

[Greeting]

I am honored to take part in this celebration of Arab publishing, especially in Alexandria, whose history is deeply connected with publishing. Not only was Alexandria the second World Book Capital in 2002, but it is of course more famously the site of the Ancient Library of Alexandria, which was in its day, the greatest library in the world. Our gathering here today in the successor to the Ancient Library is indeed meaningful.

As President of the IPA for the past two years, I have traveled the globe meeting with publishers all over the world, and have been privileged to represent the global publishing industry at the international level since 2011. I hope, therefore, that you will see me not as a foreigner, but rather as a member of our collective global community.

We are in the midst of tumultuous change in the publishing industry. In a world of crowd-sourced content, self-publishing, free information, and open resources, some have questioned whether publishing can survive at all. Publishing is the second largest creative industry after television. In 2012, the global publishing industry was estimated to be worth 106 billion Euros. As these numbers suggest, publishing is FAR from dead. But, it is undoubtedly changing: some markets are suffering as new technologies simplify certain traditional functions of publishers, while other sectors are growing as the skills that publishers bring become increasingly important. The Internet and the digital economy are not just threats to publishing—they are opportunities.

In December, when I visited Cairo to meet with government officials to discuss Egypt's publishing industry, what I saw was a country brimming with vitality and palpable potential for the future. Indeed, the Arab world has an incredibly rich history of philosophical, literary and scientific accomplishments. It was the 9<sup>th</sup> century mathematician al-Khwarizmi [al-khwa-rhythm-i] who established algebra as a mathematical discipline, separate from geometry or arithmetic. In fact, the English word "algorithm" comes from his name. Also in the 9<sup>th</sup> century, Jabir ibn Hayyan, the founder of modern chemistry, discovered many chemical processes, including distillation, crystallization, and

purification, among others. It is to Arab inventors that we owe the creation of the fountain pen, soap, coffee, and many surgical instruments still in use today.

Today, Arab publishers specializing in educational content are still forging a name for themselves, but the foundation for a thriving educational publishing industry is there. Educational publishers in particular are essential to any knowledge economy and to publishing in general, particularly in developing countries. Because educational publishing generates stable, long-term income, it is the backbone of any publishing industry, providing publishers with the ability to sustain other activities, such as consumer publishing. The need for quality educational content in the Arab region is particularly evident as the Arab population is very young. More than half of the 359M people across the Arab world are under the age of 25. Imagine the sheer number of minds that are not reaching their full potential because they lack good quality educational materials.

STM publishing is similarly growing in the Arab world, both internally and through external investment. As Chairman of Elsevier, I had the gratifying experience of seeing how scientific leaders and decision-makers in Egypt are using my company's digital research tools to make evidence-based decisions for the research community. Such pioneers in the region are stepping into the future by quickly adapting to the expanding role of the publisher beyond print. Successes by these big non-trade publishers in this region may be slow, but the impact is and will continue to be huge.

Today, however, I'd like to draw your attention to a symbolic connection I see between today's publishers and another ancient landmark from this city: the Lighthouse of Alexandria. Built between 280 and 247 BC, the Lighthouse of Alexandria was one of the 7 Wonders of the Ancient World. At the time, it was the tallest man-made structure in the world. The lighthouse served as a beacon and a guide to travelers in and out of Alexandria, a bustling cultural and economic center of the Hellenistic world and the link between Greece and the Nile Valley. Even though the Lighthouse fell in the 14<sup>th</sup> century, perhaps some of you have noticed the minarets on many mosques throughout North Africa and Spain. These bear the same 3-part structure of the Lighthouse of Alexandria. This is no coincidence, and it attests to the lasting influence this once great monument has had on the region's cultures.

I'd like to talk about the Lighthouse's structure. It consisted of three main parts: a lower square section with a central core, a middle octagonal section, and a circular top section, with a dome housing a mirror which reflected sunlight during the day and fire at night. The Lighthouse of Alexandria can be seen as a metaphor for the publishing industry. Please allow me to explain what I mean.

