

Singapore – Home for Publishers of the Future

Strategically located within Asia Pacific, Singapore is the perfect home for publishers of the future. Already well-served by a network of printing and logistics services which is renowned for its quality, reliability and efficiency, the growth of the publishing industry is further boosted by national efforts to develop the media and infocomm industry. International publishers such as Wiley-Blackwell, Cengage Learning Asia, Cambridge University Press and Shanda Literature are based in Singapore. Homegrown publishers such as Marshall Cavendish, Popular Holdings, Singapore Press Holdings and World Scientific Publishing continue to contribute to the thriving publishing landscape and increase Singapore's publishing footprint across various categories including scholarly, professional, educational, popular magazines and trade.



Singapore Press Holdings Ltd is Southeast Asia's leading organisation. SPH publishes 17 newspaper titles in four languages and over 100 magazine titles in Singapore and the region. Every day, 3 million individuals or 77 percent of people above 15 years old read one of SPH's news publications. Besides broadcasting and new media, SPH has also ventured into outdoor advertising, events and properties.



World Scientific Publishing is a leading international homegrown publisher of books and journals for the scholarly, research and professional communities. It collaborates with prestigious organisations like the Nobel Foundation, US National Academies Press and its subsidiary, the Imperial College Press, publishing about 500 books and more than 120 journals annually.

Marshall Cavendish

Marshall Cavendish is an international publisher that publishes books, directories, magazines and digital platforms. With an extensive global network, Marshall Cavendish publishes in 13 different languages, encompassing a wide variety of interests ranging from home and library references, to education and business information.

POPULAR

POPULAR Holdings has over 50 years of experience in the publishing business and is an established household brand name in Singapore, Malaysia and Hong Kong where it has 132 retail stores offering books of all genres, stationery, educational materials and other items. POPULAR is also involved in the creation, development, publishing and distribution of innovative digital media content application and services to enhance teaching and learning in Singapore and the region.

Publishers

- ACP Magazines
- Asian GEOgraphic
- Asiapac Books
- Cambridge University Press
- Cengage Learning Asia
- CR Media
- Elsevier Singapore
- Epigram
- Expat Living Publications
- Fairfax Business Media
- Flame Of The Forest Publishing
- ISEAS Publishing
- John Wiley and Sons (Asia)
- LexisNexis
- Magazines Integrated
- McGraw-Hill Education (Asia)
- MediaCorp Publishing
- Page One Publishing
- Pearson Education South Asia
- Popular E-Learning Holdings
- Regent Media
- Sage Publications Asia-Pacific
- SPH Magazines
- Taylor & Francis Asia Pacific
- Ten Alps Communication Asia
- Times Publishing
- TTG Asia Media
- and more...

Partners

MDA also works closely with various government agencies and trade bodies to facilitate the development of the publishing industry. They include:

Government agencies:

- Infocomm Development Authority of Singapore (IDA)
- International Enterprise (IE) Singapore
- National Arts Council (NAC)
- National Library Board (NLB)
- Singapore Economic Development Board (EDB)
- Singapore Workforce Development Agency (WDA)
- SPRING Singapore

Trade bodies:

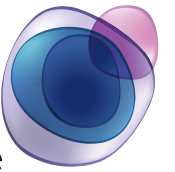
- Magazine Publishers Association of Singapore (MPAS)
- National Book Development Council of Singapore (NBDCS)
- Singapore Book Publishers Association (SBPA)
- Singapore Infocomm Technology Federation (SITF)

For more information visit www.smf.sg



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Publishing



The role and initiatives of the Media Development Authority

As the lead agency for the development of Singapore's media industry, the Media Development Authority of Singapore (MDA) is committed to catalysing growth in the country's publishing sector through three strategic approaches: **internationalisation**, **digitalisation** and **multiplatform extension**.



01 : Magazine publishers such as CR Media, Magazines Integrated and Expat Living have enhanced their connection with readers through digital offerings, ranging from exclusive web content to social media presence.



02 : MediaCorp's *Style* magazine is Singapore's first interactive digital magazine published on the iPad.



03 : Published by Flame Of The Forest Publishing, *Mr Midnight*, a series of horror/suspense stories for children by James Lee, has sold more than 2 million copies.

An integrated series of incentives and programmes has been devised to support the development of a sustainable and digitally-equipped publishing industry. They include:

Enterprise Development

(a) Spearheading Publishing Innovation for New Enterprise (SPINE)

SPINE supports Singapore's publishing companies in the development of brand-led publishing programmes which may involve the development of new publishing properties, or the enhancement, extension, or expansion of established publishing properties in relation to content, design and distribution.

