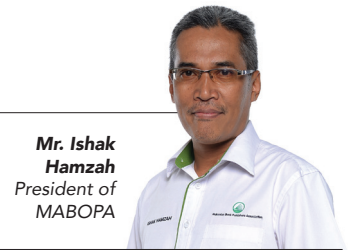




MABOPA

Steps Up Efforts in Promoting Malaysian Copyright-based Industries Abroad



Mr. Ishak Hamzah
President of
MABOPA

Malaysian Book Publishers Association (MABOPA) was founded in 1968 and it has 192 members.

The President of MABOPA, Mr Ishak Hamzah, mentioned that one of the objectives of MABOPA is to promote and protect by all lawful means the principles of copyright and to defend copyright against all infringements which may restrict the rights of copyright owner. He explains, "We have activities and collaborations with relevant government agencies for the Malaysian book industry, for example, we conduct series of pocket talks with our members and the public (authors, content creators, etc.) who are in the publishing industry to prepare themselves for overseas licensing opportunities, especially if they want to take part in international book fairs. We

have called experts in the industry

who have successfully bought and sold Intellectual Property (IP) licenses abroad to share their experiences, giving tips on how to make their content attractive for the overseas market but at the same time protecting their IPs. IP lawyers are also invited to our talks to create awareness on how members can develop their IPs further to increase the value of their business".

He says, "MABOPA continuously work together with Perbadanan Kota Buku (PKB) in organising Kuala Lumpur Trade & Copyright Centre (KLTC) during the Kuala Lumpur International Book Fair that attracts publishers and content creators from Asia to trade their IPs with each other and locals as well. We also encourage our members to participate in international book

fairs like Frankfurt Book Fair, Bologna Children's Book Fair, Beijing Book Fair, China Children's Book Fair, and Tokyo Book Fair, led by agencies like PKB, Institut Terjemahan & Buku Malaysia (ITBM) and also the Majlis Buku Kebangsaan Malaysia (MBKM)".

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which are platforms for publishers, literary agents, authors, creators and others to meet and have negotiations on selling of copyrights. The scope of copyright-based industry is still very much focused on print-to-print, and very seldom venture into the other segments. MABOPA disseminates all relevant information and opportunities provided by agencies like PKB, MyCreative Ventures and other parties who have incentives in the form of grants or



loans for its members to continue creating and developing their IPs further.

Mr. Ishak further explains, "We are looking into enhancing greater awareness of the wealth potential from copyright-based industry and conducting more training programs to enable publishers, writers/authors and literary agents, to fully understand the skills and the right method of buying and selling content rights. I can see the big potential as Malaysia has a great deal of unique content, and if properly packaged and marketed, can bring new wealth to the country".

