



NATIONAL
BOOK
CENTRE
OF GREECE

THE BOOK MARKET

IN GREECE

[OCTOBER 2012]

8th Revised Edition

GREEK BOOKS - A TIME OF TURBULANCE

PAGE 3

PUBLISHERS AND BOOKS

PAGES 3-4

DISTRIBUTION AND BOOKSELLERS

PAGES 4-5

LIBRARY NETWORKS

PAGES 5-6

THE MARKET FOR BOOKS IN TRANSLATION

PAGES 6-7

NATIONAL BOOK POLICY

PAGES 8-9

TRANSLATION FUNDING

PAGE 9



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▶ The 10 leading publishers, 2011s p. 2 ▶ Some background, p. 3 ▶ eBooks, p. 4 ▶ Major bookstore chains, p. 4
▶ Retail price maintenance law, p. 5 ▶ The 10 largest bookshops, p. 5 ▶ A model library: The public library of
Veria, p. 5 ▶ Foreign cultural institutes, p. 6 ▶ BIBLIONET, the books-in-print database, p. 7 ▶ National Book
Centre of Greece, p. 8 ▶ Young (Little) Reader, p. 8 ▶ Residencies for Writers and Translators, p. 9 ▶ Contact
information, p. 10-11



Andre Schiffrin, publisher of The New Press, New York, ex-publisher of Pantheon Books & author of *Words and Money*, a special guest at the 9th Thessaloniki International Book Fair, 2012, invited by the National Book Centre of Greece.

THE 10 LEADING PUBLISHERS, 2011*

► Patakis (323 titles)

Started in 1974 with auxiliary school books and study companions. Publishes literature (Greek and foreign), children's and adolescents' literature, humanities, social sciences, personal care, health, sports.

► Minoas (209 titles)

Children's books, fiction (Greek and foreign), popular psychology, history, gastronomy, self-help books.

► Modern Times (207 titles)

Children's books, fiction (Greek and foreign), personal care, health, comics, audio and audio-visual books

► 4n Publications (197 titles)

In 2009 took over publishing of The National Geographic by Lambrakis Press. Two years later they launched a wide range of publications in history, travel, art, photography, music, cookery & children's books, to be distributed only at the press points.

► Metaichmio (194 titles)

Educational books; expanded its list in 2000 to include literature (Greek and foreign), humanities, social sciences, psychology and biography, e-books.

► Psychogios (190 titles)

Children's and adolescents' literature, adult literature (Greek and foreign), social sciences, biography, gastronomy, self-help books, e-books.

► Lambrakis Press (160 titles)

A major press & media group. In 2006 started publishing in fiction, humanities, travel, art, photography, music, cookery & children's books, to be distributed at the press points-of-sale, together with their newspapers.

► Livanis (140 titles)

Literature (Greek and foreign), humanities, social sciences, educational books, children's books, art books, DVD-Roms & e-books.

► Savalas (128 titles)

Children's books & educational books; in 2004 expanded list to include social sciences, biography and foreign fiction.

► Kastaniotis (123 titles)

Literature (Greek and foreign), humanities, social sciences, fine arts, large format illustrated books, children's books, DVD-Roms & e-books.

* e-book titles are not included

GREEK BOOKS

A TIME OF TURBULANCE

The Greek book market grew over 10,000 new titles a year for the first time in 2006, but started showing signs of self-retainment after 2008, affected by the economic crisis.

2006	2007	2008	2009	2010	2011
10,296	10,502	10,680	9,766	9,273	8,333

* BIBLIONET, data updated on: 30.8.2012 (information provided by the publishers), e-book titles not included.

PUBLISHERS AND BOOKS

PUBLISHERS

The number of publishers reveals the dynamism of contemporary culture in Greece: In a country with a population of 11 million, there were 374 active publishers in 1990 and 927 in 2011.

1990	2008	2009	2010	2011
374	1,093	1,028	912	927

There are also 450 public sector legal entities and non-profit organisations engaged in publishing, of which over 130 on a yearly basis.

