



library services to
newsletter
multicultural populations

no. 1 • Fall • 2002

Book Fairs

— a marketplace for librarians

BY BENEDIKTE KRAGH-SCHWARZ



For more than ten years I have attended the largest annual book event in the Middle East – the Cairo Book Fair – together with my colleague, the Arab specialist of the library. The book fair is a two-week event and takes place each year at the end of January through the beginning of February. The event, organized by the General Egyptian Book Organisation, is a direct sales fair with 3.5 – 4.0 million books exhibited. Primarily Arabic books are for sale but other languages, such as English and French, are also included. More than 2000 publishers from more than 75 countries attend. They come out several Arab publishers from Western countries are represented as well.

At the Cairo Book Fair, one can find a wide range of books from the latest publications of fiction, non-fiction, and children books to piles of older standard dictionaries, student textbooks, religious books and the Koran presented in many different editions and versions.

Why attend this fair?

The Cairo Book Fair is a “Mecca” for interested buyers of Arabic books such as our library. Together with the Copenhagen Public Library, the Danish Central Library for Immigrant Literature (DCLIL) acquires books for the Danish public libraries. The joint programme manages the acquisition and cataloguing of books and music for adults and children in nine languages, including Arabic, Bosnian, Persian, Turkish, Tamil and Urdu for public

libraries with collections in these languages. Arabic is now the largest language in both the Danish Central Library for Immigrant Literature and the public libraries in general and each year 3500 – 4000 items are purchased during the fair.

In the current Arabic book market, the Cairo Book Fair is by far the best place for overall access to the broadest variety of books from all Arabic countries and some Western countries.

The Danish Central Library for Immigrant Literature has a very favourable agreement with Egypt’s largest publisher/ book distributor/export company – Al Ahram Publishers. We make the selections according to the orders from the Danish libraries and make sure we get the exact number of copies we need per title, but Al-Ahram does the actual purchasing, managing of export licence and shipping from the booksellers at the fair. Payment is made after the books are received in Denmark.

Why are books acquired this way?

The advantages of this acquisition method are several:

- easy access to a broad selection of books from all Arabic countries;
- quick and qualified selection as the books are examined on the spot instead of through a catalogue;
- easy and safe handling of delivery - one supplier instead of delivery from a number of different countries,
- no administrative or payment problems at the site.

In addition, we also benefit from having attended the fair so often. We are acquainted with most of the publishers who provide books of inter-

Message from the Chair



I would like to thank all of you for a very successful conference in Glasgow. Almost all of our Standing Committee members were able to attend which I think was fantastic. At both of the Standing Committee meetings, all the attendees worked very hard to cover our business and to generate enthusiasm and interest in the upcoming IFLA sessions that we are planning for currently. Many of you were very busy working with business matters for the Section, volunteering to take on assignments to plan the post-conference with Lourina, and also to work on a program for the Berlin meeting, and to anticipate the IFLA 2004 Conference in Argentina. There was an extraordinary amount of energy and support for all of our activities. It was especially gratifying to see so many of you willing to take on responsibility and to help each other create programs and activities that will be beneficial to our Section as well as to us.

The 7th Heaven Program held in Glasgow with Majken Jorgensen as our speaker was a great success. There were many positive comments afterwards from the attendees who represented a wide variety of nationalities and countries in the audience. The panel participants also asked questions that generated more comment from the audience and replies from Ms. Jorgensen as well. All in all it was a very interactive, successful session with a great deal of interplay between speaker and audience.

The work with the Strategic Plan is now finished and is available on our IFLA Web site at <http://www.ifla.org/VIII/s32/slsmpt.htm>

Last but not least, I would like to let you know that the Professional Committee of IFLA's Governing Board honored our newsletter by acknowledging it as one of the five best. This is certainly a wonderful step for us as we have been trying to communicate more within our Section and at large. We will have a goal of improving the newsletter even more and keeping up the high level of quality

for the next IFLA Conference in Berlin.

Please mark your calendar for the midwinter meeting in Paris. The meeting will take place on Monday and Tuesday, March 3 and 4, 2003. I encourage members to be there already on Saturday, March 1, for the possibility of having an excursion or some sightseeing.

Thank you all for the help you've provided in the year as we streamline some of our approaches to working together including managing our minutes a little differently and using the listserv to a greater purpose for internal communication and making smooth arrangements. If the midwinter meeting and the conference in Berlin show the same amount of interest and enthusiasm amongst our membership and others, I think we have a Section that is professionally active, attractive, and useful for those in the field engaged in serving multicultural populations. We also welcome visitors to our meetings and to our Web site and encourage them to look us over with the possibility of joining the Section or at least staying in touch with our activities.

Best wishes,
Jane Dreisig

SC Committee Mid-winter Meeting

Paris, France

March 3-4, 2003



The *Newsletter* is the official publication of the IFLA Section on Library Services to Multicultural Populations. It is published three times per year — Fall, Spring, and Summer.

The *Newsletter* is mailed to all Section members as a benefit of membership. Issues are also available online at the Section's Web site at <http://ifla.org/VII/s32/slsmpt.htm>.

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Public Libraries & Multilingual Collections

an IFLA post-conference following the 69th General IFLA Conference in Berlin 2003

August 11-13, 2003

Utrecht, the Netherlands

Website: www.ifla-utrecht.nl



The conference theme will focus on the acquisition of multilingual collections in public libraries and the marketing of library services to multicultural populations.

Conference participants will have the opportunity to exchange practical information about importing, cataloguing and acquiring multilingual books and media as well as discuss strategies for marketing library services to the target population.

The conference is organized by the Section on Library Services to Multicultural Populations. For more information, visit the website at www.ifla-utrecht.nl or contact: Lourina deVoogd, NBLC, Netherlands Public Library Association Postbox 43300, NL-2504 AH The Hague Netherlands
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Marketplace cont. from pg. 1

est to us in our roles as representatives from Danish public libraries. The booksellers know our purchasing profiles and are eager to present new titles to us. Often they remember exactly what we have purchased in previous years. If books were previously unavailable, they will recheck and notify us if the book or subject is now available. They also provide valuable information on the literature, authors and the book market and we meet with authors who attend the fair. In addition to being an acquisition trip, the visit to the fair is also a means to upgrade our general knowledge of Arabic literature and the book market.

