

## MEPA's BENEFITS

There are numerous benefits associated with forming a governing body for the publishing industry and the following are just a few of them:

- Clear understanding of our industry requirements in the Middle East and increased interaction with executives from other regions and cultures.
- Establish accredited training programmes in the region, promoting press freedom.
- Gain increased access to global research studies
- Increase credibility and provide a professional voice to our various governments in the Middle East

## MEPA's SERVICES

The services MEPA provides to its members are managed in three (3) categories: Marketing, Information, and Events.

- MEPA offers **MARKETING** services to its members
- MEPA offers **INFORMATION** to its members.
- MEPA organizes **EVENTS** such as workshops and seminars on topics germane to the industry. We will also organizes quarterly luncheons to help members keep abreast of issues in the industry.

### MEPA OFFERS MARKETING SERVICES TO ITS MEMBERS

There are several different kinds of marketing activities which MEPA performs on behalf of its members. These include organizing and managing an Annual International Fair, representation at international fairs outside of Middle East, and continually keeping in touch with relevant people and organizations internationally to promote exposure and marketing potential of members' publications. As well as through the MEPA Website, members have their contacts and their publications listed on the internet, thus receiving further international exposure. There are also plans for the future to establish an online Middle East Bookshop selling of its Members' Titles.

### MEPA IS A LOBBY GROUP ON BEHALF OF ITS MEMBERS

MEPA actively engages in various representation activities for its members. It puts forward the perspective of publishers in various forums that are of crucial importance to the Publishing Industry.

### MEPA OFFERS INFORMATION SERVICES TO ITS MEMBERS

Information is crucial in the successful running of a contemporary business. MEPA offers new up-dates to members on the website concerning forthcoming events and recent developments in the industry. There are various activities organized by MEPA to help members keep abreast of issues in the industry, to meet with each other in a social setting and to meet others in related industries like booksellers, printers and journalists. As well as MEPA organizes seminars and training workshops on topics ranging from book design

## HOW TO BECOME A MEMBER

To join MEPA, simply contact the office by telephone, mail, fax or e-mail, and let us know your current contact information and we will send to you our Membership Application Form. (Please see the page at [www.mepa.cc](http://www.mepa.cc) for the benefits and purpose of the association.)

By becoming a member of MEPA today, you already help ensuring a secure future for the publishing industry in your region. If you need further information related to membership, please contact us at

**Middle East Publishers' Association**

**Dubai Media City**

**Office No. 6, Media Business Centre**

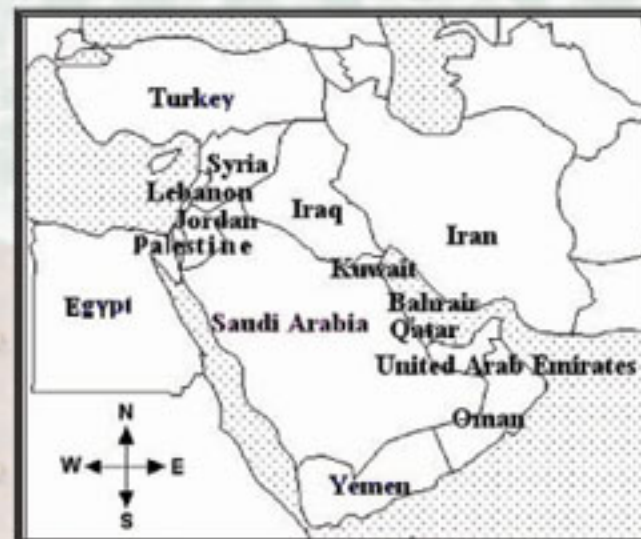
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HELP ENSURING A SECURE FUTURE FOR THE PUBLISHING INDUSTRY IN  
THE MIDDLE EAST REGION...



MIDDLE EAST  
PUBLISHERS' ASSOCIATION

BUILDING A SOCIETY OF PUBLISHERS THAT WILL THINK AND ACT...



