

READING BRAZIL

News and Trends from the Brazilian Publishing Industry

Frankfurt Book Fair • Wednesday, 10 October 2012 • Published by Publishing Perspectives & PublishNews



Sugar Loaf, a landmark in the Olympic city of Rio de Janeiro

Kobo, Amazonaphobia & Brazil's Evolving E-Book Market

By CARLO CARRENHO

The rumor that Amazon.com was launching in Brazil has been gossiped about for months now. Yes, Seattle executives started visiting last year and as a result, Brazilians have imagined all kinds of stories, including one that places Jeff Bezos himself in Brasilia signing a secret deal to sell Kindles to the federal government—a story that sounds as mythological as the Amazonian legend that pink dolphins can seduce and impregnate young ladies in the Amazon region.

But executives from Seattle were not the only e-retailers said to be traveling to Brazil. Much more discreetly, Kobo employees started visiting Brazil in 2011, starting with the Digital Book International Congress, organized by the Brazil-

ian Book Chamber. Several flights under the radar later, Kobo announced a partnership with chain bookseller Livraria Cultura this September, with operations scheduled to start in late October. This makes Kobo the first large international player to launch in Brazil—beating their Seattle competitor to the country from which it derives its very name.

Kobo and Cultura

Livraria Cultura is an important mid-sized bookstore chain, and was Brazil's pioneer in selling books online during the late 1990s. They have a solid reputation as one of the best booksellers in the country. "The choice of Kobo was a very natural one, since we wanted an open and good-quality platform," explains Sergio Herz, Livraria Cul-

Kobo is the first big international e-bookseller to announce its launch in Brazil. Can the others be far behind?

tura's CEO. "The Kobo e-readers will be sold in Brazil always with our signature, and the partnership brings the growth of our e-book catalog to three million titles, of which 15,000 will be in Portuguese." At this moment, the Brazilian bookstore offers only 11,000 titles in Brazilian Portuguese, which is pretty much the total number of commercial e-books "in print" in Brazil, discounting public domain

and self-published titles.

Livraria Cultura hasn't disclosed exactly when Kobo's e-readers will be available for sale in their stores, nor the final prices. But according to the local newspapers, the e-readers will be available for sale at the end of October and will cost less than an imported Kindle. Today, after taxes and shipping, Brazilians pay around US\$216 for the most basic device from Amazon.com.

Amazonaphobia

Amazon.com, of course, has been working hard to sign deals with Brazilian publishers and put a digital catalog together. There is suspicion that the company and its representatives are having a difficult time in their negotiations. Brazil's ... [more on page 2 »](#)

Selling Rights To and From Brazil: Two Agents Discuss

Literary agents Nicole Witt (Germany) and Lúcia Riff (Brazil) discuss the international potential of Brazilian literature

By IONA TEIXEIRA STEVENS

These days, all eyes are on Brazil, in large part thanks to a confluence of events: the 2014 World Cup and the 2016 Summer Olympic games. In publishing, Brazil will take the spotlight as Guest of Honor at the Frankfurt Book Fair (2013) and Bologna Children's

Book Fair (2014). But how can publishers take advantage of all the attention? And is Brazilian literature worthy of a long-term investment?

A growing number of literary agencies are paying closer attention to the Brazilian market, not only finding new Brazilian authors to publish abroad, but selling foreign titles into ... [more on page 5 »](#)

Join us for Caipirinha Hour



TODAY at 5:30 p.m.
Hall 5.1, Stand E953

Kobo, Amazonaphobia & Brazil's Evolving E-Book Market

cont'd from page 1 ... book professionals follow the US market very closely, and the various controversies between Amazon and American publishers and booksellers are well known in Brazil. Add to that the fact that Amazon rarely talks to the press, and journalists and publishers alike have developed a kind of "Amazonaphobia."

However, after more than a year of tense negotiations, things are starting to progress. Amazon hired a Brazilian employee in January. In August, following years of litigation with a local IT company (itself based on the shores of the Amazon and legitimate owner of the name), Seattle was finally able to secure the domain www.amazon.com.br.