Apart from being a book fair, the Cairo book fair also is a major cultural event. During the event, many seminars on political and cultural issues with highly profiled personalities from all over the Middle East are held as well as author presentations, poetry readings, literary award presentations and musical programmes. The vast fairground, with its open space and lawns compared to Cairo's otherwise dense built-up areas, attracts Cairo residents in great numbers. Students come to buy next year's textbooks for school and university studies, and also to picnic on the lawns and enjoy a growing number of activities which have more similarity to a Fun Fair than to a book fair. This has become so popular one wonders if the fair has become more of an educational Amusement Park.



Acquisition travels around the world

While the DCLIL is responsible for purchasing books and music in a number of different languages for the Danish public libraries, very few booksellers in Denmark stock large and varied selections of the books in most of the languages needed for our users. Therefore, for several years we sent our language specialists on acquisition tours to countries in Europe

and South East Asia to buy books on site. Based on the languages most difficult to obtain in Denmark, acquisition librarians currently travel annually to Stockholm, Sarajevo and India/Singapore to purchase books and music. From time to time, they also visit the

London and the Frankfurt Book Fairs. Sometimes travel is connected with book fairs, i.e., the biannual book fair in Sarajevo, but in general we use book suppliers in countries who have contact with a broad number of publishers, so they can supply the Danish public libraries with a sufficiently varied new collection each year.

We find the acquisition travels most rewarding as compared to alternative methods such as selecting from publisher's or distributor's catalogues where you do not see what you are ordering and cannot determine whether delivery will take place at all! On site selection provides high quality choices, fast, easy, reliable delivery and administration, often at highly competitive prices. All in all, this results in a good deal! ■

Benedikte Kragh-Schwarz
The Danish Central Library for Immigrant Literature

National Conference of Public Libraries

Spain's First National Conference of Public Libraries was held in Valencia October 29-31, 2002. Organized by the State Book, Archive, and Library Office from the country's Ministry of Education, Culture and Sports, the gathering billed public libraries as principal "Gateways to the Information Society." Supporting the development of public libraries and fostering debate about their societal role were prime objectives for the conference, which highlighted municipal public libraries. The three-day program was attended by public librarians from all over Spain and included a program on multicultural services.

Association of Italian Libraries Working Group on Multicultural Libraries

In 2001 the Association of Italian Libraries established a Working Group to produce and disseminate materials and to agree on initiatives regarding multicultural services in the public libraries. The members proposed to organize and to catalog existing documentation and resources and to make available new materials and professional contributions which can encourage those who are in the process of starting these services but also support those who have long time experiences in these matters. The National Commission for Public Libraries, supporting this endeavor, promoted and encouraged the coordination of multicultural libraries to develop library services directed to the needs of the communities of foreign nationals who reside either permanently or temporarily in Italy.

The participating libraries in the Working Group have identified common ground and hope that even in Italy the fruits of multicultural librarianship may mature.

Dutch translation of the Guidelines will be available in the spring. Check the Website.

IFLA 2003 Fellowships Available

The United States IFLA 2001 National Organizing Committee is pleased to announce the "Fellowships for the Americas Program."

This program will provide grants for librarians from the Americas, including South America, Central America, North America, and the Caribbean, to attend the IFLA conferences in Berlin in 2003 and Buenos Aires in 2004. The "Fellowships for the Americas Program" will be funded from the net revenues earned from the IFLA 2001 Conference, which was held August 16-25, 2001, in Boston.

Fifteen fellowships will be offered for librarians from the Americas to attend the IFLA 2003 Conference in Berlin. The number of fellowships available for the Buenos Aires conference will be determined in 2003. To be eligible librarians must be from the Americas, born after 1962, have a minimum of five years of working experience in a library or information setting, and not be a regular IFLA conference delegate. The fellowships will provide conference registration, air travel, shared accommodations, and a per diem, as well as a small orientation and reception for the participants.

The application deadline for the IFLA Conference in Berlin will be January 15, 2003. Applications in English and Spanish can be completed online at <<https://cs.ala.org/ifla>>. To receive an application by mail or fax, please contact the International Relations Office at the American Library Association, 50 East Huron Street, Chicago, Illinois 60611-2795, fax number +1-312-280-4392 or intl@ala.org

IFLA General Conferences

- 2003 Berlin
- 2004 Buenos Aires
- 2005 Oslo

7th Heaven

An Invitation to the Land of Childhood

BY JANE PYPER

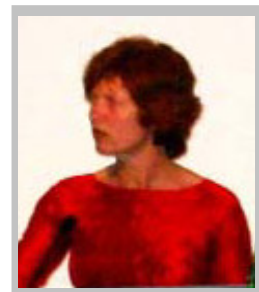
Majken Jorgensen, from Denmark, presented a lively workshop on an innovative and exciting project being developed in her country. This is an introduction to children's literature of the Nordic countries. In contrast to many other approaches - the emphasis here is not on the written word or the concrete book. Heresy to many librarians!

Here, children's literature is experienced in multimedia — through installations, music, film, video, and also through the original method of oral storytelling and performance. In 7th Heaven, you can play your way through the place, using all of your body and all your senses. For example, you put scrubbing brushes on your feet to glide over the floor in Pippi Longstocking's kitchen or feel the earth move under the weight of huge Norwegian trolls in the woods.

The idea is that both children and adults can enjoy this experience, and through it, are introduced to the Nordic cultural inheritance.

7th Heaven has had exhibitions in Louisiana in the United States, Copenhagen in Denmark, Stavanger in Norway, Reykjavik in Iceland and is scheduled to be in Kobenhaven and Brussels, Belgium in 2002.

The workshop was presented by the Section on Library Services to Multicultural Populations and the



workshop was followed by a lively panel and audience discussion on the usefulness of 7th Heaven for newcomers and immigrants. Members of the panel were Clara Chu, Lourina de Voogd, Barbro Ejendal, and moderated by Barbara von Wahlde.

