

Lightning Source® Sharjah Publisher FAQs

Ingram and the Sharjah Book Authority have established a joint venture operating a Lightning Source facility in Sharjah Publishing City, the world's first free trade zone for publishing. Lightning Source Sharjah is your gateway into publishing markets in the Middle East & North Africa.

Publishers

- Publishers can now:
 - Make Publisher Direct orders to print in Sharjah
 - Price titles for sale from Lightning Source Sharjah, making them discoverable by brick-and-mortar stores, online retailers, and libraries in the Middle East & North Africa
- Coming soon:
 - Publishers will soon be able to sign the Lightning Source Sharjah agreement in their web account

Where is Sharjah?

Sharjah is the third largest emirate in the United Arab Emirates and the city is known as the cultural and literature hub of the UAE.

What is the benefit of signing the Lightning Source Sharjah agreement?

Signing the new Lightning Source Sharjah agreement allows publishers to price their titles in USD for Sharjah. Pricing for the region will make those titles discoverable by retailers in the Middle East & North Africa, the books will be printed from the new facility in the Sharjah Publishing city, and retailers will receive their orders much more efficiently than ordering from the US or UK.



What types of books will be supported?

- **Book Types:** Black & White, Premium Color
- **Paper Types:** Crème, White
- **Binding Types:** Paperback Only

What are the expected turnaround times for printing?

Books will be manufactured within 3-5 working days from receipt of an order. This will be reduced to 2 business days for express, and 1 business day for rush orders. Further information will be available in the

Operations Manual. Please be aware that the working week in this region runs Sunday-Thursday.

How does the claim process work?

Initially, publisher claims for publishers in the region will be processed by the ICG UK customer support team. There will also be an Arabic-speaking support role in Lightning Source Sharjah to manage local retailer claims and book-quality returns.

Claims for publishers in the region are processed by the ICG UK customer support team. There is also an Arabic-speaking support role for LS Sharjah based in the UK.

What trim sizes and specification will be supported?

Please refer to the Operations Manual for a complete list of trim sizes and specifications supported.

What currency will be used within the region?

The US Dollar will be the primary currency used for orders placed through the Lightning Source Sharjah facility. Publisher compensation will also be transacted in USD and paid in the Publishers preferred currency.

Which countries will the Sharjah facility export to?

Lightning Source Sharjah will be able to deliver to most international markets however it is expected the main markets will be within the UAE and key countries close to the facility.

What is the proper way to address orders being shipped within the UAE?

If your account is set up to place direct orders from Lightning Source Sharjah within the region, you are required to provide the emirate (see list below) in the ship-to address, as there are no postcodes in the United Arab Emirates (UAE). You must provide your email ID, mobile number, and emirate as a minimum requirement to be able to get your books sent to anywhere in the UAE.

There are 7 emirates:

- Abu Dhabi
- Ajman
- Dubai
- Fujairah
- Ras Al Khaimah
- Sharjah
- Umm al Quwain

Do you recommend a specific wholesale discount for titles made available to retailers within the region?

We recommend publishers set their wholesale discount comparative to their US discount wherever possible. You can offer a wholesale discount between 30% and 55%. However, with current market trends, we recommend you set your discount on the higher end of the range.

Which retailers can order from Lightning Source Sharjah?

We work with many of the key retailers within the region, including:

- Al Maya Group
- Ciel
- Dar Al Fajr
- Jashanmal
- Kinokuniya
- Magrudy
- Manga Bound
- Pan World

When will Lightning Source Sharjah go live?

Phase 1 of the Lightning Source Sharjah launch went live 16 November 2021. Phase 2 of the launch, which includes improved web account functionality, is scheduled to go live in early 2023.

How do I start selling my books through Lightning Source Sharjah?

To enable printing from the Lightning Source Sharjah facility, publishers will need to sign the Sharjah POD Agreement. To make titles available to retailers and libraries in the region, publishers will also need to add USD pricing for the Sharjah market for each title. Please contact your Lightning Source Account Manager or Client Services Representative for more information.

What is currently available to publishers through Lightning Source Sharjah?

Once the Publisher has completed the Lightning Source Sharjah contract these functions will be made available in their account:

1. LS-SHJ Ordering Pub Direct:
 - Short Run Orders Orders (Web Account) – Lightning Source Sharjah print location and shipping options available
 - Drop Ship Orders Orders (XLS and EDI) – Lightning Source Sharjah print location and shipping options available
2. Lightning Source Sharjah Virtual Distribution market activation:
 - Market Pricing can be added via Web Account, ACSS or XLS
3. Lightning Source Sharjah Sales reports:
 - Monthly virtual distribution print sales report and remittance will be available
4. Lightning Source Sharjah Help Tools:
 - Pub Comp Calculator
 - Print and Shipping Calculator

I'm interested! Where can I learn more about selling my titles into these markets?

You can find more information about publishing and bookselling in the Middle East & North Africa at www.ingramcontent.com/sharjah.