

# UMS partakes in world's largest Book Fair

DE 24.10.2014 10

KOTA KINABALU: The University of Malaysia, Sabah (UMS) through its Publishing Department for the first time participated in the world's largest book festival 'Frankfurter Buchmesse' or Frankfurt Book Fair (FBF) in Frankfurt, Germany.

UMS was represented by its Deputy Vice Chancellor (Research and Innovation), Associate Professor Ts. Dr Ramzah Dambul and UMS Publisher Director, Assoc Prof Dr Asmiaty Amat was one of the participants in the Malaysian delegation to the FBF who was also accompanied by Education Minister Dr Maszlee Malik.

According to Assoc Prof Dr Asmiaty, FBF is different from other world events as it deals with the trade of copyright which includes book content, ideas and innovations, translation rights, publishing rights, contracts and many other agreements.

"As the only university in the Borneo region represented in the fair, UMS has preserved a unique book on Sabah entitled 'Price of Sovereignty: The Sulu Invasion and Its Impact on Sabah's East Coast Security', in addition to displaying a catalog of UMS's most recent publications.

"The opportunity to attend this prestigious international book fair saw UMS holding discussions with several international publishers and aggregators such as EBSCO, APA Publishing, Springer, MC Graw-Hill, Bangla Academy, Cengage Learning Asia, Taylor & Francis and De Marque Inc., Canada," she said.

Dr Asmiaty said collaborative planning of publishers and owners of the database includes collaborations on the use of digital technologies such as virtual and augmented reality, copyright sales, and



**Dr Asmiaty (right) represented UMS signing MoU documents with Cengage Learning Asia while Dr Maszlee Malik looks on.**

translation and publishing cooperation.

"UMS's collaboration with international printing companies and database owners is expected to provide UMS publications with greater access to international reach, in line with the university's aspiration to make UMS scholarly writings easier to share with academic groups and increase the number of sessions," she said.

Several programmes were organized with the Malaysian delegation including a keynote address by Dr. Maszlee Malik at Goethe University, book launches and collaboration meetings with other publishers.

"An agreement has been made in the field of translation bilaterally through UMS's Memorandum of Understanding (MoU) with Cengage Learning Asia, which

was witnessed by Dr. Maszlee is one of the leading marketing methods for UMS books in Asia.

"Besides, Dr Maszlee also had the opportunity to launch a book on UMS titled 'Mediation in the Development of Sabah Novels' with 12 members of the Malaysian Scientific Publishing Council (Mapim) in a ceremony attended by the Goethe University President, Prof. Birgitta Wolff as well as Malay literary and linguistic researchers, namely Prof. Arndt Graf and Prof. Bernd Northofer," she said.

The five-day FBF brought together 705 small and large exhibitors, representing authors, editors, publishers and key entities in the publishing, printing, journal and film industry and technology experts worldwide.