

**Table 48: Printing import**

TAJ	80
POL	25
HUN	23
EST	20
BOS	18
ROM	11
ARM	10
LIT	10
GEO	8
KYR	7
RUS	7
CRO	5
SLN	4
ALB	4
AZE	1
BUL	0
SLK	0

Percentage of books published in 2000 that were printed abroad.

Civil war ridden Tajikistan is a particular case. Apart from indicating the tragic state of the Tajik industry, this high figure points at the potentials of relations over the border, when the minimum requirements are there.

In the next three countries of the list the high proportion of printing abroad is an indicator of the opposite: of the consolidation of the publishing sector. Publisher in these countries appear to be able to take international price conditions into consideration. Also, they integrated into larger markets: the adoption of licences on specific books, sold by (typically) large western publishers certainly stand for a significant portion of the 20-25%.

The factors behind choosing a foreign publisher instead of one in the country were put in the following order by the 19 respondents: price – quality – reliability – speed.

## Public Support to Publishing

One item of the questionnaire inquires about the existence and nature of public support to publishing.

#	Item	Remark
52	State support	Describe in what forms the state supports the book sector (excluding textbooks). If available, give figures.

It seems that public support to publishing is a luxury of the countries that are better off; as we shall see, some of them have developed sophisticated supporting mechanisms. At the other end, where the needs are the greatest, no such systems prevail. Out of the 22 countries from where responses arrived, four indicated the absence of any state support whatsoever: Albania, Georgia, Kyrgyzstan and Macedonia. In Bosnia-Herzegovina, too, public support is but “symbolic”.

In Azerbaijan public care is constituted by the maintenance of state owned publishers. Somewhat similar is the situation in Tajikistan. The information coming from Armenia suggests a related regime, whereby the state commissions the publishing of 35-40 titles a year.

In 12 countries, which is the majority, one or other granting mechanism functions. Although no detailed description was given, in most cases the simplest procedure is followed: publishers apply for subsidy to specific titles. Slovenia appears to be the exception, where on the basis of former performance and future plans, publishers can receive general subsidy from the cultural government.

**Table 49: Size of support**

1	2	3	4
SLN	1 859	11,1	93
LIT	1 240	4,1	34
EST	539	2,7	39
UKR	1 321	1,3	3
HUN	1 311	0,9	13
POL	377	0,9	1
RUS	3 000	0,5	2
LAT	343	0,4	14
ROM	109	0,4	0,5
SLK	67	0,2	1

Column 2 tells how many thousand US dollars worth of public support went to publishing in the respective country in 2000.

In Column 3 this amount is expressed in percentage of total sales. It is presumed that state subsidy is not included in the sales amount: it is an addition. Over 10% is extremely remarkable: this is the case of Slovenia.

Column 4 relates state subsidy to cents per inhabitant. The advantage of Slovenia is even more marked in these terms.

There are various ways as to how the grants are administered. At quite a few places parallel central funds or agencies distribute grants: this is the case in Bulgaria, Estonia, Hungary, Lithuania and Poland. In Bulgaria, however, clear distinction is made between grants coming from the National Book Centre, which covers 30% of publishing expenses, and from the Cultural Fund, which can subsidise up to 80% of such costs. In Estonia and Lithuania one of these funds: the Culture Endowment is financed from alcohol and tobacco revenues.

Several respondents made mention of state support to various projects of the publishing sector, like attending international fairs and exhibitions.

From some countries central purchasing for public libraries was also reported between forms of state support. This raises methodological problems. Since public libraries (including school and college libraries) are almost exclusively run on public resources (central or local government budgets), each book they buy qualifies as “public support”. However, in some countries, probably in the majority of them, sums serving for purchases of libraries on the national book market are not earmarked, therefore they can only be indirectly identified within overall sales figures.

Zero VAT is a great help. Ten out of 22 countries help the book sector by this means: Armenia, Bosnia, Croatia, Georgia, Latvia, Lithuania, Poland, Romania, Russia and Tajikistan.