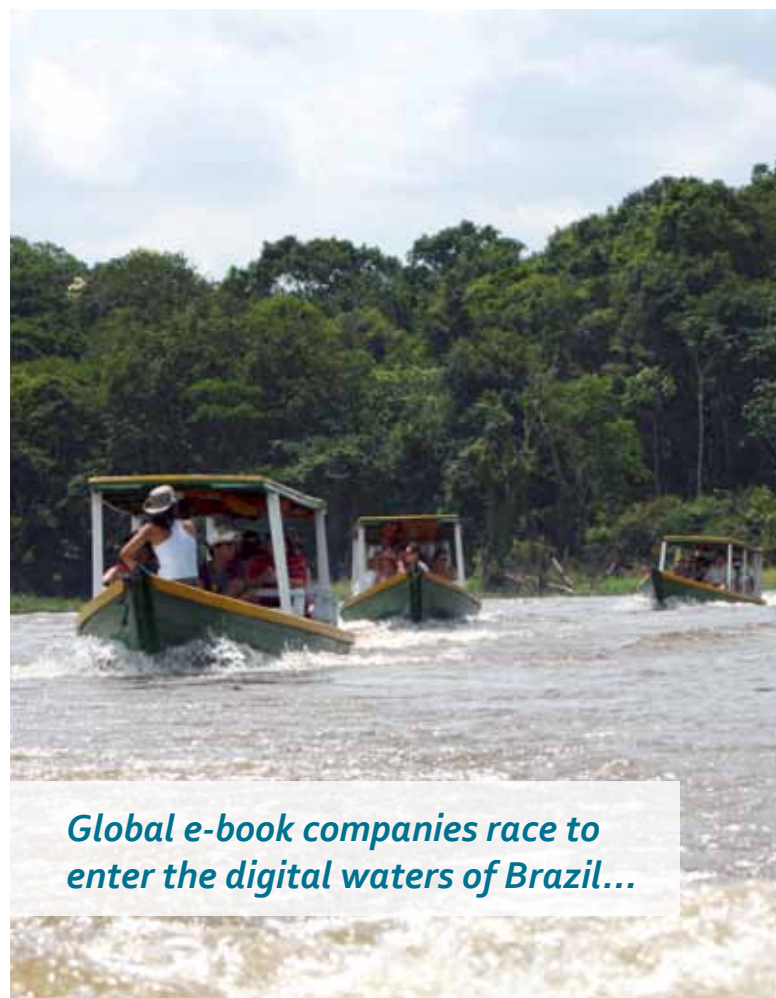
The market was expecting the Brazilian store to open in 2012, but chances are it may have to wait until 2013. Russ Grandinetti, Amazon's VP for the Kindle operation, was in the country for the first time this August to speak at the São Paulo Book Fair, known as Bienal do Livro.

Where are the Other International Players?

Google, Apple and Barnes & Noble appear to be behind Kobo and Amazon. Google hired a Brazilian executive exclusively to secure content in Latin America more than a year ago and, for some time, the market expected a local Brazilian Google Play store to launch in 2012, but things have been quiet at the São Paulo Google headquarters. Apple seems to be a little late opening up in Brazil—despite promises to the contrary—but that's no surprise considering they only opened a Brazilian iTunes store in December and never bothered to open an Apple store in the country. Barnes & Noble has expressed an interest in Brazilian and Portuguese content, but little is known about whether or not the country is on the short-term agenda—or else they have been working very discretely.

The Good Problem of the Brazilian Tax System

One thing all the international e-booksellers who are looking to enter the market share is the challenge of dealing with the Brazilian tax system—something that has been cited as an excuse for the delays. The tax problem, however, is a good one in its origin: books are absolutely tax-free in Brazil, with no VAT or sales tax. Of course, that relates only to print books, so when it comes to e-books, it gets a little complicated. Thus far, everyone is treating e-books as tax-free products even though there is no legal guarantee. E-readers, in particular, are an issue and a bill is currently



Global e-book companies race to enter the digital waters of Brazil...

being discussed in the Senate to amend the National Book Law to render the e-reader (e-ink only, not tablets), as well as e-books, as tax free. Should the bill pass, sales of e-readers are expected to rise significantly, as current import taxes can run as much as 60% on devices.