Some of the questions and issues raised: Can immigrant children see themselves in these stories? How do we ensure that we respect cultural differences and values while introducing people to cultural traditions in the dominant culture? How can libraries use the ideas of 7th Heaven in their own programming? Are there opportunities for cooperation and collaboration between libraries and projects such as 7th Heaven?

Although we did not have all the answers by the end of the session, the workshop helped to further discussion on the importance of children's literature in fostering an understanding of cultural traditions for all ages. ■

Jane Pyper is the Director of the Service Planning and Support at the Toronto Public Library <jpypier@tpl.toronto.on.ca>

IFLA INTERNET MANIFESTO WORKSHOP 23-24 JANUARY 2003

Participants in the IFLA Internet Manifesto Workshop will explore the challenges of implementing the Manifesto [<http://www.ifla.org/III/misc/im-e.htm>] in their own libraries and of promoting its ideals in the wider community. Library directors and managers, information services professionals and library association officers will work together to highlight strategies to ensure that the internet remains a freely available means of accessing the information we need to live, work and play.

Venue: Univ. of Technology, Sydney Building 10, Broadway, NSW 2007, Australia

Registration information: ph 02 6215 8235, enquiry@alia.org.au

Website: <http://www.alia.org.au/conferences/ifla.manifesto/>

Book Fairs ... *grounds for an educator*

BY LORNA PETERSON

To support the teaching of the course LIS 522 International Publishing, I attend international book fairs in order to see first hand the workings of the book industry in an international context. From attendance, I am able to report to library and information science students the key issues in publishing (intellectual property, electronic publishing/e-books, foreign rights, literature in translation, etc.). I am also able to encourage them from first hand knowledge on the importance of librarians attending such fairs. So far I have attended three international book fairs: the United States BookExpo (Chicago, 1998); the Zimbabwe International Book Fair (Harare, 2000); and the Feria Internacional del Libro (FIL) de Guadalajara (Guadalajara International Book Fair, Mexico, 2001).



US BookExpo

Over one hundred years old, the BookExpo America (formerly known as the American Bookseller Association Conference), showcases books in all formats, as well as gift and music merchandise, plus new technology and services. It provides an educational forum that looks at the business of books from many viewpoints. The seminars I attended were: "Chain Reaction: Territorial Rights and Bookselling in the Age of the Global Market" "Biblio-Palooza: Young Adult Readers" and the Latino Book Summit. Over 2000 exhibitors attend the BookExpo and thousands of industry professionals from around the world are together networking, learning and conducting business.

Guadalajara Book Fair (FIL)

Established in 1987, the Guadalajara Book Fair (FIL) brings together publishers, authors, booksellers, librarians, and educators to promote the Latin American book industry. FIL, the most important exhibit of Spanish-language books in the world, offers direct access to the latest publications in Spanish, complete catalogs of more than 900 publishers from over 25 countries, and the opportunity to network with over 8,000 book professionals. If a librarian is serious about adding Spanish language materials (Portuguese, French and English are also represented) to his/her

institution, then it is imperative that he/she attend this fair. The access to the publishers, vendors, distributors and books (as well as periodicals, educational software and videos) provides for an efficient and effective way to diversify library collections and meet the needs of Spanish reading populations. In 2001, the country of focus was Brazil and the convention center was transformed into a gossamer rainforest. Sheer strips of shimmering fabric hung from the high ceilings to represent rain. Chiffon panels that were imprinted in muted colors with pictures of birds were hung with the "rain." The effect was striking and mesmerizing.

It is possible to have a successful experience without Spanish speaking ability, but it can be challenging. I do not speak or read Spanish and depended on the kindness of bilingual friends and strangers. The FIL will arrange for translators to accompany librarians so the conversations and negotiations between vendor and librarian go smoothly. There is an orientation session given by the American Library

Book Fairs

- Nov. 30 - December 8, 2002
Guadalajara International Book Fair
Guadalajara, Mexico
<http://www.fil.com.mx>
- March 16 - 18, 2003
London Book Fair
London, Great Britain
<http://www.libf.co.uk/page>
- April 14 - May 5, 2003
29a Feria del Libro de Buenos Aires
Buenos Aires, Argentina
<http://www.el-libro.com.ar>
- April 23 - May 5, 2003
Feria Internacional del Libro de Bogota
Bogota, Columbia
<http://www.feriadellibro.com>
- April 24 - 27, 2003
Tokyo Book Fair
Tokyo, Japan
<http://web.reedexpo.co.jp>
- April 24 - 27, 2003
International Budapest Book Festival
Budapest, Hungary
<http://www.mkke.hu/festival>
- April 30 - May 4, 2003
Salon International du Livre
Lusanne, Switzerland
<http://www.salon-du-livre.ch>
- May 15 - 25, 2003
Bienal do Livro
Rio de Janeiro, Brazil
<http://www.bienaldolivro.com.br>
- May 28 - June 1, 2003
Book Expo L.A.
Los Angeles, California, USA
<http://www.bookexpo.reesexpo.com>
- June 19 - 20, 2003
Australian Book Fair
Sydney, New South Wales, Australia
<http://www.expertisevents.com.au/EventIntro.asp>

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Educator cont. from pg.5

Association and another one given by the FIL. Staff are friendly, professional, accommodating and helpful which makes attendance pleasant. And the added bonus of Guadalajara being a beautiful city rich in history and magnificent architecture guarantees that anyone would have an exceptionally enjoyable experience.

Zimbabwe International Book Fair

The Zimbabwe International Book Fair is the premier publishing conference for sub-Saharan Africa. Established in 1990, the fair brings together publishers, authors, booksellers, librarians, and educators to promote the impact of the book industry in Africa. The 2000 fair was held under some uncertainty as a result of the pre-election violence and issues regarding land reform. But the fair was successfully held

with 317 exhibitors from 31 countries and 23,729 attendees. The fair was held outside in a park and I marveled at how six days of activities could be planned for outdoors with no concern about the weather! I was able to hear African authors read from their works, for example, Chinodya Shimmer read his funny and poignant story "Snow" from his collection *Can We Talk*. The best part was the ability to buy African books. I bought reference and children's books for Zimbabwe libraries (Shona, one of the predominant ethno-linguistic groups in Zimbabwe) and children's books for the Buffalo Public Schools and the Buffalo and Erie County Public Library in New York.