1990	2008	2009	2010	2011
34	227	193	182	137

TITLE PRODUCTION BY PUBLISHERS' SIZE

Publishers	2006	2007	2008	2009	2010	2011
Large Publishers that produce more than 80 titles a year	19 34.8%	23 37.2%	25 35.9%	23 37.2%	21 31.1%	21 35.5%
Medium Publishers that produce 10-80 titles a year	180 43.7%	179 41.6%	182 42.0%	161 39.6%	168 44.5%	146 41.3%
Small Publishers that produce fewer than 10 titles a year	760 20.1%	775 19.9%	886 21.0%	844 21.9%	873 23.3%	760 22.6%
TOTAL	959 100%	977 100%	1,093 100%	1,028 100%	912 100%	927 100%

* BIBLIONET, data updated on: 30.8.2012 (information provided by the publishers)

SOME BACKGROUND

Three of the longest established Greek publishers are a treasury of Greek literature, publishing and representing property rights for most of its contemporary classics: Hestia (120 years) and Kedros (50 years), in literature, and Ikaros (60 years), in poetry, including the two Greek Nobel Prize laureates (George Seferis, Odysseas Elytis).

THE 12 LEADING PUBLISHERS OF FICTION (NOVELS) 2011

- Psychogios (69 titles)
- Kastaniotis (50)
- Lambrakis Pr. (48)
- Livanis (47)
- Bell/ Harlenic (46)
- Metaichmio (41)
- Patakis (30)
- Kedros (28)
- Anubis (24)
- 4n Publications (23)
- Oceanida (22)
- Dioptra (20)

THE 10 LEADING PUBLISHERS OF GREEK FICTION (NOVELS) 2011

- Psychogios (35 titles)
- Livanis (31)
- Lambrakis Pr. (30)
- Kedros (21)
- Kastaniotis (19)
- Metaichmio (17)
- Ocelotos (16)
- Pelekanos (11)
- Publibook (10)
- Tetragono (9)
- Oceanida (9)
- Gavrielides (9)

THE 10 LEADING PUBLISHERS OF CHILDREN'S BOOKS 2011

- Minoas (161 titles)
- Modern Times (149)
- Patakis (134)
- Psychogios (94)
- Metaichmio (87)
- Susaeta (77)

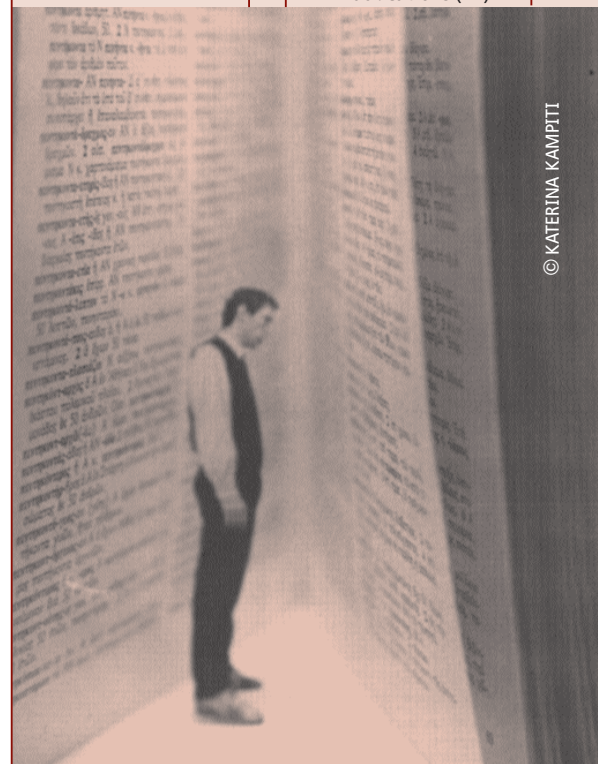
- Papadopoulos (68)
- Agyra (64)
- 4n Publications (53)
- Anubis (34)
- Livanis (31)
- Kedros (30)