Further complications arise with the tax code when it comes to e-book distribution models. Books are tax-free, but services are not. So if you buy and sell books, there is no tax, but if your distribution qualifies as a "service"—B2B activity, for example—you would be subject to tax rates as high as 14.25%. This is known as ISS and PIS/Co-fins. This is a direct impediment to the application of the "agency model" in Brazil, as the "agency services" would be taxable. What's more, as in the US, there is a debate regarding the very legality of the agency model, with no firm and decisive answer on the horizon. •

SUBSCRIBE:

Get the latest news from Brazil right in your inbox.

SUBSCRIBE FOR FREE to PublishNews Brazil:

» publishnewsbrazil.com

How Big is Brazil's E-Book Market?

The truth is that no one really knows how big Brazil's e-book market is because very little data is available. For the first time in 2011, the Brazilian Book Chamber released *some* figures for the digital market. According to their findings, the Brazilian e-book market in 2011 was worth US\$462,500 in publishers' revenues. This is less than 0.02% of the market, but also appears to be extremely conservative.

Extrapolating from bookstore data reveals a more optimistic picture. While only a handful of bookstores that sell both digital and print provide their numbers for both products to Brazil's industry trade newsletter, *PublishNews*, a look at these figures for August suggests that the sum of sold copies of the top 10 digital titles is about 5% of the sum of the top 10 print titles. This doesn't mean the whole market is selling 5% digital. The real figure is probably somewhere below 1% and above 0.4%. These are not very solid statistics but, as Brazilians say, if you don't have a dog, you hunt with a cat. •

