Network Meeting
Vienna, June 8-9th, 2015

NETWORK MEETING FOR DECISION MAKERS
PATAKIS PUBLISHERS

• Founded in 1974 by Stefanos and Melpomeni Pataki
• Leading general publisher in the Greece
• Publishing from educational books, dictionaries, encyclopedias and scientific books to fiction and non-fiction for both adults and children
• Approx. 400 new titles annually
• General catalogue with 6,000 titles in print
• Cooperation with the Greek Pedagogical Institute of the Greek Ministry of Education

EEPG Network Meeting June 8/9th 2015

Patakis Publishers
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Patakis Publishers
Educational Books in Greece

A different aspect,

- School text books
  - Publishers undertake project by the state
- Educational Companions
  - Publishers produce and market like all other books
Educational Books in Greece

School text books

• Ministry of Education holds tender via Pedagogical Institute
• Usually there are tender issues.
  ➢ Tendering phase duration
  ➢ Low budget

Educational companion books

• Published privately by individual publishers
• Usual book publishing rules apply
Most pressing issues in Greece

↓ Financial struggle since 2008; Turnover down 30%; Recently government stopped paying private companies

☒ Fixed Price Law abandoned in 2014 by previous government; Still waiting for the law to be restored; The market has suffered from a price war

✔ New threat! VAT to be raised; currently it is 6.5% for books.
Fixed Price Law abandonment
VAT on books to increase in Greece

WHY RAISE THE VAT ON BOOKS IN GREECE?

THE CHRONICLE OF A CRIME FORETOLD
VAT on books to increase in Greece

- 0% VAT in Ireland, Norway, United Kingdom
- 0% VAT applies many cases in emerging markets in Latin America (e.g. Argentina, Brazil).
VAT on books to increase in Greece

- 51 countries surveyed; only 4 (BG, CL, DK, GT) do not apply special VAT treatment for printed books
- 92.16% of countries continues to apply favorable tax regimes for printed books
- Special VAT/GST treatment for a publications is the norm
VAT on books to increase in Greece

- 19% VAT on books in Chile led to increased piracy levels
- Loss for legitimate Chilean publishers and tax authorities.

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VAT on books to increase in Greece

- All major publishing markets surveyed (FR, DE, IT, ES, UK) provide reduced VAT rates or exemptions.
- Same applies in emerging markets in Latin America (e.g. AR, BR).
- AR, BR and FR (like in LU) special VAT/GST treatment for e-books.
VAT on books to increase in Greece

- Standard VAT rates *continue to increase* around the globe, and in particular in Europe.
- Since previous survey, 6 European countries raised their standard VAT rate by 1.66 %.

**↓ Only 2 countries (i.e. CY and FI) raised the VAT applied to books.**
VAT on books to increase in Greece

✓ Specific regulations of VAT/GST on e-books are gaining further ground.
Thank you