The foundation of the Lighthouse was the large, solid blocks of stone that allowed the lighthouse to be the tallest structure in the world and to show the light out to ships at sea. Similarly, it is copyright and intellectual property rights that form the foundation of the publishing industry.

It is the central core of the lighthouse's middle section that holds up the structure. It is the core tenants of freedom to publish and freedom of expression that hold up the integrity of the publishing industry. Publishers must stand solidly in the face of social and political currents that threaten to these principles.

Finally, at the top was the beacon of light. Like the Lighthouse, publishers also serve as a guide to their readers. Publishers are a beacon of knowledge as providers of the information that guides readers and scholars—travelers on the path to intellectual and cultural enlightenment.

Now let's turn to copyright, the foundation of the publishing industry. It is the mechanism that allows publishers to invest in content, authors and readers. Copyright provides for a protective right for works which ensures an incentive to create, curate, produce, and distribute. Yet in the Digital Age, there are those who argue that copyright is an obstacle; that it stifles progress. Some people believe that copyright with broad access is incompatible. However, copyright is—and will remain—the vehicle which increases access to knowledge through the incentives given to authors and publishers. There needs to be a balance in copyright law between incentives for creativity and investment, and the public good.

The Digital Age brings many new opportunities, but it does not render copyright law obsolete. On the contrary: as the world has become flatter and smaller, copyright has remained flexible enough to accommodate different markets and business models, allowing innovation and creativity to continue to flourish. So how do we move forward with copyright in the Digital Age? With what I call the three E's: education, economics, and enforcement.

I'll start with the first E—**Education**. By education, I mean explaining what publishers do and why it is still important. That piracy is stealing, and hurts the economy, particularly creators. That technology can do many wonderful things, but it is something which complements quality content. It cannot replace that content. This is something publishers certainly need to communicate better, but we need the support of policymakers and the government.

The second E is **Economics**. By economics, I mean that publishers must be able to adopt business models that make content both easily accessible and affordable.

Now to the third E: **Enforcement**. By enforcement, I mean that the government and lawmakers need to work with publishers to punish the most egregious offenders. It is vital that governments work with publishers and other stakeholders, including technology companies and Internet Service Providers, to ensure effective enforcement of copyright.

Copyright is not only the foundation of the creative industries—it is the foundation of any knowledge economy. Even in developing countries, where funds to engage in this knowledge economy are limited, copyright is crucial. Copyright-protected works reach smaller publishers the world around through co-publishing, copyright sales, and translation. And by implementing copyright laws to protect its most valuable resource—the creative mind—a developing country can pave the way for its eventual successful participation in the global knowledge economy.

Ultimately, however, we must recognize that the Lighthouse of Alexandria would not have held up to the thrashing waves if not for the molten lead holding together the blocks of stone from which it was built. In the same way, the publishing industry will not thrive without the glue that keeps it afloat—that is, unless publishers resist threatening social and political currents. This defense is in place to support the main structure, the core tenants and basic human rights of freedom to publish and freedom of expression.

IPA has a human rights mandate to defend and promote freedom of expression and freedom to publish. We take this mandate very seriously. I am grateful to our members for bringing to our attention instances where freedom to publish is being restricted, and for contributing their time, expertise and energy to helping us fight these wrongs. It is often difficult and thankless work, but lobbying to bring attention to these injustices is one of IPA's most important roles.

IPA, along with our Egyptian member (EPA), has been monitoring the political situation in Egypt for many years, but we experienced particular optimism in the wake of the January 25<sup>th</sup> Revolution, which we saw as the beginning of a new era in which freedom of expression and freedom to publish would prosper. As many of you may know, during the Revolution, the EPA announced the establishment of an independent freedom to publish committee to handle issues of freedom to publish and freedom of expression, particularly as they related to the protection of journalists, restrictions on book importation and circulation, and the independence of the Cairo Book Fair. The addition of this committee is a critical step that the EPA has taken in ensuring that it is fully leveraging the current opportunity for change.