Ghana was the country of focus for the fair and attendees were treated to dramatic readings by Ghanaian playwrights and novelists. Discussion on establishing a list of the 100 Best African Books and the

definition of an African (include white Africans? those who became citizens, e.g., American W.E.B. duBois who became a citizen of Ghana?), and I could see first hand the differences, challenges and possibilities of the book industry and book culture of developed nations and developing nations.

The two international travel experiences (Mexico and Zimbabwe) helped to make the concepts of international publishing (currency exchange, strengths of currency, dissemination of information, textbook selling) real and I hope that I impart the excitement of what I saw, heard and learned, to my students. ■

Lorna Peterson, professor, at the School of Informatics, State University of New York at Buffalo. <lpeterso@buffalo.edu>

Multiculturalism — What is it?

BY EKATARINA NIKONOROVA

The "Concept of multiculturalism and the problems of multicultural services in libraries" was the topic of a seminar hosted by the Russian State Library on July 3, 2002. Representatives of the Russian State Children's Library, the Russian State Youth Library, chiefs and leading specialists of many departments of the Russian State Library, the Nekrasov Central City Public Library (Moscow), the Duma Nationalities Committee, as well as specialists of the Institute of Philosophy of the Russian Academy of Sciences, Moscow State Social University – 36 participants in all — attended the seminar.

The following issues were considered at the seminar:

- The history of the rise and meaning of the term "multiculturalism" and an analysis of the cultural practice in various countries.

- The search for legislative fundamentals, e.g., legal aspects of inter-ethnic relations and the compilation of legal acts in multinational states such as the Russian Federation.

- The world experience of library services to multicultural populations.

- The problems of national education and its ties with libraries.

- The Russian attitude towards the solution of the multicultural problems by libraries in Russia's regions.

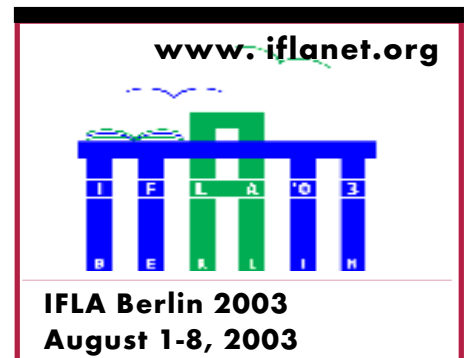
- Services to children with disabilities as a focus of multicultural library activity.

- The problems of adequate relations between library personnel and users from diverse ethnic groups.

The lengthy debate revealed that the term "multiculturalism" has different meanings and that particularly in the realm of library services to multicultural population abroad and in Russia, there are many possible work directions. In the course of the debate, it was emphasized that the notion «multiculturalism» is indeterminate

and polysemantic as it implies principles of justice and equality in settling multicultural and human cultural problems. It stresses the fact that the preservation of the national culture puts an obstacle in the way of arbitrary rule. The complicated character of multicultural services involves the need to use special methodologies for Russian libraries employing the world experience and the experience culled from our multinational country in the past periods of development.

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Book Fairs ... a place for researchers

BY TATIANA DE LA TIERRA

Doing onsite research at international book fairs is an investigative method that can add depth and dimension to a project. While academic research typically involves using indexes, catalogs, and scholarly databases, working “in the field” of books can significantly enrich an investigation. And what better field can there be than international book fairs?

For several years now, I have been compiling a bibliography of Spanish and English language Latina lesbian and gay materials. It is difficult to find these books—they are scarce to begin with. And when such titles do get published, they typically have small print runs, no-name publishers, poor distribution, and generally obscure existences. Homophobia does directly impact gay books in the Spanish language world. The veiling of homosexuality is typical, to the point where researchers of these materials have to become sleuths in reading between the lines. Queer Latin publications are the marginalized of the marginalized. Add to this the problems caused by technical deficiencies in information storage and retrieval systems, inadequate cataloging, and inappropriate subject headings, and the result is that texts by and about Latina lesbians and gays are exceedingly difficult to identify and locate. One solution to this problem is a comprehensive bibliography. However, building the bibliography is inherently complicated for the same reasons stated.

I have found working on the bibliography at international book fairs to be of vital and tremendous importance. I have been fortunate to attend the Havana International Book Fair (2002), the Miami Book Fair International (2000 and 2001), and the greatest of them all, the Guadalajara International Book Fair (FIL) (2000 and 2001). While the work itself is extremely labor intensive, these

book fairs are gold mines that I can use to build the bibliography. By walking through aisles and aisles of books, looking at titles, taking notes, and speaking with publishers, authors, and book sellers, I am able to identify new gay and lesbian titles as soon as they are published (and before they vanish without a bibliographic trace).

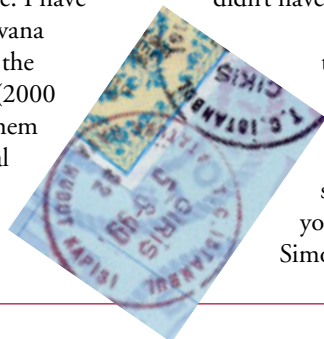
Being at the fair itself allows me the opportunity to witness the public reaction to gay materials. At the 2000 FIL, for instance *Papá, mamá, soy gay* (*Dad, Mom, I'm Gay*) caused a stir. Written by a lesbian psychologist and published by Grijalbo in Mexico, this guide to understanding sexual preferences is the first of its kind in Spanish. The author, Rinna Riesenfeld, was swarmed by media and public alike. I saw that the tiny booth held by the gay sexuality booksellers from Mexico City, El Armario Abierto (The Open Closet), was continuously packed with patrons who were clearly hungry for novels, magazines, poetry books, and other queer materials in Spanish. At the 2001 FIL, I was able to note a few trends, such as an increase in non-fiction books being published in the field of gender studies and the tremendous rise of English-to-Spanish translations of novels and non-fiction titles being published in Spain. At this same fair, I found that Plaza & Janes of Mexico had a prominent display with hundreds of copies of the brand new *Sol de mi antojo: Antología poética de erotismo gay* (*Sun of My Fancy: Poetic Anthology of Gay Erotism*). By the end of the fair the book had sold out and the publishers lamented that they didn't have a larger print run.

