

Argentina	Czech Republic	Poland
Bangladesh	Egypt	Sudan
Belgium	Finland	Switzerland
Benin	Greece	Turkey
Costa Rica	Pakistan	Zambia

3.18 **Proclamation of 23 April ‘World Book and Copyright Day’¹**

The General Conference,

Considering that historically books have been the most powerful factor in the dissemination of knowledge and the most effective means of preserving it,

Considering consequently that all moves to promote their dissemination will serve not only greatly to enlighten all those who have access to them, but also to develop fuller collective awareness of cultural traditions throughout the world and to inspire behaviour based on understanding, tolerance and dialogue,

Considering that one of the potentially most effective ways to promote and to disseminate books - as shown by the experience of several UNESCO Member States - is the establishment of a ‘Book Day’ and the organization of events such as book fairs and exhibitions on the same day,

Noting furthermore that this idea has not yet been adopted at international level,

Adopts the above-mentioned idea and proclaims 23 April of every year ‘World Book and Copyright Day’, as it was on that date in 1616 that Miguel de Cervantes, William Shakespeare and Inca Garcilaso de la Vega died.

3.19 **Asia-Pacific Co-operative Programme for Reading Promotion and Book Development (APPREB)¹**

The General Conference,

Recalling the Asia-Pacific Co-operative Programme for Reading Promotion and Book Development (APPREB), a regional network of institutions for strengthening national and regional capacities in the field of publishing and other cultural industries in the Asia and the Pacific region, launched in 1992 following the recommendations of the tenth meeting of Experts on Regional Co-operation in UNESCO Cultural Activities in Asia and the Pacific (Tokyo, March 1991) and with the agreement of the regional APPREB Consultation (Kuala Lumpur, December 1991),

Recalling also the recommendation adopted at the eleventh meeting of Experts on Regional Co-operation in UNESCO Cultural Activities in Asia and the Pacific, held in February 1993, which recommends UNESCO to increase its technical and financial assistance to APPREB and strengthen the functioning of the Asia-Pacific Cultural Centre for UNESCO (ACCU) for the formulation of long-term programmes of book development in co-operation with Member States and to endorse the continuation of the role of ACCU as the co-ordinating agency for APPREB after 1993,

Appreciating the recent achievements of APPREB, such as the survey of reading needs conducted in Laos, Pakistan, Tonga and Mongolia, the Subregional Consultation on the Free Flow of Books (India, 1994), the Subregional Workshop on Formulating Effective Strategies for Promoting Reading in Rural Areas (Bangladesh, 1995), the Subregional Workshop on Book Production in the Pacific (Fiji, 1995), and the Regional Consultation for APPREB (Thailand, 1995),

Noting that the latter meeting identified the following six areas for APPREB activities for the 1996-1997 biennium: co-publication and translation, training book personnel, conducting studies, surveys and setting up data bases, APPREB promotion, supporting Member States on national policies on books and reading, and other related issues, reading campaigns and programmes to encourage publishing; and that a considerable number of proposals have been presented by the participating Member States within these areas,

1. Resolution adopted on the report of Commission IV at the twenty-second plenary meeting, on 15 November 1995.