



SINGAPORE BOOK
PUBLISHERS ASSOCIATION

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Singapore Book Publishers Association launches inaugural Publishing Awards 2012

Awards aim to raise profile and showcase high standard of publishing in Singapore

Singapore, November 8, 2011 – From best novel to non-fiction title to e-book, best debut work to cover design and even the best retail campaign, the Singapore Book Publishers Association (SBPA) aims to raise the profile and showcase outstanding work by the publishing industry in Singapore through the inaugural Publishing Awards 2012. The awards, launched at the SBPA Gala Dinner held on October 28, will be open to all local, regional and international publishers based in Singapore.

Recognising excellence in Singapore's literary world

Formally incorporated in 1968, the 43-year old SBPA currently has 74 member companies that engage in a wide range of publishing, marketing and distribution activities in Singapore. Throughout the years, the association has played a critical role in supporting members to maintain a high standard of creativity and service in the publishing business, and organises various activities including book fairs, book launches and seminars for its members.

Triena Ong, President of Singapore Book Publishers Association and Publisher of ISEAS Publishing said, "There is already a high level of creativity and professionalism in Singapore's publishing industry. Many publishers have embraced technology early and are starting to see their ebook business take off. Singaporeans may not know that local publishers have been winning awards overseas and enjoy a good standing on the international platform. We feel this is the right time to have our very own Singapore awards and to create a sustainable platform that can recognise achievements and outstanding work by publishers, authors, book retailers and even designers. This award will be the Oscars of Singapore's publishing world!"

Publishing Awards 2012

SBPA has selected six categories for the inaugural publishing awards, namely, Best novel, Best debut work (any genre), Best nonfiction title, Best cover design, Best ebook and Best window display or retail campaign. To be eligible for the awards, titles must be published between April 1, 2011 and April 30, 2012. Winners will be announced at the next SPBA Gala Dinner during the Singapore Writers Festival in November 2012.

“These awards provide not only a good opportunity to educate the public on the role publishers play in nursing a book from manuscript to the retailer but will encourage and reward publishers for their important contribution. I am personally glad to see SPBA has included cover design and in-store display as categories in this inaugural show,” commented Allein Moore, editor of AdAsia a leading publication for the local advertising and marketing community, who will be judging Best Window Display or Retail Campaign.

Other than Best novel and Best nonfiction title, SBPA has included best ebook category to recognise the rising trend of books being released on the digital platform. SBPA has also included Best debut work (any genre) category to encourage new and budding authors.

Entry forms for the award will be available on the SBPA website (www.singaporebookpublishers.sg) from April 2012. Winners will be announced at the next SPBA Gala Dinner in November 2012. To learn more about SBPA Publishing Awards 2012, please visit <http://www.singaporebookpublishers.sg/sbpaawards-submissions.html>

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About Singapore Book Publishers Association Publishing Awards

The Singapore Book Publishers Association Publishing Awards is open to all local, regional and international publishers based in Singapore. The awards aim to raise the profile and showcase high standards of publishing in Singapore.

About Singapore Book Publishers Association

The Singapore Book Publishers Association has 74 members engaged in a wide range of publishing, marketing and distribution activities. All members are publishing companies based in Singapore, including foreign companies that have their Asian headquarters here. The SBPA is a member of the Asia-Pacific Publishers Association, as well as the ASEAN Book Publishers Association of which Singapore's Triena Ong is President.

For more information please visit: www.singaporebookpublishers.sg

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