At the Havana International Book Fair, I observed an overall lack of visible gay materials. Thus, I was surprised to find that the young gay poet Nelson Simón, author of *A la sombra*

de los muchachos en flor (*In the Shadow of Young Men in Bloom*, Ediciones Union, 2001), was selected as the featured writer for the regional Pinar del Rio Book Fair. I was not able to find any lesbian materials in Cuba. Likewise, I have not found a significant presence of gay and lesbian books in Spanish at the Miami Book Fair International.

I want to stress that, even at international book fairs, discovering new gay Spanish-language titles can be difficult. Overall, gay titles are marginalized within the book fairs themselves. In addition, many booths are staffed by temporary workers who are not familiar with the products being sold, so asking them for leads is often futile. With few exceptions, it is hard to find people who are knowledgeable about the content of the books being sold at the fairs. Word of mouth, from other librarians, professionals and authors, is often the best way to capture entries for the bibliography. And sometimes I do find books that are relevant but I choose not to include them because they are not central to the focus. For instance, I have selected titles by gay Cuban author Reinaldo Arenas, but I do not wish to include every literary analysis of his work on the list. Compiling a bibliography requires a lot of evaluation and on-the-spot decision making about what to include. Doing this research at the book fair is physically tiring and cumbersome, but it's extremely gratifying as well. After having the experience of doing bibliographic research at international book fairs, I can't imagine continuing the bibliography without them.

—tatiana de la tierra is the Information Literacy Librarian at the University at Buffalo Libraries <td6@buffalo.edu>



The Logistics of International Book Buying

BY ROBERT PESTELL

I have attended several book fairs, including the Indonesian Book Fair, Singapore Chinese Book Fair and the Frankfurt Book Fair.

The primary purpose of my visits has been to buy books in languages other than English. Book fairs appear to be the ideal places from which to acquire books, but it is not as easy as it seems. This short article gives a few generalizations and presents some of the realities encountered.

To start positively, book fairs are great places for librarians to visit because:

- they afford an opportunity to see the current and planned publications of countries
- they provide a place to meet with publishers and booksellers
- they enable the collecting of publishers' catalogues, posters and other publicity materials

General observations

Frankfurt, and perhaps the Children's Book Fair in Bologna, are the only truly international book fairs. Others will concentrate on the language of the country in which they are held, with possibly one or two other languages, including English language publications. Thus, the term 'international' does not mean the book fair will have a representative selection of books from many countries.

■ If visiting a single language book fair, then fluency in that language is a great advantage, not only to talk with the publishers and booksellers, but to interpret the titles, to negotiate discounts and to actually get the books home.

■ To justify a book fair visit to your funding body there should be a cost benefit. Books need to be purchased at a higher discount and/or lower price than would be possible at home. The savings on the books bought should offset the associated costs.

■ Your objectives should be determined beforehand – how many books you want to buy and in what languages. At some book

fairs there are going to be thousands of books in the language of the country, but few in other languages.

• It may be that the books acquired cannot be obtained elsewhere, in which case it may be acceptable to pay a higher than normal unit cost per book (costs of travel, accommodation, meals, transport, insurance, freight/number of books purchased).

Practical problems

After arriving in a country, your reasonably priced hotel happens to be in the middle of the red-light district forcing you to change to an exorbitantly priced one in the outskirts of the city. Having paid an excessive entrance fee, and spending three hours happily looking at all the books, the "fun" is just starting.

■ How do you pay for the books? Few booksellers, if any, will take credit cards; banks are not open on weekends to change your travellers' cheques; and the alternative, carrying around \$5,000 in the local currency, is risky to say the least.

■ No vendor will agree to let you choose the books, and then send them to you with an invoice (or they may agree, but that is the last you will hear from them). At book fairs, one pays in cash and takes away the books.

■ Do the book fair regulations permit you to buy books? For example, only commercial businesses are allowed to purchase books at the Frankfurt Book Fair, and then only on the last day.

■ How do you carry the purchased books? With three to five books (paperback) per kilogram, the weight soon mounts up - particularly if you are buying 200 - 400 books which you will need to do to justify the expense of going to the

book fair.

■ Where do you obtain cardboard boxes in which to pack your purchases? Stallholders never have any cartons.

■ If boxes are located, then where can you safely place them while you are wandering around buying more books? Cloakrooms will not allow you to store them, there are no lockers, and unattended boxes will not be allowed for security reasons.

■ Do you have packing tape with which to construct and seal your cartons?

■ Having solved all the above problems, you now have 100 kgs. (or 150 kgs.) if they are hardback books. Which freight company is going to transport the books home for you?

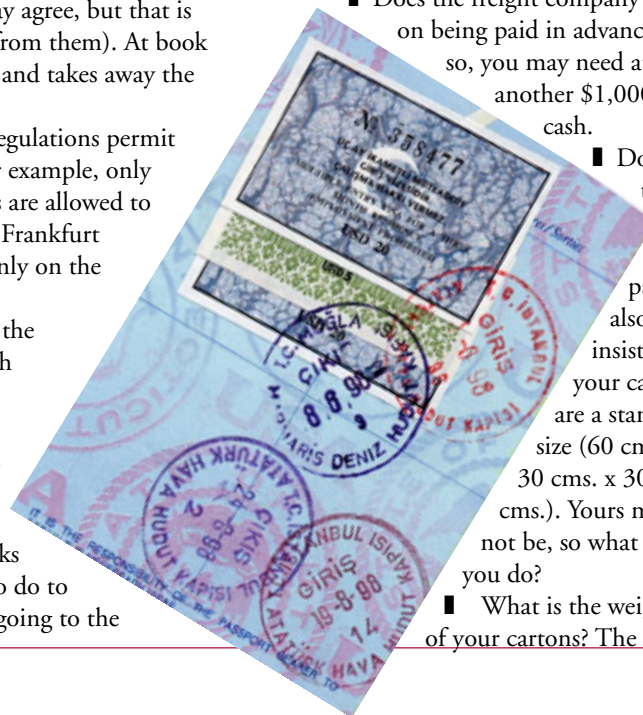
■ If you already have established an account with a freight company, does it have a reciprocal arrangement with your country? Have you asked your local company to notify the branch in the country you are visiting? Do you have a written confirmation from both your local company branch and the overseas company that they are willing to ship your books? Have you an agreed upon freight charge? Do they work on weekends? What are their business hours?

