

Argentina

Information on the economy in Argentina

Area:	2.79 million sq km
Population:	39.4 million (2007)
Population growth:	1 %
Literacy rate:	97.6 % (2007)
Gross Domestic Product:	(billion ARG pesos / US \$) 2007: 812,0 ARG pesos (260,1 US \$) Forecast 2008: 1067 ARG pesos (338,7 US \$) Forecast 2009: 1305 ARG pesos (395,1 US \$)
GDP per capita:	2007: 20,600 ARG pesos (6,609 US\$) Forecast 2008: 26,800 ARG pesos (8,522 US \$) Forecast 2009: 32,500 ARG pesos (9,843 US \$)
Exchange rate (October 2008):	1 Euro = 4,316 Pesos-ARG
Rate of inflation:	2007: 8.8 % Forecast 2008: 9,1 % Forecast 2009: 9,1 %
Unemployment:	2007: 8,4 %
Internet users:	2007: 236 (per 1,000 of the population)

(Source: bfai - Bundesagentur für Aussenwirtschaft, 2008)

Information on the book production in Argentina

Publishing companies and titles

Title production 2008

In 2008, 20,038 (2007: 22,245) new titles were published in Argentina, with print-runs totalling 82,512,468 copies. 75.8 % or 15,189 titles were by Argentinian authors (2007: 49 %). Printed books account for 96 % of annual Argentinian publishing company production. The remain 4 % are made up of 55.6 % CD-ROMs, 15.1 % internet, 13.4 % e-books, 10.6 % DVDs and 5.2 % laser discs, video, braille, floppy discs and others.

Title production and total print-runs 2008

New publications

Titles:20,038

Print-runs:82,512,469

(As of: 2008, source: Cámara Argentina del Libro)

New publications in Argentina by comparison 2001 - 2008

New publications registered by the ISBN agency from 2001 - 2008

Year	New publications	Total printruns
2001	12378	55005271
2002	9537	32976283
2003	13040	32891546
2004	16059	50694156
2005	17359	58871911
2006	19426	71182551
2007	22245	92768996
2008	20038	

As of: 2007, source: CAL / Fundación El Libro)

Title production in Latin America and Spain (2006)

Spain 63,489 (38.94 % of total title production in Latin America and Spain)

Brazil 43,129 (26.46 %)

Argentina 19,426 (11.45 %)

Colombia 10,812 (6.63 %)

Peru 4,142 (2.54 %)

Venezuela 4,010 (2.46 %)

Mexico 1,934 (1.19 %)

(As of: 2006, source: CERLALC)

- In 2006, 27.4 % (2005: 27.1 %) of all Spanish-language titles in Latin America were produced in Argentina, 18.6 % in Mexico and 16.5 % in Colombia.

- 7.91 % of all Latin American titles are published in Buenos Aires. At the same time, this corresponds to 68.83 % of Argentinian new titles, new editions and reprints. This means that the Argentinian capital is the continent's second biggest publishing city after São Paulo.

By comparison: (2006): São Paulo: 11.29 % (18,329 titles), Bogotá: 4.88 % (7,820 titles), Rio de Janeiro: 3.97 % (6,445 titles)

(As of: 2006, source: CERLALC)

Subjects, title totals (2008)

Subject	Titles
Literature, languages, linguistics	3,760
Education and special education theory	2,651
Law	1,690
Children's and teenage literature	1,269
Poetry	1,202

(As of: 2008, source: Cámara Argentina del Libro)

Number and size of publishing companies

In Argentina in 2008, there was a total of 2,285 actively operational publishing companies with ISBN registered books.

More than 50 titles annually: 3 % of publishing companies, share of total production: 42 %

10 to 30 titles annually: 12 % of publishing companies, share of total production: 24 %

Fewer than 10 titles annually: 83 % of publishing companies, share of total production: 23 %

(As of: 2008, source: Cámara Argentina del Libro)

In 2006 there were 18 branches of Spanish and 11 branches of other international publishing companies in Argentina, among them Océano, Anaya, Planeta, Norma, Siglo XXI, Random House Mondadori, Santillana, Tusquets, Holtzbrinck (Grupo Macmillan), Paulinas, Pearson Educación, Everest, Fondo de Cultura Económica, McGraw Hill, Urano, Grupo Zeta, Limusa, Thomson, Grupo Lagardere, S.M., Scholastic, Oxford University Press, Médica Panamericana.