THE 10 LEADING PUBLISHERS OF SOCIAL SCIENCES & HUMANITIES 2011

- Nomiki Vivliothiki (101 titles)
- Sakkoulas S.A. (100)
- Pedio (73)
- A. N. Sakkoulas (71)
- Papazisis (64)
- Patakis (58)
- Dardanos (40)
- Livanis (40)
- Lambrakis Pr. (40)
- Savalas (34)
- Kyriakidis Bros (34)

THE 10 LEADING PUBLISHERS OF SCIENCE & TECHNOLOGY 2011

- Paschalidis P. C. (38 titles)
- Parisianou (34)
- Tziola (28)
- University Studio Press (28)
- Klidarithmos (17)
- Ion Publishing Group (17)
- Symmetria (15)
- Ziti (13)
- Giourdas, Moschos (13)
- Papatotiriou (11)
- 4n Publications (11)



The main features of the industry are as follows :

- In Greece, 18 per cent of the publishers produce 77 per cent of the total number of titles
- Three publishers produce more than 200 titles in all subjects , accounting for some 8.8 per cent of the total book title production (Patakis leading with 323 titles).
- Most publishing houses are still run by their founders or the founders' descendants. For example, Hestia, one of the longest-standing and most highly regarded firms, was founded 120 years ago. (The modern Greek state only came into existence 170 years ago, after liberation from the Ottoman Empire.) The firm has remained in the same family for several generations. Exceptions to the rule are two companies: Modern Times and P. Kyriakides, which belong to larger groups operating at a national scale.
- The industry is highly centralised: 82 per cent of publishing houses are in Athens, 11 per cent in Thessaloniki and 7 per cent in the rest of Greece.

E-BOOKS

Despite the fact that the Greek publishers have been following the international developments in respect to e-books and e-book devices since the end of the 90's, it was only ten years later, during 2010, that e-books made an important launch in the Greek market (in which about 50,000 iPad devices were sold, in the last two years). By now, some 4,000 e-titles are made available in Greek, by appr. 70 publishers, including backlist titles and new releases. The National Book Centre of Greece established an eBook Monitoring Unit in Dec. 2010 (ebooks.ekebi.gr), and conducts special workshops, providing information, awareness and training services in the field.

BOOK SECTOR GROWTH

Total number of titles by subject 2007-2011:

	2007	2008	2009	2010	2011
Humanities & social sciences	2,732 26.0%	2,725 25.4%	2,483 25.3%	2,604 28.1%	2,222 26.7%
Pure & applied sciences	692 6.6%	789 7.4%	754 7.7%	697 7.5%	504 6.0%
Literature	2,260 21.5%	2,253 21.0%	2,319 23.7%	2,253 24.3%	2,326 27.9%
Children's books	1,855 17.6%	2,200 20.5%	1,921 19.6%	1,642 17.7%	1,502 18.0%
Auxiliary school books & ELT	909 8.6%	870 8.1%	590 6.0%	526 5.7%	491 5.9%
Art books	784 7.5%	742 6.9%	729 7.4%	640 6.9%	563 6.8%
General, practical & self-help books	1,286 12.2%	1,128 10.5%	1,000 10.2%	908 9.8%	710 8.5%
TOTAL	10,524 100%	10,711 100%	9,798 100%	9,273 100%	8,333 100%

While literature retains first place in terms of the number of titles, it has ceded some ground to certain new categories such as humanities, social sciences (history, politics, social sciences, biography), practical books (such as self-help, cookery, travel guides, reference books for children), university textbooks and other titles related to trades and professions.

BOOK PRICES

The average retail price (in euros) of Greek paperbacks of appr. 250 pages, has changed as follows.

2001	2002	2008	2009	2010	2011
13.70	15.60	17.13	17.10	17.47	17.12

The figures show an increase since Greece joined the euro zone in January 2002. However, this increase was no greater than that in the price of most products during the same period, and book prices remained relatively competitive.