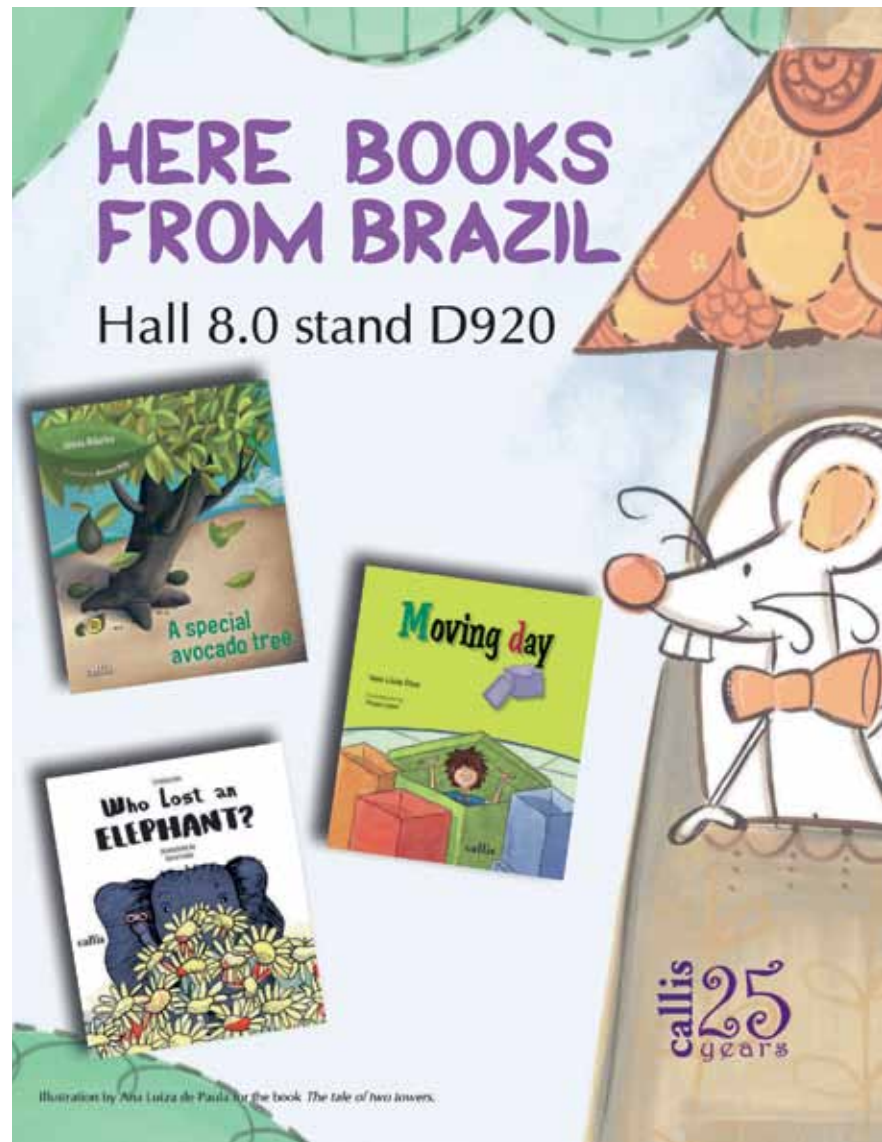


Illustration by Ana Luiza de Paula for the book: The tale of two insects.

Translation Grants: How to Publish a Brazilian Author for Free (Almost)

Brazil has committed \$35.5 million to translating, publishing and promoting its authors abroad.

By IONA TEIXEIRA STEVENS

In July this year the Brazilian National Library Foundation (FBN) established the International Book Center (CIL) to promote Brazilian literature abroad through translation grants. The FBN, which is also responsible for reading incentive programs in Brazil, together with the Brazilian government, has committed US\$35.5 million to the program through the year 2020. It includes several distinct elements.

1) Grants valued at US\$4,000 per title are available to publishers and translators willing to publish Brazilian authors abroad. The grants are available for fiction and humanities books, and very soon it will also include STM (scientific, technical, medical) books. Applications are accepted on a rolling basis. Fifty titles are expected to be funded and published yearly.

2) The FBN will grant up to US\$7,500 for foreign translators working on Brazilian texts to travel to and live in Brazil for five weeks. The goal is to help translators learn about Brazilian culture and language and participate in pro-

fessional activities. Ten translators will be funded in the first year.

3) The program offers support to publishers who wish to invite Brazilian authors to travel in support of their books at foreign fairs, book signings and workshops abroad.

4) Finally, the program offers up to US\$3,000 to publishers from Portuguese-speaking countries to publish Brazilian authors.

While government incentives to publish Brazilian literature abroad have existed since 1991, revised incentive programs were initially announced in July 2011 in anticipation of Brazil's participation at the Frankfurt Book Fair as Guest of Honor in 2013—as well as other international events, such as the Bologna Book Fair, where Brazil will be Guest of Honor in 2014.

The results of the revised program have been staggering, with 116 projects approved in the first year—a notable increase from the previous period between 1991 and 2010, when a total of 178 projects were given grants. As of August 2011, the programs also now cover digital projects.



Fábio Lima coordinates the Translation Grants Program

Between July 2011 and July 2012, Germany received the most grants—a total of 16—followed by Romania (15), Spain (13), France (11), Italy (11), Uruguay (7), Argentina (6), United Kingdom (6), USA (4), Sweden (3), Mexico (2), Holland (2), Egypt (2), Croatia (2) and China (2).

The list of the most translated authors is a mix of classic authors such as Machado de Assis and Lima Barreto, and contemporary writers, like João Paulo Cuenca and Luiz Ruffato. The three most translated authors, both in the last decade and in the last year, were Clarice Lispector, Jorge Amado and Moacyr Scliar. Lispector, in particular,

Events: Translation Grant Information

Fábio Lima, coordinator of the grants program at the National Library, will offer presentations about the various subsidies available through the Brazilian government at the Brazilian stand, Hall 5.1 E953:

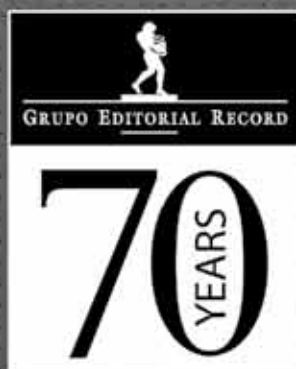
- **Wednesday at 10:00 am**
- **Thursday at 14:30 pm**
- **Friday at 10:00 am**

There will be an opportunity to ask questions directly to the translation grants program coordinator.

