

Lightning Source® Sharjah

Where is Sharjah?



What is new for the region?

Lightning Source will operate from Sharjah in the UAE and provide a virtual wholesale model for the region.

This new facility will:

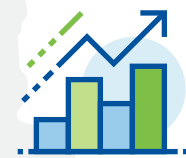
- Replicate the model used in Ingram's US, UK, and AU operations
- Allow publishers to price their books in USD and set a wholesale discount
- Open ordering facilities using Ingram's ipage® for regional booksellers



The Middle Eastern book market imports over **\$1 billion worth of books** and printed materials annually with half of all imports coming from the UK, USA, and France.¹



Within the United Arab Emirates (UAE) the publishing market is **worth approximately \$230,000,000** with compound **annual growth rate of 19%**.²



The UAE is one of the fastest growing markets for publishing and is expected to triple in size to **approximately \$650 million by 2030**.³

What is Sharjah's significance to publishing?

Sharjah was awarded the honors of Cultural Capital of the Arab World by UNESCO in 1998 and World Book Capital 2019 by UNESCO in 2019.

What languages are spoken in the UAE?

The official language of the United Arab Emirates is Arabic. Modern Standard Arabic is taught in schools, and most native Emiratis speak a dialect of Gulf Arabic that is similar to that spoken in surrounding countries. English continues to dominate as the language for business and higher education. In addition to English, several languages are spoken among the expatriate community, including various dialects of Pashto, Hindi, Balochi, and Persian.

Most In-Demand Content Categories in the Middle East Market

Rank	BISAC Subgroup	Approximate Thema Equivalent
1	JNF - Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
2	JUV - Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
3	FIC – Fiction	FB – Fiction – General & Literary
4	FOR - Foreign Language Study (inc English as a Foreign Language)	CJ – Language Teaching & Learning
5	REL - Religion	QR – Religion & Beliefs
6	LAN - Language Arts & Disciplines	CB – Language – Reference & General
7	LCO - Literary Collections	DNT – Anthologies – General
8	POE - Poetry	DC – Poetry
9	EDU - Educational	JN – Education
10	STU - Study Aids	YPZ – Educational – Study & Revision Guides

Top 10 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent
1	JNF020010	Juvenile Nonfiction – Foreign Language Study – English As A Second Language	YRDM - Children’s / Teenage reference: Non-native or second language study and reference
2	FOR002000	Foreign Language Study – Arabic	CJ - Language teaching and learning
3	JUV039220	Juvenile Fiction – Social Themes – Values & Virtues	YFB - Children’s / Teenage fiction: General fiction YX - Children’s / Teenage: Personal and social topics
4	JNF013000	Juvenile Nonfiction – Concepts – General	YBL - Early years / early learning concepts
5	JUV030110	Juvenile Fiction – People & Places – Middle East	YFB - Children’s / Teenage fiction: General fiction; YNM - Children’s / Teenage general interest: Places and peoples
6	FIC004000	Fiction – Classics	FBC – Classic Fiction
7	FIC000000	Fiction – General	FB - Fiction: general and literary
8	REL067110	Religion – Christian Theology – Systematic	QRM - Christianity QRVG - Theology
9	STU000000	Study Aids – General	JNZ - Study and learning skills: general
10	REL041000	Religion – Islam – Koran & Sacred Writings	QRPF1 - The Koran (Qur’an)

To register your interest in this new market, fill out [this form](#) and an account representative will contact you soon.

¹United Nations Commodity Trade Statistics Database.

²United Nations Commodity Trade Statistics Database.

³United Nations Commodity Trade Statistics Database.