DISTRIBUTION AND BOOKSELLERS

DISTRIBUTION

There are 1,500 bookshops in Greece of all shapes and sizes and more than 3,500 point-of-sale outlets, including press agencies and supermarkets. Of the bookshops, 90 per cent are small, mixed book and stationery shops. Only 250 sell books exclusively, and 80 of them are of considerable size. The majority are in Athens (50%) and the larger cities (Thessaloniki, Patras, Larissa and Iraklio). The past ten years have seen the emergence of the first sizeable bookstore chains. Despite the fact, the downward trend in consumption, after 2008, due to the economic crisis, has had a negative impact on both small independent stores and larger chains, with Fnac withdrawing from the Greek market in 2010. Public has taken over two of the ex-Fnac stores in Athens, using more or less the same concept. Wholesale distribution is not sufficiently developed, so many publishers retain independent distribution networks.

BOOKSTORE CHAINS

- ▶ **Papasotiriou:** 22 branches & 4 points-of-sale in 14 cities; general & technical bookstores that sell books, gifts, software and press.
- ▶ **Eleftheroudakis:** 19 branches & 5 press points-of-sale; a chain dealing in general and foreign-language non-ELT books (Athens, Thessaloniki, Iraklion, Ioannina & Alexandroupolis). The 3-storey main branch on Panepistimiou Street ranks among the most contemporary in central Athens.
- ▶ **Public:** a mixed-books, music, film, video games & microelectronics store chain, with 4 branches in Athens, 2 in Thessaloniki, and one in Volos, Ioannina & Nicosia, Cyprus, among which a 5-storey showcase facing Syntagma Sq., in central Athens.
- ▶ **Ianos:** 5 branches in Thessaloniki, 2 in Athens (among which a 1,600 sq.m. store with an important venue for activities) and a thriving online store.
- ▶ **Protoporia:** Started in the 1970s as a discount bookstore. Four

general bookstores in three cities (Athens, Thessaloniki, and Patras), and one very popular online store;

- ▶ **Max Stores:** 7 mixed toy, stationery & book stores in the greater area of Athens
- ▶ **Kosmos-Floras:** 4 bookshops in greater Athens and a new one in Thessaloniki, specialises in ELT books.
- ▶ **Hellenic Distribution Agency/Newsstand:** over 40 foreign-press agencies which sell books, as well, throughout Greece, including the major tourist resorts.

THE 10 LARGEST BOOKSHOPS*

- ▶ Malliaris, 2,200 sq.m. (of which 2,000 sq.m. for books), 39 D. Gounari St., Thessaloniki; a mixed book & stationery store.
- ▶ Public (Germanos), 5,000 sq.m. (of which 1,350 sq.m. for books), Syntagma Sq., Athens.
- ▶ Patakis, 1,400 sq.m. (of which 1,300 sq.m. for books), 65 Akadimias St., Athens.
- ▶ Protoporia, 1,300 sq.m. (main branch), 3-5 Gravias St., Athens.
- ▶ Eleftheroudakis, 1,250 sq.m., 11 Panepistimiou St., Athens.
- ▶ Ianos, 1,600 sq.m. (of which 1,100 sq.m. for books), 24 Stadiou St., Athens.
- ▶ Papasotiriou, 1,000 sq.m., 37 Panepistimiou St., Athens.
- ▶ Evripidis sti Stoa, 810 sq.m., 11 V. Konstantinou St., Chalandri (suburb of Athens).
- ▶ Politeia, 750 sq. m., 1-3 Asklipiou St., Athens.
- ▶ Hestia, 600 sq.m., 60 Solonos St., Athens.