■ Will the freight company collect the cartons or do you have to deliver them to their office (frequently at the airport)? How do you get them there? Taxis are somewhat loathe to carry lots of heavy boxes.

■ Does the freight company insist on being paid in advance? If so, you may need at least another \$1,000 in cash.

■ Does the freight company also insist that your cartons are a standard size (60 cms. x 30 cms. x 30 cms.). Yours may not be, so what will you do?

■ What is the weight of your cartons? The



freight company will want to know and they generally cannot be above 15-20 kgs. each.

■ Which method of transport do you wish to use – air freight (incredibly expensive), freight forwarding, shipping, road? Is the freight company willing to negotiate?

■ Be aware that freight companies love to send lots of small parcels, and make lots of money doing it. They hate to be inconvenienced by a librarian wishing to ship 200 kgs. of books to a foreign country. Great patience and perseverance is required.

■ Are you aware of the legal requirements for exporting, e.g., do you need an export license? what about a cultural artifacts license? Do you need the sponsorship of a local company? Is there a limit on the value of goods that may be exported?

■ Are you going to insure the books - generally equal to, or more than, the cost of the books – but if not, will you be

accountable for the loss of several thousand dollars worth of books?

■ Have you written out the list of all the books, with prices, for the Customs declaration? Do you know the Customs financial limit on the export of goods? Are you going to declare that the books are for private use or business purposes, and do you know the implications of each of these categories?; Have you decided how to describe the goods, e.g. – ‘documents’ (be very careful using this word – you are likely to be charged premium rates), ‘commercial’, ‘materials’, ‘books’. The term ‘books’ is often unacceptable or best to be avoided, as officials equate ‘books’ with rare national treasures. Do you know the name of your customs agent in your own country? Are you aware of the importation regulations in your own country? Do you know the VAT, GST tax implications of the export and import countries?

The logistics of getting the books home is quite daunting – and none of the above is an exaggeration. Book fairs do enable you to buy a wide range of books at discounts of up to 50% (although don’t expect discounts from the Balkan countries – still among the most costly books in the world). I have found that the most time-consuming and challenging aspects of purchasing books from overseas countries are dealing with the customs officials and freight companies (apart from trying to find cartons and safe places to keep them). However, there *are* ways and means to beat the system if you are willing to take the risk– Ask yourself, if your library will pay your legal costs. If the answer is yes, then go ahead — it is all part of the “fun of overseas book buying. ■

Robert Pestell, Library Services Planning, State Library of Queensland, Australia
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Committee Meeting Highlights, August 2002

■ After some discussion and revisions, the Strategic Plan 2001-2003, was approved by the Committee. The full plan is posted on the section’s website at <http://www.ifla.org/VIII/s32/slsm.htm>

■ Jane Pyper (Canada) and Christine McDonald (USA) attended the Division III Open Forum planning meeting and reported that the theme for Berlin 2003 will be <What has Division III done to reflect human culture development? Best practices>. Further exploration of this theme will be discussed at the Coordinating Board meeting.

■ Planning continues for the IFLA Berlin 2003 Conference. The Libraries for Children and Young People Section proposed a joint workshop (half a day?) on the theme “Children’s libraries: creating a culture of understanding in the world of violent conflict”. Since the theme is relevant and interesting for the Section, we will cooperate with the Children’s Section. Clara M. Chu (USA) will coordinate the planning efforts. Also, a study tour to a library in Berlin is being planned by Susy Tastenen (Denmark) and Benedikte Kragh-Schwarz (Denmark).

■ Elections for new standing committee members and the offices of Chairperson, Secretary and Information Coordinator will take place in 2003. A working group was established for this purpose. Susy Tastenen (Denmark) and Kristina Virtanen (Finland) volunteered to coordinate the efforts. Reports are due in February.

■ Christine McDonald (USA) and Carmen Madrid (Spain), representing the Section at the Division VIII: Latin America meeting, reported that a joint programme for a full day workshop is being planned for Argentina 2004. The theme will be <Library services to indigenous peoples>. Both Christine and Carmen will coordinate this effort.

■ The Section’s promotional brochure is currently being revised by Clara Chu (USA), Kirsten Leth Nielsen (Norway), and Benedikte Kragh-Schwarz (Denmark). A new draft will be distributed via the listserv for approval by the Committee.

■ Jane Dreisig (Denmark) and Kristina Virtanen (Finland) reported that work continues on developing a web-based training programme for library staff on multicultural themes. A draft of the preliminary content areas for the programme was distributed and discussed. Completion of the project is anticipated in time for the IFLA 2005 General Conference in Stockholm.

■ The discussion paper on <the definition of multiculturalism> prepared by Ekatarina Nikonorova (Russia) and Jane Pyper (Canada) was distributed to the committee members. Due to the lack of time, discussion was postponed to the mid-winter meeting on March 3-4, 2003 in Paris.

Full minutes are posted on the Section’s website.

Reports from Glasgow

Editor's Note



This issue of the newsletter has the theme of using book fairs as a way to develop collections that will serve multicultural populations in many countries. It's not uncommon for librarians to attend book fairs for a variety of reasons but we thought a focus on the book fair itself for this issue would be particularly significant as many of our colleagues do use it as a method of acquiring materials that are often difficult to receive in their own countries. We're always grateful when committee members are willing to take the time to describe their activities so that we all have a better understanding of practices that are successful and things that have been tried and perhaps need to be reconsidered. It is our goal as the editorial team, (Jane Pyper, Associate Editor, and Donna Serafin, Design and Production Editor) to provide as much content as possible and news about the field. Picking a theme is one way to provide focus on a special topic of interest to us. We welcome suggestions for a theme for the Spring issue as well as

news reports from members of the Section or from readers who are not Section members but would like to share with us experiences and events related to multiculturalism happening in their libraries and countries.

