$1,613.80		
Presses de l'Université de Montréal	\$11,911.00	\$1,322.56		
Presses de l'Université du Québec	\$14,487.00			
Presses de l'Université Laval	\$33,088.00	\$7,177.90		
Prise de Parole, Éditions			\$2,421.00	
Québec Amérique, Éditions	\$47,970.00	\$8,863.80		
Québecor Médias (Groupe Librex)	\$47,592.00	\$8,766.25		
Raffin Publications	\$31,170.00			
Raincoast Books Distribution	\$31,256.00	\$5,505.03		
Red Deer Press	\$16,520.00	\$5,012.95		
Regroupement des éditeurs canadiens-français (RÉCF)	\$10,702.00			
Remue-Ménage, Éditions du	\$3,567.00	\$740.00		\$1,070.04
Reynald Goulet, Éditions	\$30,488.00	\$1,416.72		
Robert Rose	\$52,069.00	\$1,227.04		
Rocky Mountain Books	\$2,421.00			
Saint-Martin, Éditions	\$6,765.00			
Sara Jordan Publishing	\$26,773.00	\$8,805.63		

Recipient	EMAP	FRMAP	MENTORING	BEA 2007/ PARIS 2008
Scolartek, Éditions		\$2,244.74		
Second Story Press	\$21,904.00	\$6,575.12		
Septentrion, Éditions du	\$5,333.00	\$3,580.87		
Sogides, Groupe	\$50,499.00	\$6,905.34		
Soleil de Minuit, Éditions du		\$904.28		
Solski Group	\$34,213.00	\$3,487.98		
Sumach Press	\$6,928.00			
Sylvain Harvey, Éditions		\$2,870.82		\$3,202.91
Talon Books	\$9,174.00	\$4,371.77		
Theytus Books			\$2,421.00	
Thomas Allen & Son		\$2,464.33		
Thompson Educational Publishing	\$3,285.00			
Tormont, Éditions	\$47,970.00	\$2,084.59		
Touchwood Éditions		\$942.45		
Tradewind Books		\$4,003.71		
Tralco Educational Services		\$2,370.80		
Transcontinental, Éditions	\$10,077.00			
Triptyque, Éditions	\$5,226.00	\$5,746.46		
Tundra	\$11,787.00	\$9,455.17		
University of Alberta Press	\$16,148.00	\$4,568.86		
University of British Columbia Press (UBC Press)	\$48,774.00	\$4,301.77		
University of Calgary Press	\$17,809.00	\$4,639.87		
University of Manitoba Press	\$4,009.00	\$3,563.72		
University of Toronto Press	\$34,280.00	\$10,445.85		
Vanwell Publishing	\$2,421.00	\$2,355.77		
Véhicule Press	\$7,137.00			
Vermillon, Éditions du		\$4,462.31	\$2,421.00	
Ville-Marie Littérature, Groupe	\$2,801.00	\$1,042.85		
Weigl Educational Publishers	\$47,970.00	\$8,565.73		
Whitecap Books	\$50,643.00	\$5,350.34		
Wilfrid Laurier University Press	\$19,665.00	\$5,116.77		
Wilson & Lafleur	\$24,748.00			
Wood Lake Books	\$21,786.00	\$2,897.18		
XYZ Éditeur	\$4,128.00	\$5,446.23		
YYZ Artists' Outlet		\$2,067.94		