* According to data provided by the companies

LIBRARY NETWORKS

PUBLIC SECTOR LIBRARIES

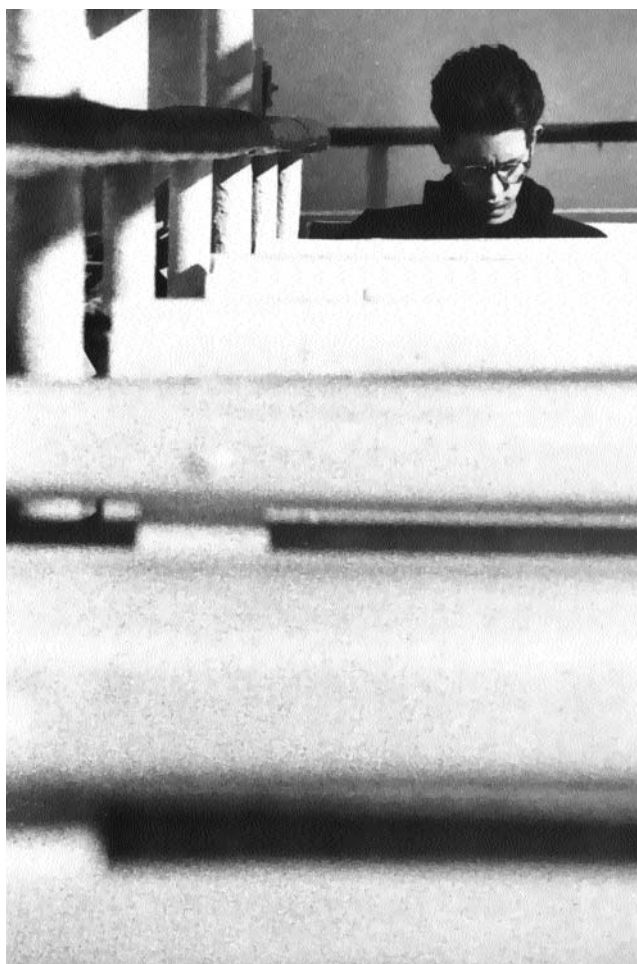
The library network is still, to a great extent, rudimentary and has not adapted to provide modern library services. There are some 2,000 libraries of which 962 are public and municipal, 233 in universities and colleges, 550 in school and 315 are in research institutes and other organizations.

There are four exceptions to this general rule:

- 45 state public libraries, funded directly by the Education Ministry, many of them of a historical significance
- 22 libraries for children and adolescents co-ordinated by a dedicated organization (inactive during the past two years, due to lack of funding)
- 233 academic libraries at universities and technical colleges
- 550 school libraries (for 5,000 secondary schools), created with funding from the European Union's Community Support Framework.

RETAIL PRICE MAINTENANCE LAW

The retail price maintenance law came into force in Greece in 1998. Publishers must stipulate a retail price on which retailers may offer a limited discount (up to 10 per cent) or increase (up to 5 per cent) for a period of two years from the date of publication. The law has been effective in restraining book prices and retaining variety in the industry, and was extended in 2010 to include ebooks. Professional bodies have asked for a reform, asking to be more widely applied (i.e. to include books purchased for libraries, as well).



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A MODEL LIBRARY: THE PUBLIC LIBRARY OF VERIA

The Veria Public Library is a model library, housed in excellent, purpose-built premises in Veria, a small town in northern Greece with 41,000 inhabitants. This dynamic library with 80,000 volumes & 210,000 loans per year, is well known abroad for its participation in a number of European projects, such as:

- PULMAN (2001-2003)
- CALIMERA (2003-2005)
- LIGHT (INTEREG IIIc, 2004-2006)
- ENTITLE (2007-2009)
- EDLnet Thematic Network (2007-2009)
- ACCESS IT/EUROPEANA

In 2010 it was awarded the Bill & Melinda Gates Award. They are the national content aggregators for Europeana (www.libver.gr).

PRIVATE LIBRARIES

There are a few historic libraries such as the Gennadius, which belongs to the American Archaeological School in Athens (www.ascsa.edu.gr/gennadius), which holds some 90,000 titles in various languages and attracts scholars and researchers from all over the world. There are also libraries at the foreign colleges and institutes.