But we have been committed to promoting freedom to publish in the Arab world since well before the Arab Spring. In 2009, our Freedom to Publish Prize was awarded to OLPEC (Observatoire pour la liberté de presse, d'édition et de création), a clandestine organization meant to promote freedom to publish in Tunisia and whose members sustained personal attacks. IPA has been deeply involved in Tunisia, where under Ben Ali, there was rampant censorship and flagrant violations of the human rights of authors and artists of various kinds who were often imprisoned without justifiable cause. We worked as part of the Tunisia Monitoring Group to conduct fact-finding missions revealing these violations and putting pressure on the government to cease its oppression.

It is a well-known fact that there is no independence or protection for authors under authoritarian regimes. With no independence or protection, there is no intellectual or monetary incentive to sustain a literary career, and authors and publishers are forced to depend on the government. Those who do not cooperate are censored.

Widespread official censorship in the Arab world is a huge hindrance not only to the publishing industry, but also to the Arab world's influence on the global economy. In 2010, 8,610 consumer fiction and non-fiction books were published in the Arab world as compared to the US's 2008 output of 47,000 fiction books alone. Keep in mind: US population (314M) is smaller than that of the Arab world (350M). There is a correlation between a country's participation in international trade and the rate of growth of its publishing industry. Any expansion of the publishing industry in the Arab world should be viewed as a positive step towards a stronger and more stable regional economy.

Difference of opinion is fundamental to a thriving society. Any legitimately elected government that is representative of its population should be open to criticism and willing to engage in debate with those who oppose it. This is for two reasons: first, because every individual should have the right to express his or her own opinion; and second, because such a government should be committed to and capable of logically defending its point of view. Opposition and debate—even sometimes hostile debate—are part and parcel of a civil society that provides its citizens with the basic human right to freedom of expression.

Publishers are the very infrastructure that sustains a functioning, productive society. Today, publishers' function is to get the right information to the right person in the right context. Just as the Lighthouse of Alexandria served as a guide to ships traveling on the open sea, so do publishers guide readers lost in the sea of information overload. Looking towards the future, we need to engage with the

technologists to make sure we are fully leveraging what is available to better serve our readers. Increasingly you will see collaboration between publishers and technology companies, especially to create digital content. We also need to collaborate with policy-makers and educators, and we need to help local publishers, who have the local knowledge but often need help from more established publishers, to develop these markets. In order to sustain the knowledge economy, we need to ensure that the right resources and tools are being put in the hands of young Arab men and women, allowing them to reach their full potential. This means providing them with an infrastructure that allows for freedom of expression and freedom to publish and providing them with publishing outposts that promote these ideals.

At the same time, 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. Furthermore, our standards and efficiency need to be maintained and improved—technology is only useful if it connects the user to high-quality content.

So you see that the publisher, in coordinating the multiple components and stakeholders in the creative process, acts as a guide to direct the community towards the most important information, just as the Lighthouse's flame led travellers through the sea towards their destination.

Similarly, the New Library of Alexandria was created as a beacon of knowledge, scholarship and learning—to provide its users with access to the best books, journals and online resources not only in Egypt, but in the world. As we gather here in this impressive building, boasting cutting-edge architecture and technology, it is obvious that the Library has the potential to become this beacon. However, this impressive edifice will not last if the foundation of our industry—copyright and intellectual property rights—is not defended. I hope that our gathering here to discuss the future of publishing is an indication of the Library's intention to uphold these founding tenants of publishing.

I am honored to have been invited to address you all on this momentous occasion. When I consider the progress that discussions of literacy and publishing have made in recent years in the Arab world, I am confident that today's Arab publishers are on their way to becoming a new Lighthouse to attract and guide readers in the 21<sup>st</sup> century. IPA and I look forward to watching the Arab publishing industry reach its new fullest potential in the wake of the recent acceleration toward independence and freedom.