## WHAT IS MEPA?

Middle East Publishers' Association (MEPA) is an FZ., LLC organization with the motto of building a society of publishers that will think and act for the benefits of the publishing industry.

For the first ten (10) months of its founding, MEPA had already convened several meetings of the publishers from the Middle East Region. The first Middle East Publishing Conference was held on 18th of January 2005 at the Knowledge Village, Dubai; with the cooperation of the two (2) world largest association such as the World Association of Newspapers (WAN) and the International Federation of Periodical Press (FIPP).

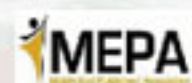
The aim of MEPA is to serve, promote and protect the interest of press and electronic publishers, whilst raising the future standards of the publishing industry in the Middle East.

## WHY JOIN MEPA?

Many individuals see membership fees for a professional association as a waste of money.

Professional associations exist for just about any industry. Associations are formed for the purpose of collaborating and learning from one another with the sentiment that helping each other provides better results than each person just doing it alone. When you join a professional association you receive great benefits. However, it is up to individuals to take advantage of the benefits offered by a professional association.

As a member of MEPA, your organization can contribute to the promotion and protection of the lawful interest of publishers in the specified region and take part in publishing industry initiatives.



Here are four (4) reasons for you, **WHY JOIN MEPA?**

### YOU GAIN RESPECT IN THE PUBLISHING INDUSTRY

Professional organizations hold their members to a high standard of conduct. Membership in a professional association says "I am serious about my vocation." As a publisher, your membership in a publishers association brings you the same professional respect in the publishing industry. For example, consider book reviews, an essential ingredient in promoting a new title. One source, The Midwest Book Review, specializes in reviewing titles from small publishers, self-publishers, academic publishers, and specialty presses. However, they give priority consideration to publishers that belong to a professional publishers association.



### YOU RECEIVE CUTTING-EDGE INFORMATION

Publishers associations provide their members with some form of regular communication (usually a newsletter) containing the latest developments and resources in the publishing industry. Many hold seminars and conferences to further their members' education and expertise in publishing related issues. The information you glean from belonging to a publishers association can improve your business and bring you more success in your publishing and promotion endeavors. Knowing what is working for other publishers helps you learn what to do to sell more copies of your books.

### YOU SAVE MONEY

Joining professional publishers association costs money. However, if you take advantage of the many membership benefits these associations offer (which can include co-op marketing opportunities, savings on shipping costs, and health and liability insurance programs for self-employed individuals), you will save money in the long run. Some small publishers claim that the money they save on SPAN's freight discount alone more than pays for their annual membership fees in the organization.

### DOORS OF OPPORTUNITY OPEN FOR YOU

Professional publishers associations provide many opportunities for you to network with other professionals in the publishing industry. Aside from the aforementioned seminars or conferences, some also provide an online discussion group for member publishers. These opportunities allow you to not only find out what is working for other publishers, but also lend you a venue to share your expertise. Networking in this manner can also lead to other prospects such as a co-publishing agreement. Displaying your titles at a trade convention can lead to great deals. While generally a costly endeavor, some publishers associations provide opportunities for you to affordably display your titles. One author received 26 inquiries from displaying his title at the Frankfurt Book Fair through PMA and ended up selling international rights to six foreign countries.

## MEPA's OBJECTIVES

Middle East Publishers Association is the umbrella body for book publishers in Middle East. Its objectives include:

- To encourage the widest possible spread of publications throughout Middle East and beyond
- To promote and protect by all lawful means the publishing industry in Middle East
- To protect members by dealing collectively with problems
- To cooperate for mutual benefit with other organizations concerned in the creation, production and distribution of publications
- To promote the development of public interest in publications in association with other publishing organizations with similar objectives.
- To serve as a medium for exchange of ideas with respect to publication, sales, copyright and other matters of interest

