

# *Book Market in Georgia*

*Tbilisi, May 11, 2015*



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**

## *Georgia: Country profile*

Georgia is an independent republic, located in the South Caucasus at the crossroads of Western Asia and Eastern Europe. It borders the Black Sea from the west, Russia from the north, Turkey and Armenia from the south and Azerbaijan from the south east. The capital of the country, which covers a territory of **69,700 km<sup>2</sup>** and has a population of **4,570,934** (July 2012 est.), is Tbilisi.



GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION

## *Georgia: Economy*

After collapse of the Soviet Union Georgia similar to many other former republics went through a period of drastic economic decline in 1990s. This period was marked by high inflation and budget deficits accompanied by huge energy deficit (frequent power break downs and disruption in supply of gas and oil). However with help of grants and loans from international financial institutions, primarily the World Bank, IMF and EBRD, country managed to overcome the hardship and political disputes with breakaway regions of Abkhazia and [South Ossetia](#), economic problems connected to the migration of IDPs from conflict affected regions and made progress towards transition to the market economy.



GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION

# *Georgia: Publishing Sector*

Book publishing in Georgia has shown significant and continuous growth over the past ten years, with an annual turnover of USD 30 million in (up from a mere USD 6 million in 2007), and 8,5 million copies sold (up from 2,3 million in 2007).

- Up to 200 registered entities, registered as Publishers
- 70 active Publishers



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**

## *Georgia: Publishing Sector*

The book business in Georgia is generally made up of small entities. According to the survey on which this study is based, some 70% of Georgian publishing companies operate with a staff of ten or fewer, and more than half of the companies have earnings of 50,000 Georgian Lari or less (app. USD 23,000).



## ***Georgia: IPA Research***

According to the Research of International Publishers Association Georgia holds the fifth place worldwide by titles published per million inhabitants.



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**

## ***Georgia: Bookselling***

Almost 90% of publishers' sales are made directly to bookstores (51%) or wholesalers (38%), while online sales represent only around one percent. As in publishing, retail is also characterized by many small, privately owned companies, with 36% employing a staff of five or fewer, and another 43% having a staff of six to ten. Most retail units are not affiliated with a publishing house. However, three retailing companies. The average margin for distribution costs is estimated at around 40%. Publishers get paid by retailers usually only after their books have been sold.

1 strong and large bookstore chain.



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**

## ***Georgia: Libraries***

The National Parliamentary Library of Georgia, with its collection of 3.6 million books, is the main book depository in the country and a member of the relevant international organizations (incl. IFLA and the European Library network).

Chain of smaller and regional libraries.



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**



## ***Georgia: Copyright and ISBN***

In 1995 Georgian parliament passed Law on Intellectual Property and the same year Georgia became part of the Bern Convention. Law, which underwent several amendments in 1999, 2000, 2002, 2005 and 2007 is compatible with the EU regulations and encompasses such issues as duration of copyright (70 years) or reproduction rights. Georgia became member of WTO in 2000 and accepted copyright regulations that are foreseen by rules of the organization as well.

The ISBN agency was established in 1997 by the Georgian Library Association in cooperation with the National Parliamentary Library.



**GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION**

## *Georgia: Challenges in Publishing*

- An average print run of 800 copies
- Textbooks, which according to the governmental reform currently are printed by the Ministry of Education. This reform has put the publishers in a difficult financial situation
- Piracy and equivocal regulations for their eradication
- Libraries and their insufficient funds



GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION

## *Georgia: Projects*

- Tbilisi International Book Fair
- Regional Book Fairs
- Vaucherization of Libraries
- National stands at Frankfurt, Leipzig, London and Bologna Book Fairs
- Literary Forum Dialog and Festivals
- Translation Foundation



GEORGIAN  
PUBLISHERS AND  
BOOKSELLERS  
ASSOCIATION

***Georgia: Guest of Honor at  
Frankfurt Book fair 2018***



***Thank you for your time and attention,***

***Please, feel free to ask questions***