FOREIGN CULTURAL INSTITUTES

- British Council, 17 Filikis Etairias Sq., Kolonaki, Athens
- Hellenic American Union, 22 Massalias St., Athens
- Institut Français d' Athènes, 31 Sina St., Athens
- Goethe Institut, 14-16 Omirou St., Athens
- Instituto Cervantes, 31 Skoufa St., Athens
- Istituto Italiano di Cultura, 27 Tenedou St., Athens
- The Netherlands Institute in Athens, 11 Makri St., Athens

THE MARKET FOR BOOKS IN TRANSLATION

THE GLOBAL MARKET

Foreign books in translation represent a significant share of the market. This was over 40% between 2006-2008, due to a considerable demand for books in translation, but has declined towards slightly over 30% as a result of the crisis.

Number of titles translated

2006	2007	2008	2009	2010	2011
4,373	4,230	4,442	3,789	3,173	2,672
42.5%	40.3%	41.6%	38.8%	34.2%	32.1%

Original language of translated titles in 2011

English	1,412	52.9%
French	371	13.9%
German	141	5.2%
Spanish	118	4.3%
Italian	99	3.8%
Russian	35	1.3%
Swedish	11	0.5%
Serbian	10	0.4%
Portuguese	10	0.4%
Turkish	7	0.3%
Arab	5	0.2%
Other languages	42	1.6%
Ancient Greek	48	1.7%
Modern Greek (to various languages)	209	7.7%
Non-specified	154	5.9%
TOTAL	2,672	100.0%

While the first five languages account for 80 per cent of translations, around 53 per cent of translations are from the English, with French coming far behind in second place.

The following table shows the number of novels translated by country and language.

Number of novels translated by country and language

	2009	2010	2011
British & English-language	134	120	117
U.S.A.	152	160	164
French & French-language	82	49	63
Spanish	17	16	9
Spanish-language (Latin America)	16	12	9
Italian	18	19	18
German & German-language	14	14	15
Russian	11	20	19
Swedish	7	3	11
Turkish	3	12	6
Arabic	6	3	5
Portuguese & Brazilian	4	3	5
Serbian	3	1	3
Other languages	28	21	19
TOTAL	492	452	455
Modern Greek	401	443	507

There is clearly a strong demand for foreign fiction, the figures showing a stability despite the general fall of the number of titles after 2009, at a level that remains comparable to that of the Greek novels (443 in 2010 and 507 in 2011).

BEST-SELLING LITERATURE

(From Kathimerini newspaper 29.7.2012)

1. Lena Manta	The Stenght of Her Soul
2. Yannis Maris	The 13th Passenger
3. Angeliki Nikolouli	I Dreamt of My Killer
4. Eleni Priovolou	How to Talk of a Dream
5. Victoria Hislop	The Thread
6. Jeffrey Evgenides	The Marriage Plot
7. E.L. James	Fifty Shades of Grey
8. Kaiti Economou	Love and War
9. Pierre Assouline	Les Invités
10. John Verdon	Shut Your Eyes Tight

Foreign writers regularly figure largely in the best-seller list.

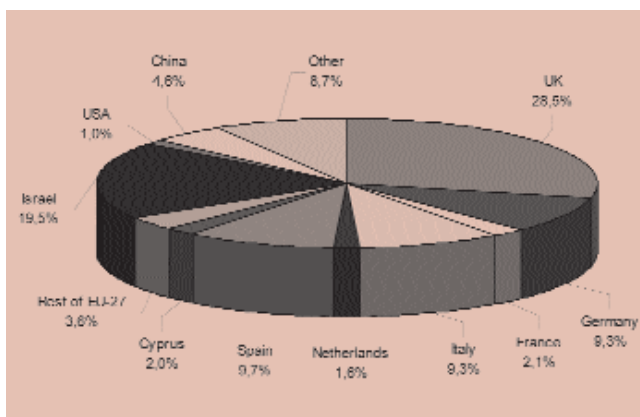
BEST-SELLING NON FICTION (From Kathimerini newspaper 29.7.2012)

1. Stelios Ramphos	Time Out: A Greek Sense of Time
2. Allan Percy	El coaching de Oscar Wilde
3. Jorge Bucay	Shimriti: De la ignorancia a la sabiduria (Shimriti: From Ignorance to Wisdom)
4. Christros Giannaras	Catasrophe as Challenge
5. Maro Vamvounaki	Sunday Afternoon in Vienna
6. Arthur Schopenhauer	The Art of Always Being Right
7. Allan Percy	Nietzche para estresados
8. Dimitris Blakas	The Classified Story of the Aegean
9. Pascal Bruckner	Le mariage d'amour a-t-il échoué?
10. Yannis Papadoyiannis	The Rise and Fall of Homo Economicus

The list includes popular philosophy (3), politics (2), psychology (2), economics (1), social life (1) & popular biography/literary criticism (1).