Finally, let me say how pleased I am to know that through the hard work of all of you who have contributed articles and through the diligence of Donna Serafin, who particularly sees to the design and production of our newsletter, that we are thrilled to know that we have been considered one of the five best at the last IFLA Glasgow Conference. This is very heartwarming and gratifying recognition since we are trying to improve the newsletter for you, the readers. It is through your contributions and participation that we are able to provide more news and more timely information to our Standing Committee members as well as to our readership. Just let me say, that as my term will end in August following the IFLA Berlin Conference, it has been very gratifying to see people exert so much energy and help with the newsletter at all levels from within our community and to share in the pride we all feel in our achievement as one of the five best newsletters.

— Barbara von Wahlde

Open Forum

By Kristina Virtanen

An Open Forum entitled "An Overview of the Division of Libraries Serving the General Public and Highlights of the Work of each of the Division's Sections" was organized by Division III and was held on Tuesday, August 20, 2002. Representatives from the sections on Public libraries, Libraries for Children and Young Adults, Libraries for the Blind, and Libraries serving Multicultural Populations each presented an overview of their activities and programmes.

Kristina Virtanen (Finland), representing the Section on Library Services to Multicultural Populations, reported about the workshop "Seventh Heaven" and the section's publication *Multicultural Communities: Guidelines for Library Services*. Also presented was the preliminary idea of a web-based training programme for library staff working with multicultural issues and users. The global training programme would be used in the libraries by all staff members in English. In general, the online programme would provide good examples of services and would be easy to use and integrated into the library work.

The content of the training programme could include the following:

- strategies: IFLA, UNESCO, national, library world
- information about religions and cultures
- discussions about themes that staff might explore such as: racism or democracy
- cultural skills in different situations
- cooperation with local majority and ethnic groups in the municipality
- multicultural work in the library or special departments
- collection management and development
- other related links providing good examples on the Internet

The training programme will be presented at the IFLA 2005 General Conference in Stockholm.

Electronic Age of Culture

April 22-26- 2003

www.givc.ru

The 2nd International Conference on the Electronic Age of Culture will be held on April 22-26, 2003 in the picturesque highland village of Krasnaya Poliana near the city of Sochi, Russia.

Participants will receive the latest information on modern technological solutions in the field of informatization and automation of the culture industry and will have the opportunity to establish business contacts with future investors in the culture industry as well as with leading

manufacturers and suppliers in the computer and information services market.

The conference will provide a forum for the development of a unified conceptional program of informatization of culture; the representation of electronic culture of Russia through the Internet and electronic mass media; and the new systems of information transmission and exchange.

For more information, visit the website at www.givc.ru. or contact the Organizing Committee at 7 Kitaigorodskiy Proezd, Moscow 109074 Russia, Tel/Fax 7-095-265-7603, E-mail: marketing@givc.ru.

Multicultural Libraries in Andalucía

BY CARMEN MADRID

The figures for the immigrant population in Spain are quite a bit lower than in other European countries. Nevertheless, it is true that in a short time we have gone from the status of an emigrant nation to that of a nation receiving immigrants. Within Andalucía as well, the foreign population is presently on the rise.

Unlike the situation in most of the neighboring countries, Spain's difficulties in initiating and implementing multicultural library services is mainly due to the lack of tradition in the areas of specialization of the public library. In this sense, Spain's public library system is a static institution, oriented essentially toward that which we would call "the majority".

Against this background, the Cultural Council (*Consejería de Cultura*) of the Regional Government of Andalucía (*Junta de Andalucía*) has invested in the establishment of multicultural services in Andalusian public libraries. The new project "Multicultural Libraries in Andalucía" has been created in the framework of the Integral Plan for Immigration in Andalucía (www.juntadeandalucia.es/gobernacion/cda/politicas_migratorias/documentos/plan_integral.pdf).

This project is being carried out in the following stages:

- 1) Localization of the geographic areas calling for action, taking particular notice of cities with large immigrant populations and substantial ethnic and linguistic minorities.
- 2) Study of the users who make up the different cultural minorities, determining their typology and needs, in collaboration with the associations and entities that work with immigrant groups.

3) Training the library personnel responsible for developing the program, so that they have sufficient knowledge of the different aspects involved in the establishment of multicultural library services.

4) Formation of the collection, featuring documents covering Arabic themes and in the Arabic language, with special emphasis on the children and young adult collections— while incorporating all types of material. In the Biblioteca de Andalucía we will have a circulating collection of works in different languages available for use by any public library in Andalucía.

5) Creation of a Web page with electronic resources of interest for multicultural populations, especially for the Arabic-language community of Andalucía. On this page, local information will be gathered for citizens "new to Andalucía" about education, social services, work opportunities, organizations and associations, culture, etc. At the same time, links will be provided to other sources of information on the country of origin, such as the daily press. This page will be maintained on the server of the Biblioteca de Andalucía, which will be in charge of its coordination and upkeep.

- 6) Availability of the following library services:
 - home loans
 - interlibrary loans
 - bibliographic and reference information
 - free access to the Internet
 - cultural extension (instruction in the use of library material and services, cultural activities, workshops, Spanish language courses, activities for children, etc.).

7) Multilingual signposting in the library.

8) Diffusion

To promote the program, it is necessary to communicate and to cooperate with the various associations that work with immigrants.

- Publications will include an informative pamphlet about the new service offered by the library, written in the different languages of origin of the populations served;
- A guide to the rules of operation and basic services that the library offers, also published in different languages;
- Leaflets in the different languages informing users about the cultural activities and preparatory courses organized by the library in its program of cultural extension.

9) Follow-up and evaluation of the service

- Gathering statistics on the actual use made of the service
- Taking surveys of user satisfaction
- Processing proposals for the acquisition of documentary material and the development of interesting activities for ethnic or linguistic minority groups.

Carmen Madrid, Biblioteca de Andalucía, Granada, Spain





Section on Library Services to Multicultural Populations

Strategic Plan, 2001-2003

MISSION

The Section brings together libraries and institutions interested in the development and the provision of library services designed to reflect the cultural, ethnic and linguistic diversity in society. The Section works with public libraries, library consortia and non-library associations, and government agencies to develop services and support for multicultural populations in all countries. [Multicultural populations can include new immigrants and new citizens, transnational users, immigrant populations, and others seeking material in a mother tongue or heritage language.]