Fábio Lima will also be interviewed at the Sparks Stage in Hall 8.0 N988 on Friday, October 12, at 1:00 pm.

proved popular, with her work represented by 12 publishers from 8 different countries.

“These programs are an essential incentive to promote Brazilian literature and help writers get published abroad” says Fábio Lima, coordinator of the grants program at the National Library. •



RECORD PUBLISHING GROUP
BRAZIL

The best selection of award-winning Brazilian authors.
Fiction, non-fiction, classics.

Come see us in Hall 5.1 E950.
www.record.com.br

Visit our website:



PUBLISHING BRAZILIAN AUTHORS? THE GOVERNMENT OF BRAZIL WANTS TO HELP.

THE BRAZILIAN NATIONAL LIBRARY OFFERS FOUR DIFFERENT KINDS OF GRANTS TO SUPPORT PUBLISHERS WORLDWIDE IN THEIR EFFORT TO PROMOTE THE BRAZILIAN LITERATURE. THERE ARE GRANTS FOR TRANSLATION, PUBLICATION, AUTHOR'S TRAVELS AND TRANSLATOR'S RESIDENCY IN BRAZIL. ALL YOU HAVE TO DO IS APPLY.

BRINGING BRAZILIAN BOOKS CLOSE TO READERS WORLDWIDE

The International Book Center, linked to the National Library Foundation (FBN-MinC), is the new government agency responsible for the promotion of Brazilian literature and books worldwide. Following the enhancement of the Support Program for the Translation and Publication of Brazilian Authors Abroad in 2011, the Center has launched new programs to reinforce its actions.

01 - Support Program for the Translation and Publication of Brazilian Authors Abroad

Foreign publishers interested in publishing Brazilian authors are eligible for this program. In order to apply for a grant, the publisher must present a title for translation or reissue in print, e-book or both. The maximum grant offer is US\$ 8,000 and the program is permanently open.

02 - Support Program for the Publication of Brazilian Authors in the Community of Portuguese-Speaking Countries (CPLP)

Publishers from CPLP member states who wish to publish literary works or titles in the humanities by Brazilian authors are eligible for this program. The maximum grant offer is US\$ 6,000.

03 - Residency Program for Foreign Translators in Brazil

Foreign translators already working on the translation of a Brazilian book may apply for a maximum grant of R\$ 15,000 for a residency of up to five weeks in Brazil. The grant should cover living expenses and airfares.

04 - Exchange Program for Brazilian Authors

Foreign publishers may apply for grants to cover the travel expenses of Brazilian authors promoting their books abroad.

The grants in Frankfurt

Learn more about the Brazilian grants at these Frankfurt events with Fábio Lima, the coordinator of the Translation Support Program:

Brazilian Translation Grants: a general presentation | Thu, Oct 11, 16:30 | Fri, Oct 12, 10:00 | Brazilian Booth | Hall 5.1, E953

The Brazilian Translation-support Funds: a conversation with Fábio Lima | Fri, Oct 12, 13:00 | Sparks Stage | Hall 8, N988

For further information, visit www.bn.br/cil/translation or write to cil@bn.br.

BRAZIL GUEST OF HONOUR AT THE FRANKFURT BOOK FAIR 2013

WWW.BRAZIL13FRANKFURTBOKFAIR.COM



MINISTÉRIO DA CULTURA
Fundação BIBLIOTECA NACIONAL

Ministério das
Relações Exteriores

Ministério da
Cultura



Agents on Brazil's Literature Abroad

cont'd from page 1 ... the country. According to German agent Nicole Witt, Brazil's economic growth and capacity to pay for rights upfront is making it more interesting for foreign publishers to sell titles in Brazil. "The main challenge for foreign authors is to find the best Brazilian publisher for his/her book, and to establish a solid relationship," says Lúcia Riff.

For Brazilian authors abroad, the biggest difficulty is still the language barrier. "Portuguese is spoken by millions of people, but it is little studied in other countries," notes Witt. "In practical terms it means that there aren't many publishers and editors that are able to read and judge texts in Portuguese."