Latin America by comparison

Brazil: 4,298 actively operational publishing companies, of which 545 publishing companies with more than three titles in the last three years (2003: 510)

Colombia: 1,906 actively operational publishing companies, of which 195 with more than three titles in the last three years (2003: 94)

Mexico: 1,321 actively operational publishing companies, of which 239 with more than three titles in the last three years (2003: 216)

(As of: 2007, source: CERLALC)

Rights and licences 2008

17 rights and licences for German-language titles to Argentinian publishing companies in 2008 (0.2 % of all rights and licences granted by German-language publishing companies).

Translations account for 4 % of total Argentinian production.

Of these

55 % are from English

17 % from French

7 % from Spanish

6 % from German

5 % from Japanese

3 % each from Italian and from Portuguese

1 % each from Latin and from Russian

2 % other languages

(As of: 2008, source: BBZ / Cámara Argentina del Libro)

Book exports

In 2008, Argentina exported books to the value of 94,347,143 US \$ to the following countries:

Country	Value	Per cent
Mexico	12,539,243	13.46 %
Uruguay	12,027,401	12.91 %
Chile	11,163,104	11.98%
Brazil	9,604,988	10.31 %
Venezuela	9,494,769	10.19 %
Peru	9,152,612	9.82 %
Paraguay	4,388,473	4.71 %
Colombia	3,787,092	4.06 %
Spain	3,155,546	3.39%
USA	3,097,364	3.32 %
Other countries	14,764,015	15.85 %

(As of 2008, source: CEI en base a INDEC)

Book imports to Latin America

In 2006, the Ibero-American countries imported books to the value of 1,435 m US \$.

73.8 % of imports went to Latin America, 20.6 % to Spain and 5.6 % to Portugal. The biggest importer in Latin America was Mexico at 423 m US \$, followed by Venezuela (110 m US \$), Brazil (88 m US \$) and Argentina (74 m US \$) Imports came from countries that included the USA (283 m US \$), Spain (263 m US \$), UK (29 m US \$) and Germany (14 m US \$)

Production

The production of registered titles is carried out to 96 % in Argentina.

The remaining 4 % breaks down as follows:

38.7 % China	2.4 % Brazil
16.2 % Uruguay	1.3 % Mexico
10.6 % Colombia	1.1 % South Korea
7.5 % Spain	0.4 % USA
5.3 % India	13.4 % other countries
3.1 % Peru	

Average book price

No information available

Fixed book prices

Since 2001, there has been a legally regulated price structure for books.

(Ley de Defensa de la Actividad Librera o de Precio Uniforme de Venta al Público, 2001).

Value Added Tax

No VAT is charged on books.

Copyright laws

Berne Convention (1948)

Universal Copyright Convention

National law on the protection of intellectual property

National law on the rights of the author (1997 and 1998)

Associations

Cámara Argentina del Libro (CAL):

2007: 427 members (publishing companies, wholesalers, importers, booksellers)

www.editores.org.ar

Cámara Argentina de Publicaciones (CAP)

2007: 57 members (publishing companies, wholesalers, importers)

www.publicaciones.org.ar

Cámara Argentina de Papelerías, Librerías, Papelerías y Afines (CAPLA)

2007: 400 members (bookshops and stationers)

www.capla.org.ar

Book fairs in Argentina

Feria Internacional del Libro de Buenos Aires

Organiser: Fundación El Libro, www.el-libro.org.ar

Dates: annually in April

Facts and figures

Exhibitors 2009: 1,256 (2008: 1,582)

Number of stands 2009: approx. 350 (2008: approx. 400)

Floor area 2009: 45,500 sqm (2008: 45,500 sqm)

Events (on open days for general public) 2009: (approx. 1,212 (2008: approx. 1,500)

Trade visitor days: 4

General public days: 18

Visitor total 2009: approx. 1.15 m (2008: approx. 1.24 m)

International participation 2009: 44 countries

Next fair: 22 April - 10. May 2010

Feria del Libro Infantil y Juvenil

Organiser: Fundación El Libro, www.el-libro.org.ar

Dates: annually in summer

Sources

Cámara Argentina del Libro (CAL), www.editores.org.ar

Centro de Estudios para la Producción (CEP): La industria del libro en Argentina (As of: 2005)

Buch und Buchhandel in Zahlen (BBZ) 2008

Fundación El Libro, Buenos Aires, www.el-libro.org.ar

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Bundesagentur für Außenwirtschaft (bfai)

Centro Regional para el Fomento del Libro en América Latina, el Caribe, España y Portugal (CERLALC): El espacio iberoamericano del Libro 2008, July 2008, www.cerlalc.org

As of: October 2009