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Advocacy ON Book Publishing

by
Atty. Dominador D. Buhain

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Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

RUFUS B. RODRIGUEZ

Representative

2nd District, Cagayan de Oro City

FOREWORD

Atty. Dominador D. Buhain began his journey with a mission: to put in the hands of every Filipino student quality and affordable books. His expedition has taken him not only from Batanes to Tawi-Tawi, but quite literally to all continents of the globe.

His vision to put the country's book publishing industry at par with the world's best has taken him on an enviable voyage to over a hundred countries. He has met business leaders and government dignitaries, shared with them his country's distinct problems and learned of the experiences of others. And through it all he has gained a unique insight into publishing trends in Asia and the rest of the world.

In August 1995 Atty. Buhain was elected President of the Philippine Educational Publishers Association (PEPA), the country's premier organization of textbook publishers. Through his leadership PEPA, in tandem with other book associations such as the Book Development Association of the Philippines (BDAP), Association of Philippine Booksellers (APB), and the National Book Suppliers and Publishers Association (NBSAP) spearheaded the crusade for the passage of a legislation that would boost the industry to its greatest potentials; thus, Republic Act 8047 - the Book Publishing Industry Development Act (RA 8047) was enacted by Congress.

In 1996 he was appointed member of the Governing Board of the National Book Development Board, an agency attached to the Office of the President mandated to implement RA 8047, and was elected the Board's first chairman.

As PEPA President, Atty. Buhain became the first Filipino to be elected to the Executive Council of the Asia Pacific Publishers Association (APPA) in Shinjuku-ku, Tokyo, Japan wherein he was assigned to chair the APPA Co-Publishing Committee. As the Chair of the Co-Publishing Committee, he

anticipated a paradigm shift in the market for indigenous publications. He advocated for original publications authored by local writers to preserve the authenticity of their work which in many cases is lost in translation or adaptation. This paved the way for co-publishing ventures among APPA member-countries.

In the year 2000, he was elected Vice-President of APPA at its General Membership meeting in Beijing, China.

As the country's Chief Delegate to the International Publishers Association (IPA) since 1996, he has succeeded in focusing world attention to the country's book publishing industry.

In August 2007 he assumed the presidency of the ASEAN Book Publishers Association (ABPA) during the turnover ceremony held at Trader's Hotel, Pasay City. ABPA was organized just two years earlier to further strengthen cooperation among publishers in the ASEAN region.

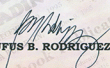
With Atty. Buhain as President, PEPA has battled for the exemption of books and similar publications from the coverage of the Expanded Value-Added Tax. After its relentless struggle, PEPA finally got its wish. Congress passed an amendment exempting book sales from E-VAT. During the recent past, a move was initiated to reimpose the EVAT but PEPA together with the other associations once more successfully persuaded Congress not to do so as it would result to higher books prices.

Books are an indispensable link between peoples and countries, between advanced and lesser-developed economies. The printed word is an essential tie that binds people. This tenet is one of the cornerstones of Atty. Buhain's philosophy. As President of REX Book Store, Inc., one of the country's foremost book publishers, he has used his time and resources to work for the sustainable development of the country's book industry. He has embarked on a quest for the rightful place of the Philippines in the international book publishing arena.

There is an old Chinese adage that *"each generation builds a road for the next."* Atty. Buhain, and others like him in the industry, has begun building that road.

Three of the most important concerns of the publishers were resolved during occasion.

Valdes is the issue on the purchase of non-textbook instructional materials. He reiterated that DECS Secretary Andrew Gonzalez has not actually banned the purchase of supplementary references and other instructional materials.


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