

ChristianTrade Association International Annual Report to Members

Presented by Sylvester Ejeh, Chairman, 12 July, 2009, Denver, Colorado U.S.A.



2008-2009 was a sobering, exciting, sad, and joyful year. Due to the economic crisis, we lost friends who had played major roles in the industry—some for decades—while other businesses have grown. Overall, our membership has held steady.

Some countries—especially in the global South—haven't felt the world economic crisis as much as others, which have been hit more. Many Western producers now see international Christian-product and translation rights sales—which have stayed more stable than their home markets—as more critical than ever to their success.

For ChristianTrade, this past year has been one of cautious optimism. We had to delay Marketsquare Europe and our first conventions in Africa until 2010, largely due to the economic times. However, 2008-2009 saw encouraging highlights:

- In September 2008, we held the 7th **Marketsquare Asia** convention in Hong Kong. Attendees came from 15 countries, including nearly 100 mainland China Christian booksellers and publishers of Christian books. The Korea Christian Rights Fair was expanded to two days.
- The 2nd annual **Marketsquare International** in Atlanta, Georgia, drew more than 200 attendees. This convention is smaller, more convenient, and far less expensive than some international shows, and all the important American suppliers are there.
- In spring 2009, we published the 4th **International Market Directory**, free to ChristianTrade members, listing 1,000 suppliers from 62 countries. It's an invaluable tool for those seeking Christian product worldwide and is free to our supplier members.
- ChristianTrade supported CBA Indonesia's **Indonesian Christian Retail Expo 2008**, which drew about 10,000 attendees and 225 exhibitors. It included bookseller training by ChristianTrade's Jack Scott and Indonesian experts. Jack also helped train Christian retailers in Mexico.



We are really looking forward to the next 12-18 months. Watch our web site and your e-mail in-box for more details on these upcoming events:

- Please join us for **Marketsquare Asia**, 6-8 September, 2009 in Hong Kong, followed by the Korea Christian Rights Fair, 10-11 September in Seoul.
- **Marketsquare International**, again in Atlanta, will be 10-12 January, right after the Atlanta Gift Mart. Pre-registered international buyers **receive a free nights' lodging**.



- Next spring, ChristianTrade will hold its first **Marketsquare Africa** conventions. This unique show will spend three days each in **Ghana**, **Nigeria**, and **Kenya**, connecting with stores and suppliers, providing workshops, and exhibiting product appropriate for Africa.
- We are re-launching **Marketsquare Europe** in Eastern Europe, currently slated for October 2010—just before the Frankfurt International Book Fair.
- Finally, in the next few months we plan to launch a newsletter to keep you updated on ChristianTrade activities and what God is doing worldwide.

We now have 19 countries with active ChristianTrade associations. Members receive the *International Market Directory*, discounts on ChristianTrade/CBA events, and other benefits.

Membership	2006	2007	2008	2009
Member Nations	19	19	20	19
Nation Members (excludes USA)	1925	1827	1643	1712
Direct Members	135	168	245	209
Total	2079	2014	1908	1940

We again finished our fiscal year (which ended 31 May) on the plus side:

All Numbers are US Dollars	2009 Budget	2009 Actual	2010 Budget
Revenue	\$ 240,000	\$ 216,798	\$ 221,000
Expenses	\$ 237,625	\$ 207,724	\$ 214,500
Net	\$ 2,375	\$9,074	\$ 6,500

ChristianTrade's board of directors is elected by representatives of each member nation during the Annual General Meeting. Currently, they are: **Alex Lee** (Hong Kong), **Stephan Spies** (South Africa), **Jean-Luc Cosnard** (France), **Eric King** (U.S.A.), and **Jim Powell** (ChristianTrade president). If you have suggestions or comments, please contact us. Please pray for us as we work to help you reach more lives with good Christian resources. Thank you.



Sylvester Ekeh (Nigeria), Chairman

