

LIVRES CANADA BOOKS
CANADIAN BOOKS TO
FINLAND
11.9.2014
Iris Schwanck

FINNISH PUBLISHERS' ASSOCIATION

- Established in 1858
- The oldest branch association in Finland
- In 1858: 19 members, 6 publishers
- 2013 103 members
- 80% of commercially published titles
- 75% of book sales in Finland

SERVICES

- General lobbying
- Legal and other matters
- Statistics and other information on publishing
- Training
- Helsinki Book fair associate
- International relations:
 - Förläggarrådet, Nordic co-operation
 - Federation of European Publishers
 - International Publishers' Association
 - Joint stand, Frankfurt and Bologna

FINNISH PUBLISHERS' ASSOCIATION

- Membership fee~number of new titles and annual book sales
- Smallest fee 500€/year
- Oldest Finnish book publishers:
- Finnish Bible Society 1812
- Finnish Literature Society 1831
- Edita 1859
- Gummerus 1872

The Finnish Book Foundation

- Established by the Publishers' Association and the Ministry for Education in 1983
- Literary awards
 - Finlandia Prize, fiction, non-fiction and children, 30 000€ each
 - Little Finlandia
 - Alvar Renqvist, Eino Leino and Mikael Algricola

THE FINNISH BOOK MARKET

- 5000 new literary publications
- 71.3% first editions
 - 340 translations of fiction
 - 577 children's books
 - 98 YA books

THE FINNISH BOOK MARKET

Population in Finland, 5.5 million

Turnover: 253.6 million = - 3.6%

- 7% digital products
- One third educational books (sales 88.1 M)
- One third non-fiction (sales 83.9 M)
- One third fiction
- 5,836 operating publishers + 20.3 million books

Book production

- 10 000 new releases per year
 - leading position in Europe, number of books/capita
 - 20% translations, 60% - 70% from English

Book Sales

- 15.7 % Fiction
- Children 12.8%
- Comics 4.6%
- Educational 33.9%
- Non-fiction 33.1%
- 1995: 15 million copies – 2013: 23 million
- i.e. 5.2 books /adult

Book Sales

- Fixed pricing demolished in 1971
- VAT 10%
- E-books 24%
- 450 booksellers
- Book shop chains, as part of big publishing houses
- 31% in bookshops, 18% department stores, 6% over the Internet

Book Sales

- Sample stock system
 - A bookseller may buy new titles at 3€ from the publisher and does not return it if not sold
 - Two sizes: max 2000 books or max 1000 books
 - The bookseller receives all these books
 - The Publishers' Association's lists twice a year

FINNISH PUBLISHERS

- Otava, www.otava.fi
 - *Biggest Finnish house, Publishing Director minna.castren@otava.fi
- WSOY, www.wsoy.fi, part of Bonnier, Publisher henrikki.timgren@wsoy.fi
- Tammi, www.tammi.fi, part of Bonnier, Publishing Manager paivi.koivisto-alanko@tammi.fi

FINNISH PUBLISHERS

- Schildts&Söderströms, www.sets.fi.
 - Biggest publisher in Swedish, CEO mari.koli@sets.fi
 - Gummerus, www.gummerus.fi, CEO anna.baijars@gummerus.fi
- Siltala, www.siltalapublishing.fi, CEO touko@siltalapublishing.fi
- Teos, www.teos.fi, Publisher silja.hiidenheimo@teos.fi
- Atena, www.atena.fi, CEO ville.rauvola@atena.fi

Working with publishers or agents

- Literary agents in Finland only for foreign rights
- Authors taken care of by the publisher
- Editing, marketing and the rest
- International scouts
- Importance of translators, www.sktl.fi
- Personal contacts and networks

CANADIAN LITERATURE IN FINLAND

- Alice Munroe
- Yann Martel
- Margaret Atwood
- Carol Shields
- Michael Ondaatje
- And Gaëtan Souci

FILI – FINNISH LITERATURE EXCHANGE

- NGO, established in 1977
- Promotion of Finnish literature abroad
- Translators
- International Editors' Weeks
- International Book Fairs
 - Angoulême, Bologna, London, Göteborg, Frankfurt