It promotes the right that every individual in our global society have access to a full range of library and information services. In order to achieve this, the Section supports and encourages libraries in all countries to provide services to multicultural populations through the promotion and dissemination of best practices, emerging trends and issues, and relevant programs. The Section serves as an international forum for the exchange of information concerning the development of multilingual and multicultural services.

GOALS

Goal 1: Promote, in our global society, access to a full range of library and information services suitable for linguistic, ethnic, and cultural minorities.

Professional Priorities: (a) Supporting the Role of Libraries in Society, (b) Defending the Principle of Freedom of Information, (d) Providing Unrestricted Access to Information

ACTIONS

- 1.1 Translate, publish, and disseminate via the Internet the "Guidelines" in all official IFLA languages and others as desirable.
- 1.2 Review and revise the Guidelines to take into account technology and other developments which have an impact on service provision and directions.

Goal 2: Create strategies to support multicultural services and library development in libraries throughout the world with special interest in developing countries.

(Professional Priorities: (i) Promoting Standards, Guidelines and Best Practices, (f) Promoting Resources Sharing)

ACTIONS

- 2.1 Support or encourage cooperative purchasing of resources.
- 2.2 Encourage attending special language book fairs.
- 2.3 Support stocking of multicultural materials in mobile libraries.
- 2.4 Promote the availability of and access to suitable resources for linguistic and cultural minorities.
- 2.5 Participate in Open Forums or Sessions during annual IFLA General Conferences.
- 2.6 Organize and sponsor the satellite meeting in the Netherlands in 2003.

Goal 3: Work towards the integration of multicultural and multilingual services into the general management of libraries.

(Professional Priorities: (i) Promoting Standards, Guidelines, and Best Practices)

ACTIONS

- 3.1 Organize a satellite meeting in Stockholm in 2005.
- 3.2 Encourage libraries to train local staff on multicultural issues.
- 3.3 Promote the development of library recruitment policies which reflect the linguistic, ethnic, and cultural diversities in society through organizing a workshop.
- 3.4 Explore and develop joint ventures or activities with the Diversity Council of the United Kingdom and other similar groups.
- 3.5 Develop a web-based training program for library staff entitled “How to Deal with the Global World in your Library.”

Goal 4: Promote activities that advance the professional development and competence of librarians in multicultural services.

(Professional Priorities: (h) Developing Library Professionals, (i) Promoting Standards, Guidelines, and Best Practices)

ACTIONS

- 4.1 Promote and encourage attendance at other relevant conferences and programs.
- 4.2 Issue the Section’s newsletter on a regular schedule twice a year with an optional summer (pre-conference) issue.
- 4.3 Support interest in multicultural services through a current and informative Web site which includes both IFLA committee activities and projects and links to other relevant Web sites and groups; a Section newsletter and other appropriate publications as needed.
- 4.4 Encourage active membership in the Section and recruit other professionals through the use of the Web site and promotional brochures and leaflets.
- 4.5 Promote the use of the webpage “International List of Multicultural Professional Library Association Groups and Activities” [<http://www.gseis.ucla.edu/faculty/chu/mcprof>] through the Section’s Newsletter and Web site.
- 4.6 Encourage libraries to train local staff about multicultural issues.
- 4.7 Promote the use of the web-based training program for Library staff entitled “How to Deal with the Global World in your Library” after its completion.

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Multiculturalism continued from pg. 6

The emergence of the doctrine and the political practice of multiculturalism dates from the early 1970s in Canada where it is bound up with issues of national minorities. Later on, the term “multiculturalism” was pronounced the official ideology. The policy of multiculturalism is supported by a majority of this country as well as by the major institutions of its society including the business, educational, information, and scientific, communities. The Canadian society has really changed in its understanding of the cultural mosaic and the role of immigrants of other non-dominating groups among the Canadian people.

Australia has given up the official ideology of white Australia and permitted the entry of people of colour into the country. As a consequence of this, a Ministry of Multiculturalism has been set up.

The term “multiculturalism” was introduced into practice in the United States of America in 1988. Another political philosophy and another practice concerning cultural diversity have struck root. Recognition of minorities as including immigrants, women, invalids, sexual minorities, and subcultures places them under the heading of the policy of multiculturalism. In 1993, President Clinton described the American society as

a multicultural one.

The main question arising from the policy of multiculturalism in the West European countries is whether there is the possibility of integrating migrants without assimilating them. At the same time, the state cannot consider transforming migrants into full-fledged members of society without granting them at least the partial right of identity.

In dealing with the ethno-cultural look of Russia, the speakers emphasized that it is notable for its large variety caused by the vast territory, natural differences, the character of the formation of the state and its policy towards the population differing in culture. The multicultural character has always been inherent in the multinational Russian state. In Russia, the institutionalization of the ethno-cultural factor is evident right up to the state and administrative system. The distinction of the migration into Russia from that into the Western countries lies in the far lesser cultural gap which springs from the migrants' knowledge of Russian – the language of the inter-ethnic communication.

One of the causes of scepticism concerns the possibility of comprehending the present-day Russian society in terms of multiculturalism is the swelling of the ethnocentric dominant of the Russian social consciousness powerful enough as it is. To be sure, the controversial term can

be rejected, but there is no rejecting the measures aimed at arranging the community under the characteristics of cultural pluralism. The cultural pluralistic (multicultural) society is a society where the notion “culture” is not linked with the notion “ethnos”. The cultural variety is not based so much on ethnicity as on the variety of life styles, cultural reference points and trends.

Cultural pluralism consists not in the parallel existence of autonomous identities but in their reciprocal actions which presupposes both their mutual assimilation and their mutual transformation. In connection with the foregoing the following planks have been put forward:

- the Russian State Library will distribute the “IFLA guidelines concerning the multicultural services to populations” to all the central libraries in Russian regions.
- the Russian State Library is at liberty to draw up its own version of such a document which will take into account the historical, multi-ethnic, regional and other peculiarities of Russia.

The complicated character of multicultural services involves the necessity of elaborating special methodologies for Russian libraries employing the world experience and the experience drawn from in our multinational country during the past periods of development. ■

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