(b) FutureBooks

As part of the Future of Media initiative, the FutureBooks partner network is championed by Singapore's leading media and infocomm companies such as Creative and Singapore Press Holdings (SPH). FutureBooks also supports the development and commercialisation of innovative applications and content for the e-book platform by leveraging on the technology, content and distribution network provided by the network members.

(c) Media-in-Learning

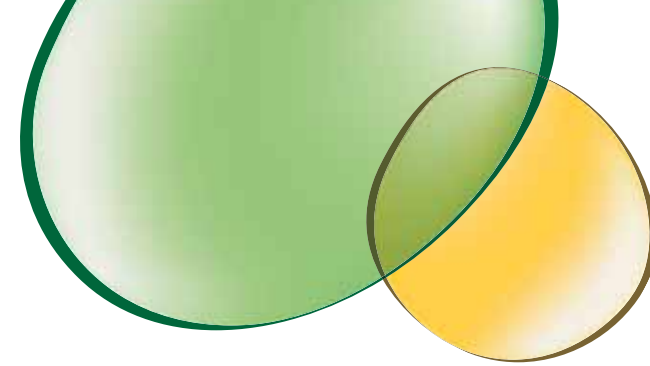
The Media-in-Learning initiative supports the creation and exploitation of pedagogically-sound digital products that integrate the use of media to deliver effective teaching and learning.

(d) iJAM Micro Funding Scheme

The Interactive and Digital Media (IDM) Jump-start And Mentor (iJAM) Micro Funding Scheme supports startups in their exploration of the technical merit or feasibility of technologies and ideas that have the potential to create business disruptions and build new industry subsectors.

(e) International Media Manpower Programme (IMMP)

The International Media Manpower Programme (IMMP) supports Singapore's media enterprises in attracting and anchoring the services of top international media talents in Singapore to boost the capability of the company.



04 : Award-winning picture book, the *Prince Bear & Pauper Bear* by Emily Lim, was brought to life in an iPhone app developed by Axion Books.

05 : Scrawl Studios's *Nanoboy* expands its microscopic world from animation to interactive e-learning and comics with *Mission Health* and *Nanoboy Adventures*.

06 : Organised by the Association of Comic Artists (Singapore), IGNITE! or the Inaugural Graphic Novel Initiative saw the publication of *ARENA*, a collection of 10 short graphic novels created by first-time Singaporean writers and illustrators.

07 : Users can merge the real and virtual worlds and experience a whole new way of learning and storytelling through educational and interactive applications developed by MXR Corporation Pte Ltd, a leading proponent of Mixed Reality technology in Singapore.



Talent Development

(a) Media Training and Attachment (META)

The Media Training and Attachment (META) Programme provides support to Singapore's media enterprises by providing attachment opportunities for Singapore-based talents to work on significant media projects. The attachment should provide opportunities for Singapore-based talents to develop a strong understanding of the trade and attain practical hands-on experience in making world-class content for the international market.

(b) Media Education Scheme (MES)

The Media Education Scheme provides scholarships to Singapore citizens and permanent residents. This scholarship allows participants to pursue full-time tertiary education in media-related courses both locally and overseas at reputable institutions.

(c) Centre for Literary Arts and Publishing (CLAP)

The Centre for Literary Arts and Publishing (CLAP), as the training arm of the National Book Development Council of Singapore (NBDCS), conducts a comprehensive series of training workshops and courses for publishing professionals, ranging from creative writing to business development.

(d) First-Time Writers and Illustrators Publishing Initiative (FTWIPI)

The First-Time Writers and Illustrators Publishing Initiative, organised by MDA and National Book Development Council of Singapore (NBDCS), aims to nurture the development of publishing talents through workshops and mentoring. Since its inception in 2005, the initiative has supported the publication of more than 50 children's and comics works.

Outreach Programmes

(a) Media Fiesta: Promoting Media for Work, Learning and Play

Media Fiesta is an annual, month-long nationwide public education initiative hosted by MDA. This festival provides Singaporeans with fun and engaging opportunities to experience and learn more about media, as well as how they can use media in a responsible and discerning way for work, learning and play.

(b) Asian Festival of Children's Content (AFCC)

Co-organised by the National Book Development Council of Singapore and The Arts House, the Asian Festival of Children's Content (AFCC) aims to foster excellence in the creation, production and publication of children's material with Asian content in all formats, as well as to facilitate their distribution and access to Asia and the rest of the world.