IMPORTS AND EXPORTS

The following diagram shows the major sources of imported books in 2010*.



* According to the last available data, provided by the Office for National Statistics of Greece

Some 49 percent of imported books are in English and come, primarily, from Great Britain, Israel and USA, due both to the broad diffusion of English language publications around the world and to the widespread teaching of English in Greece. A significant proportion of the imports are educational books (ELT and other textbooks).

Exports number fewer than imports and are chiefly to Cyprus and countries with a sizeable Greek diaspora. Exports to countries, such as Mexico, Poland, Turkey, Romania, Hungary and China, of ELT books published in Greece, represent a significant proportion of the value of exports and showed considerable growth in 2002-2009, but turned down by 21.9% in 2010.

BIBLIONET

The books-in-print database

Created in 1998 by EKEBI, the main publishers associations and a number of individual publishers, and now run by EKEBI, the Biblionet database offers free access to information in Greek on almost 180,000 titles, including:



- ▶ detailed entries (title, name of author, publisher, DDC number, subject heading, ISBN, short description)
- ▶ jacket photos
- ▶ photos and biographical information on the writers
- ▶ trade information (publisher, distributor, price and availability)



In 2011, EKEBI began cooperating with Patakis bookstore (following a 6-year cooperation with Eleftheroudakis), to expedite Biblionet services. In return, the database supports their online bookstore (patakis.gr), as it does another 50 online stores

- books.gr
- papasotiriou.gr
- public.gr
- estiabookstore.gr
- evripidis.gr
- perizitito.gr
- florasfun.gr
- welovebooks.gr
- skrutz.gr
- tsamantakis.gr
- lemoni.gr
- eklogi.gr
- bigbook.gr
- rokkas-books.gr
- allbooks.gr
- oionos.com
- pediabooks.gr
- booksfromgreece.gr
- bestprice.gr
- thebookstore.gr
- eanagnosis.gr
- captainbook.gr
- nightread.gr
- ebooks.gr
- e-kinitro.gr
- bibliagora.co.uk
- and 80 more pending

Access Biblionet, free of charge, at: www.biblionet.gr (in English: www.gbip.gr).

NATIONAL BOOK POLICY

Book policy, which received little emphasis until the mid-1990's, is now being implemented by the Culture Ministry's Directorate of Letters and, to a great extent, by the National Book Centre of Greece (EKEBI), which was established in 1994. However, responsibility for libraries does not belong to the Culture Ministry but is shared by the Education Ministry (for the public, academic and school libraries), and the Interior Ministry (for the municipal libraries). Initiatives have been undertaken to improve co-operation between the ministries and upgrade the role of EKEBI.

NATIONAL BOOK CENTRE OF GREECE

A legally registered non-profit organisation, EKEBI was founded in 1994 by the Ministry of Culture, with the aim of implementing a national policy for books and reading.

Publishers, writers, translators, librarians and booksellers participate at the decision-making level and work together closely to achieve EKEBI's aims. Through their representation on the Administrative Board, they have a say in establishing the major objects of its policy.

EKEBI is funded by the Ministry of Culture.

