



**Bangkok, Thailand – Opening of World Book Capital 2013
Statement of the President of the International Publishers Association (IPA)**

Congratulations to Bangkok, and in particular the Bangkok Metropolitan Administration (BMA); IPA's Thai member association, PUBAT; and all the members of the Thai publishing community on being the 2013 World Book Capital!

The next 12 months promises to be a special year for Thai publishing and Thai readers. IPA is very excited to hold our 30th International Publishers Congress here in Bangkok next March, while Bangkok is still World Book Capital. It is wonderful that Thailand has recognized reading is fundamental to any knowledge society. When citizens read, we all prosper. When children (and adults) read for pleasure, they learn—almost involuntarily—new vocabulary, grammatical constructions, spelling and writing styles. All of these skills are instrumental to being informed citizens and valuable contributors to society.

To encourage reading, Thai publishers need support from the government. The BMA's strong support of both the World Book Capital and IPA International Publishers Congress bids is a great start. One way the government can support literacy is by supporting public libraries, which are essential to promoting reading and literacy. They go hand-in-hand with schools as pillars in creating educated citizens.

Also key to encouraging reading is the creation of high quality reading materials. High quality textbooks greatly improve educational outcomes, while high quality novels inspire readers, taking them all over the world, back in time and to the future, all without leaving their chairs. To this end, it is critical that publishers are allowed to function independently and that competition is encouraged. Governments should govern; publishers should publish. Publishers work closely with educators to understand what works and what doesn't. They educate teachers on how to achieve better results, while teachers in turn give feedback on their needs directly to publishers. Publishers also work closely with curriculum authorities to ensure that when the curriculum is changed, the textbooks are ready to meet those changes.

IPA is looking forward to what will undoubtedly be a wonderful year. Once again, congratulations to Bangkok on this momentous occasion!

Best wishes,
Youngsuk 'YS' Chi
President
International Publishers Association (IPA)