And who is catching their eye? Both agents say they don't trust formulas, but search for good stories. As a foreign agent, Witt pays particular attention to reviews, literary prizes, and bestsellers, while looking for Brazilian themes that are also universal—all of which might entice a publisher to want to translate a book from Portuguese.

All in all, both agents are confident that Brazilian literature is ready for a long, strong run in the international market. •

YA Phenomenon: Author Luisa Geisler

By CELSO DE CAMPOS JR.

To her teachers, Luisa Geisler is just a college kid studying Social Science and International Affairs in her home state of Rio Grande do Sul. To the Brazilian literary critics, she's recognized as one of the country's hottest prospects in the book industry.

No wonder. At just 21 years old, Geisler is already a back-to-back winner of the prestigious SESC Prize for Literature—first in the short story category in 2011, then in the novel category in 2012. Now she has been selected by *Granta* magazine as one of the 20 Best Young Brazilian novelists—the youngest of them all.

An inveterate multi-tasker, as she defines herself, Luisa also has an undergraduate research scholarship in Economics and studies German, Italian and Spanish on her own. This restlessness colors her flaming pop-teen prose, be it in *Contos de mentira*, short stories about the lies we tell each other, or in *Quiça* (Perhaps), about the relativity of things.

This novel has been hailed by critic Noemi Jaffe as a "narrative which goes from fragments to linearity, in a temporal mosaic which questions the consumerist society,



Luisa Geisler was selected by both *Granta* and *Machado* magazines as a top author

the hypocrisy of family relationships and the moralist survival of bygone values."

It might sound difficult, but it's not. Geisler's writing is a hit with young adult readers—so much so that Brazil's leading teen magazine, *Capricho*, has even profiled her on the magazine's closing page. It's an honor once bestowed on none other than American author Meg Cabot, in whose footsteps Geisler is likely to follow. •

Luisa Geisler's books are published in Brazil by Editora Record.

This 21-year-old author is Brazil's answer to Meg Cabot



Are you ready to meet the best authors in Brazilian Spiritual Literature?

Come meet us in Hall 5.1 - Stand E941

We expect your visit on Wednesday - Thursday - Friday (from 2pm to 6pm).

We are leaders in Brazilian titles on "Body, Mind & Spirit"

Brazil is currently the largest "storehouse" of an innovative literary world when it comes to Esoteric, Spirituality and Self-help books, and we all know that. We strongly collaborate in disseminating and negotiating the greatest and best Brazilian authors of such literature, offering unique publishing products of the main sales leaders in these categories.

Come visit us: who knows if you can find the next Paulo Coelho? :-)

Signum
The Best of Brazilian Spiritual Literature

São Paulo | Brazil
www.signum.com.br

Bernardo Carvalho:

Brazil's Contemporary Joseph Conrad

By CELSO DE CAMPOS JR.

Brazilian readers took notice of Bernardo Carvalho's talent in the 1980s, on the pages of the *Folha de S.Paulo* newspaper—in which the Rio de Janeiro-born writer proved himself as an eloquent correspondent from Paris and New York and then editor of the cultural supplement *Folhetim*. But his first book, a short story collection called *Aberração* (Aberration) wasn't published until 1993, the same year he completed a masters

degree in cinema from the University of São Paulo.

Since then, Carvalho has produced a mesmerizing canon of literature, one that displays the curiosity of a reporter and captivating storytelling skills.

From the mysteries of distant Mongolia—depicted in his novel *Mongólia*, which won the 2004 Jabuti Prize, an important literary prize in Brazil—to the surprising insight into Brazil's indigenous population in *Nove noites* (Nine Nights), readers are inevitably

Journalist,
adventurer,
curiosity seeker,
novelist

transformed after taking a journey alongside Carvalho.

In the new *Machado de Assis* magazine, Irish philosopher Anthony Doyle translated an excerpt of Carvalho's 2009 novel *O filho da mãe* (Motherland). The book is set against the backdrop of the Second Chechen War in 2003, and the action, as is usual in Carvalho's books, spirals out across time and space, traveling to, among other locales, the Amazon rainforest and the Sea of Japan.