BOOKS EVERYWHERE

- Activities at schools
- 'Young reader' web site
- Young Writers Festival
- Tributes to great Greek authors
- Reading groups coordination
- Readers' Award
- Events featuring foreign literature
- Creative writing & book crafts courses (*The Books Lab*)

PROMOTING GREEK BOOKS ABROAD

- Participation in international book fairs
- Thessaloniki International Book Fair
- Greek authors abroad
- Participation in international events
- Ithaca Online magazine
- Information on foreign book markets

RESOURCES & INFRASTRUCTURE

- Book & eBook Monitoring Unit
- Online books-in-print database BIBLIONET
- A library on books
- Greek books in translation database
- Market surveys
- Reading behaviour surveys
- Support of book people-writers, translators, etc.
- European projects

Find out more about EKEBI and the Greek book market at: www.ekebi.gr



20 ΦΕΣΤΙΒΑΛ ΝΕΟΝ ΛΟΓΟΤΕΧΝΩΝ
ΔΕΚΕΜΒΡΙΟΣ 2012

Έτσι με πολύ να ροδύει...
Να ξεφύττει, να ανακαλύπτει, να έλκει...
Αναζητώντας το πανεπιστήμιο: Σάββατο κρησίνης

Οργανισμός: Εθνικό Κέντρο Βιβλίου (ΕΚΕΒΙ) | Υπουργείο Πολιτισμού

YOUNG WRITERS FESTIVAL

A three-day literary festival for authors under 35, about to become international on its second year of operation. Access more info at: www.ekebi.gr.

YOUNG (LITTLE) READER

A new website (www.mikrosanagnostis.gr) was created by the National Book Centre of Greece, in September 2010, in order to promote reading to young children. Rich in content & interactive in use, it includes extended search for books, libraries, festivals and events, online children's e-book and audio book content, games and puzzles, monthly video interviews with authors and illustrators, a monthly feature and a "teacher's corner". In February 2011 it was awarded the 2nd national prize "European Award 2011 - Best Children's Online Content".



RESIDENCIES FOR WRITERS & TRANSLATORS

INTERNATIONAL WRITERS AND TRANSLATORS CENTER OF RHODES 'WAVES OF THE THREE SEAS'

A 19th century neoclassical mansion was renovated in year 2001 to shelter an international centre for writers and translators. It belongs to the municipality of Rhodes and runs under the auspices of Unesco. Access IWTC & download the application form at: www.writerscenter.gr.



THE HOUSE OF LITERATURE AT LEFKES, PAROS

A 14-room residence was established on the island of Paros, in 2004, by Ms. Catherine Velissaris, ex-director of the European Translation Centre (EKEMEL) & current director of EKEBI, and Mr. Yannis Ragoussis, former mayor of Paros, to allow translators (to and from Greek) to pursue translation projects in a peaceful working environment. The residence was also open to Greek and foreign writers, on condition that their work was about Greece or a Greek theme. For more info, you may access Paros municipality at: www.paros.gr.



THE HOUSE OF LITERATURE AT KRASSI, CRETE

An alternative 2-room residence on the island of Crete-municipality of Mallia, which used to run under the same operating terms as the House in Paros. For more info, you may access Mallia municipality at: www.malia.gov.gr.

TRANSLATION SUBSIDIES

Following to the translation subsidies program funded by the Culture Ministry/Directorate of Letters, the National Book Centre launched a new funding program in 2012 to encourage publishers to bring out translations of contemporary Greek literary works. The brand-new scheme aims at the promotion of representative cultural works in all fields, including human & social sciences, children's books, music, travel guides, cookery and art books (compared to the old scheme, which focused on literature alone).



Subsidies cover the full translation cost.

The applications can be submitted during the whole year and will be evaluated by a group of experts within three deadlines (in September, in December and in March).

More information about the applications procedure is given in Greek, English, French & Spanish, on the web site: www.frasis.gr.

For more information, please contact:

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- National Book Centre of Greece, survey & database of Greek booksellers
- National Book Centre of Greece, survey & database of Greek libraries
- National Statistical Service of Greece, Department for Industry & Foreign Trade
- Hellenic Federation of Publishers & Booksellers (POEB), Greek Publishers' Guide
- Book Publishers Association (SEKB) and Publishers & Booksellers Association of Athens (SEBA) members' directories
- Bestseller lists using sales figures from the following bookstores, as in Kathimerinewspaper: Ianos (Athens & Thessaloniki bookstore chain).

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