

Good afternoon. It's hard to believe we are already at the end of the Congress. How quickly that flew by – it seems like only a session ago that I addressed you as an opening task. Reflecting back on the last three days, I would describe the overall purposes of this Congress are as the three i's: the Congress should be:

- 1) Informative
- 2) Interactive, and
- 3) Interesting.

We've accomplished this for sure.

- 1) **Informative:** The speakers have been fantastic and we have all benefitted from their expertise. The topics, chosen by the session chairs, were pertinent. I am sure you all experienced the same dilemma as I did when deciding which concurrent session to attend—it was always a tough decision!
- 2) **Interactive:** I asked you all at the beginning of the Congress to be engaged, and now is the time I say “thank you” for doing so. Your comments and questions have led to superb discussions in the sessions, while corridor talks between delegates have yielded even deeper dialogue.
- 3) **Interesting:** We have had many moments of humor and insight, arguments challenged and turned on their heads, and numerous calls for action. Jens will discuss more on the last two points when he presents the Congress Resolutions, but I'd like to commend Worapan from PUBAT and Alistair from Reed Exhibitions for their good-natured dancing skills demonstrated at the Opening Dinner at Moyo. We all savored the stunning sights and ferocious wind of the Cape Peninsula, or the delicate taste of the Stellenbosch wines and the beauty of the winelands.

These social experiences are an important part of the Congress. Francis Gurry encouraged us to “show the soft face of IP in a harsh environment.” Francis is absolutely right, but not just for IP. We come together in person to show our soft—and maybe some not so soft—faces and see each other's faces. To establish real connections. These human connections are the foundation of this industry, and we need to continue to nurture them in the digital age. Earlier this morning, Sheikha Bodour observed that publishers all over the world “are dealing with similar challenges and opportunities, each with their own creative solutions.” Over and over again at this Congress, speakers were adjusting their presentations off the cuff because those who presented before them had already discussed some of the points they were going to make. We are dealing with a lot of the same things but we are dealing with them differently. The challenges and opportunities we are facing as an industry are enormous. Francis posited that we are in the midst of the death of one order, but the new order has not yet been born. We need to share our creativity, to work together to marshal into the world the best new order we can.

As an industry, it is clear that we need a better PR campaign. The session on copyright illustrated that although we work closely with authors, we need to better communicate our value to readers, and especially to those who do not read. Marisella Ouma described her experience of meeting a 17-year old person who could not understand *why* someone would read a book. Marisella described how difficult it was for her to

even start a conversation with this young person. This is something we as publishers need to work on—we need to figure out how to talk to people, especially the younger generation, about reading. Nicholas Motsatse highlighted the need to communicate in a way that is “broken down to the language that the man in the street understands.” Just as we are constantly working to make our content available to all, we also need to make our messages accessible and understandable to all.

One way to connect with people is through our role as enablers of social change. Publishers serve as legitimizers. I’m not just talking about my own industry, STM, in which publishers vouch for the authority of the scholarly articles. I mean in every sector of the industry. Part of why it is so important for writers to work in and publishers to publish in indigenous languages is because when something is published in a book, it has legitimacy. And if we are to assume our role as enablers of social change, we need to lead the charge in asserting the legitimacy and value of indigenous languages.

But, we cannot do this alone. As Professor wa Thiongo said, publishers are not charities. We need more than the authors. We need to collaborate with the policy makers, with the educators and we need to help local publishers, who have the local knowledge but often need help from more established publishers, develop these markets.

We have heard that a book is a bestseller in South Africa when it sells 10,000 – 15,000 copies in a country of 50 million. We have also heard that there are 5 billion mobile phones in use around the world today. In an age of e-mail, text messaging and blogging, people read all the time. Literacy is actually higher than ever. But what we need to encourage is *reading*.

A culture of reading for pleasure and for one’s own interest (not because it will get you from A to B) is essential to development of any society. This is not just a problem in developing countries. In the United States, for example, a recent PEW study reported that 19% of American adults over 18 years old had not read a single book in the past year. As Eve Gray pointed out, publishers do need to make content as available legally as it is illegally.

Democracy only functions when we are good citizens, and part of being a good citizen is reading. Another important part is, of course, getting involved in one’s community and expressing oneself. As Ndebele said, “Citizens should be the authors of their own dignity.” Or, as we discussed, moving from subjects to citizens.

We’ve talked at length about freedom to publish and freedom of expression. This is particularly pertinent in that we are about to award the Freedom to Publish Prize. During the Freedom to Publish session yesterday, Anton Harber commented that freedom of expression needs to be a cause taken up by citizens, and understood as the freedom to fight for what you believe in. This is difficult, because, I believe, the fight for freedom of expression today is not a flashy one. It is a quiet fight, but it is a crucial one.

Arthur Ashe, the legendary tennis player and pioneer of the African-American civil rights movement, once said, “True heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost.”

Indeed, many of us are in the business of serving others. As much as this is an international *publishers* congress, it is also an international *publishing community* congress. The RROs, the technology companies, the policymakers, the librarians, and the lawyers all serve others. You serve authors and readers, as well as each other. Our goals and missions are so interconnected. It is increasingly important in the digital age that we come together, in person, to discuss the issues that we are all grappling with. But we also need the engagement of the authors, of the readers, and of other stakeholders to make sure we understand their needs and can meet those.

While the new order has not yet been born, fortunately for us, the 30<sup>th</sup> Congress, to be held in Bangkok in 2014, has already been born and is now a healthy toddler. Preparations are already well underway. We are building on the excellent programme and discussions of this Congress. We are also going to continue to foster those human connections. For those of you who don't know, Thailand is called the “Land of Smiles”. I think if you have met any of the Thai delegates at this Congress, you will understand why. Thai hospitality is legendary. They also have a rich cultural history, magnificent natural beauty from mountains to beaches (and for you who like to swim, the water there is a bit warmer). Perhaps most importantly, they also have really, really good food. I have no doubt that it will be another successful Congress, and I hope to see you all there.

I think it's very appropriate that we started off this Congress with an author and Freedom to Publish activist, and that we are going to end the Congress with an author and Freedom to Publish activist. As Professor wa Thiongo said, publishers are the midwife to the writer. We are enablers, but writers are the root of our industry and we could not do it without them. Truly, we could not do it without any of you. So thank you for coming, thank you for your energy, your insights, your passion, your questions and your engagement.

Finally, I also want to thank PASA for all their hard work over the past four years. As the first IPA Congress in Africa, there were high expectations. My expectations have been met. We have listened, learned, and laughed. We have been challenged and we have found commonalities. We have marveled at the natural splendor of this country. We have been moved. So thank you Mandla, Brian, Nicol and the rest of the PASA and the PCO staff, for this incredible experience.