Another trademark of the author is the strength of his characters, who are well-constructed and multifaceted. "Mothers have a lot more to do with war than you'd imagine," says one of the characters at a certain point, and the book is, in a sense, a poetic demonstration of precisely that. •

Bernardo Carvalho's recent books are published by Companhia das Letras (photo by Adriana Vichi).

New Magazine to Showcase Brazilian Lit in English

Machado de Assis offers sample translations of new Brazilian writing

To provide the international publishing industry access to translated sample text by Brazilian writers, Brazil's National Library Foundation (FBN) has launched a new magazine: *Machado de Assis: Brazilian Literature in Translation*.

Each edition presents twenty translations, offering not only a showcase of Brazil's most recent literary production, but also an opportunity to boost the visibility of Brazilian authors abroad.

The magazine is publishing online so editors, scouts and literary agents may download texts, along with information about the different writers and right holders. There's also a blog covering news about Brazilian authors abroad.

The online edition will be issued quarterly, and there will be two print editions a year – to be handed out at international book fairs where Brazil is represented. •

See the magazine online at: machadodeassismagazine.com.br



BE IN EVIDENCE.

Conquer one of the most important markets in the world.

Novo Conceito Publishers will be your right entrance to the Brazilian publishing market.

Join this team of best-sellers.

Anne Tyler • Barbara Freethy • Bella Andre • Ben Sherwood
Brendon Burchard • Brené Brown • Cecelia Ahern • Chris Gardner • Clive Cussler • Corban Addison • Danny Wallace
Dave Ramsey • Deb Calleti • Debbie Macomber • Elizabeth Chandler • Emily Giffin • Fern Michaels • George Friedman
Glenn Beck • Holly Back • Cassandra Clare • Jenny Han
Siobhan Vivian • Katherine Boo • Kristin Hannah • Lesley Pearce
Lisa Gardner • Lissa Price • Lucinda Riley • Lurlene McDaniel
Nicholas Sparks • Nick Vujicic • Rick Johnson • Sarah Jio
Susane Colasanti • T. Greenwood • Trudi Canavan



It has never been so easy to read Brazilian Portuguese.

MACHADO DE ASSIS MAGAZINE BRAZILIAN **LITERATURE** IN TRANSLATION

In order to provide the international publishing industry access to translated texts by local writers, the National Library of Brazil and partners are launching the Machado de Assis Magazine. Each edition will feature English and Spanish translations of works by at least twenty Brazilian authors with great potential for translation. Now everyone will be able to read, enjoy and publish the best of Brazilian literature.

Machado de Assis Magazine Launch Cocktail

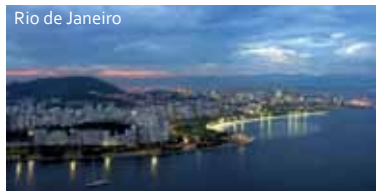
Wednesday October 10th,
16:30 to 18:30
Brazilian Stand, Hall 5.1 E953



www.machadodeassismagazine.bn.br

Brazil in Frankfurt: Don't-Miss Events About Brazilian Publishing

Rio de Janeiro



Brazilian Translation Grants: A Simple and Inexpensive Way to Publish Brazilian Authors

A step-by-step presentation of the Brazilian National Library's Translation Support Program focused on its process, rules and guidelines. Learn how this program is easily accessible.

Time & Place:

Wednesday, 10:00 | Hall 5.1 E953

Thursday, 16:30 | Hall 5.1 E953

Friday, 10:00 | Hall 5.1 E953

The Power of Small: How to Succeed in Brazil's Publishing Jungle

Gustavo Faraon, editor at Não Editora, will discuss the Brazilian publishing market from the perspective of a small publishers. Is there space for independent publishing in Brazil? What qualities and strategies do small publishers need to succeed in the country?

Time & Place:

Wednesday, 14:00 | Hall 5.1 E953

Launch Party for Machado Magazine

Machado Magazine makes its world-wide debut at the Frankfurt Book Fair. This magazine will present sample translations in Spanish and English of the most interesting Brazilian writers. Find Brazilian authors whose books are available for translation and would be suitable for foreign markets.