FILI - Translation grants for Finnish publishers

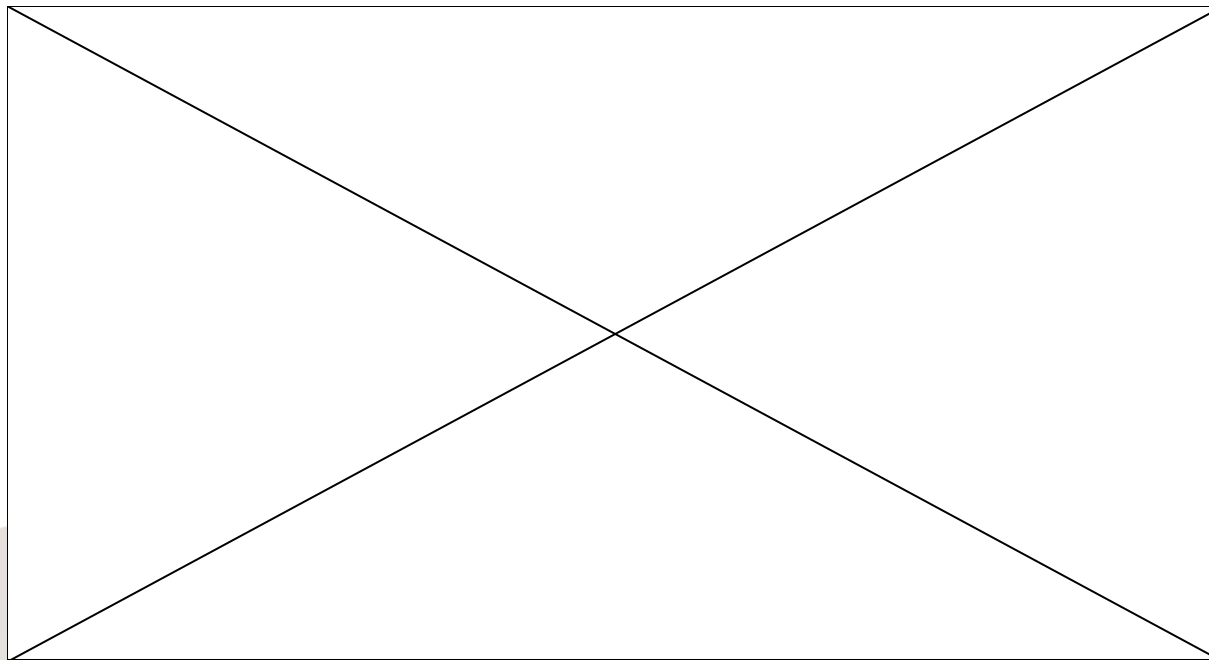
- Translation grants for Finnish publishers who buy foreign titles
 - Fiction, all genres
 - Non-fiction
 - Quality literature
 - Smaller publishers

Finland. Cool. – Guest of Honour at the Frankfurt Book Fair

- 130 new Finnish titles in English
- 34 in English
- www.finlandcool.fi – Welcome!
Tervetuloa! Välkommen!
- Finnish Pavilion at the Forum
- Happy Hour daily at 17 o'clock

Finland. ABC.

http://youtu.be/_SLcpyLNgaw?list=UUA0tWCBMwK7Bq28cN9XAfnQ



Literature in Finland

- Literary expression in two languages
- First novel in Finnish 1870, The Seven Brothers
- Finland-Swedish modernists in the 1920ies
- Minority language sàmi
- New literary expressions

Literature in Finland

- One in every 6 Finns, aged 15-79 buys at least 10 books a year
- = over half of the books sold
- $\frac{3}{4}$ of the population buy at least one book a year
- 75% Finns read books
- 70% read books for their children

Finnish public libraries

- One in every municipality
- 300 central libraries
- 500 branch libraries
- Mobile libraries, library boat, library bicycles
- 40% active users, visit the library 2x/month
- New acquisitions, 300€ per capita
- Library grants, authors and translators

Literature in the future

- New homogeneity
- 1960 translated books from English 292
- 2010 1526
- International best sellers - other art forms, i.e. films – Stieg Larsson, Sofi Oksanen, J.K.Rowling

Looking at best sellers' lists

- A best-seller sells 30 000 copies
- Top 10 translated fiction, July 2014:
 - Joel Dicker, *La vérité sur l'affaire Harry Quebert*
 - Lee Child, *Never go Back*
 - Donna Tartt, *The Goldfinch*
 - Erik Axl Sund, *Glass Bodies*
 - George Martin, *A Dance with Dragons*

Looking at best sellers' list 2013

- Translated fiction:
 - Dan Brown: Inferno: 60 000
 - Liza Marklund: Nora's Book 41600
 - Khaled Hosseini: And the Mountains Echoed, 36 900
- Domestic fiction:
 - Laila Hirvisaari, 62800
 - Ilkka Remes, 52100
 - Kjell Westö, 45 500

Publishing in the future

- Finland is the promised land of print media
- Less than 1% of the sales are e-books
- e-books have not compensated the loss in print media, as in the US
- 24% VAT
- Lack of tablets
- Amazon and smaller language areas

Publishing in the Future

- Challenges:
- Intellectual property rights
- Developments in technology
- Changes in the teaching materials, language, reading habits
- Finland's youth maintains an interest in books and fiction in particular
- Non-fiction in the future

More information

- www.finlit.fi/fili
- www.finnlandcool.fi
- <https://www.facebook.com/FILIfinnishliterature?fref=ts>
- Thank you! Kiitos! Tack!

FINNLAND. AAMU.

FINNLAND. BIBLIOTHEK.

FINNLAND. COOL.

FINNLAND. DRÖM.

FRANKFURT BOOK FAIR.

GUEST OF HONOUR 2014.

FILI

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Thank you



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