Time & Place:

Wednesday, 16:30 | Hall 5.1 E953

Caipirinha Hour: Beyond the Lime

Discover the flavors of Brazil and the country's world-famous cocktail, the Caipirinha. This classic cocktail, usually made with lime, can also be made from strawberries, passionfruit, kiwi or grapes. The Caipirinha is as diverse as Brazilian literature. Network, get to know Brazilian publishers, and enjoy a delicious cocktail.

Time & Place:

Wednesday to Friday, 17:30 | Hall 5.1 E953

STM in Brazil: How Does the Market Behave in the Tropics?

What is the state of the STM market in Brazil? Who are the largest players, and what are the most profitable fields? Is there a local STM industry, and how they are dealing with digital change? Those questions will be addressed at this talk with Flavia Alves, publisher of Saraiva's business imprint and 2012 Frankfurt Fellow.

Time & Place:

Thursday, 13:00 | Hall 5.1 E953

Market Focus: Brazilian Opportunities for Foreign Publishers

This presentation will focus on the last developments in Brazilian soci-

ety, economics and education, highlighting the great opportunities Brazil has to offer. Get to know the Brazilian book industry's size, characteristics, and opportunities. The event is organized by the Brazilian Book Chamber.

Time & Place:

Thursday, 14:00 | Hall 5.1 E953

Brazilian Translation Support Funds: How to Get Translations from Portuguese for Free

A conversation with Fábio Lima, coordinator of the Brazilian National Library's Translation Support Program.

Time & Place:

Friday, 13:00 | Sparks Stage

Hall 8.0 Ng88

The Brazilian Bestsellers: Who Are the Writers on the Bestseller Charts?

Learn about Brazil's top-selling authors and books, as well as ways to stay informed about trends in Brazilian publishing. Would these books be suitable for foreign markets? Which genres sell best in Brazil? This presentation will be based on PublishNews' annual bestseller list, with founder Carlo Carrenho.

Time & Place:

Friday, 14:00 | Hall 5.1 E953



City of São Paulo (photo by Caio Pimenta, SPTuris)

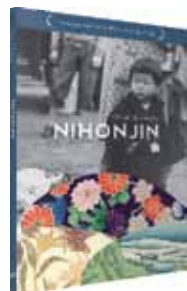
EDITORIA SARAIVA

Committed to education and culture in Brazil

With nearly 100 years of activity, Saraiva Publishing House has one the most complete catalogues of Brazil, in print and digital:


- Elementary and High School • Law • Business
- Fiction and Nonfiction • Reference • Children's and Young Adult Literature

Fiction and nonfiction




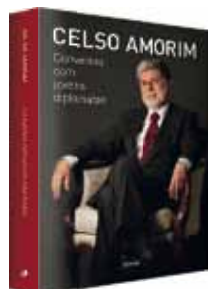
Nihonjin

Oscar Nakasato
Winner of the 1st Benvirá Literature Prize

Also available in  ePUB

Talks with young diplomats
Celso Amorim

Also available in  ePUB



Children's Literature




If children ruled the world

Marcelo Xavier

 Portuguese
English
Spanish

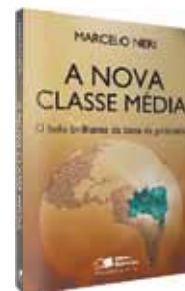
The creation of the world and other beautiful indigenous stories

Emerson Guarani
Benedito Preziza

Also available in  ePUB




Business




The new middle class The bright side of the bottom of the pyramid

Marcelo Neri

Also available in  ePUB

**Brazilian way
Creativity, what it is,
how they developed and what
you can learn from it**

Andrew Smith
Also available in  ePUB



Rights Departments

Mr. Thales Guaracy Ferreira – Editorial director – Fiction and nonfiction
thalesguaracy@editorasaraiva.com.br

Ms. Flávia Alves Bravin – Business editorial director
fndaives@editorasaraiva.com.br

Mr. Rogério Gastaldo – Editorial manager – Children's and young adult literature
rogeriogastaldo@editorasaraiva.com.br



**Editora
Saraiva**



Benvirá

Formato

Caramelo

www.editorasaraiva.com.br